

Corporate Plan

This Corporate Plan sets out our key priorities for the next four years allowing us to describe and clearly see how our collective hard work contributes to the City Vision:

This Plan will keep us focused on our purpose, supporting those people in the greatest need as a fundamental part of our contribution to the “All Together Sunderland” approach to the city’s challenges:

Sunderland will be a welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future.

Sunderland City Council will be the most effective community leadership council possible, in order to serve our communities and to ensure the city and its people fulfil their potential.

The Plan:

- provides the basis for service planning activity which identifies the actions necessary to address the key priorities
- enables performance management and assurance activity which supports the delivery of the best outcomes and services in relation to our priorities and statutory responsibilities within available resources
- creates an “early warning system” where this is not the case; and
- provides the context for the development of our individual employee objectives.

At a glance – key priorities

We have identified three priority areas within which the council is most able to positively influence outcomes for Sunderland, its residents, communities and businesses.

Each of these priority areas comprises themes under which we are able to deliver, enable or influence action delivery to support improved outcomes.



Our approach in respect of our priorities is underpinned by robust intelligent decision making, effective delivery and performance management arrangements to achieve the best outcomes, ensuring we seek to understand and address the inequality of health, wealth and opportunity in the city.

At a glance – key actions

Regenerating the city

Growing the economy

Maximising the opportunities from the Economic Leadership Board

- Contribute to the development and implementation of Delivery Plans for the Economic Leadership Board 'Result Groups'

Planning city growth

- Publish and implement the Local Plan

Sector growth

- Deliver the International Advanced Manufacturing Park
- IAMP Enterprise Zone - Phase 1
- Enterprise Zone Phases 1B and 2 infrastructure works
- Port Enterprise Zone

Sunderland as a place to invest

- Attract new companies and inward investment

Regenerating the city centre

- Vaux Phase 1
- Sunderland Station
- Key Sites and Areas

More and better infrastructure

- New Wear Crossing (Sunderland Strategic Transport Corridor Phase 2)
- Sunderland Strategic Transport Corridor Phase 3

More and better housing development

- Housing Strategy and Delivery Plan
- Chapelgarth Phase 1

Regenerating the coast

- Seaburn Phase 1

Developing the cultural offer

- Cultural Offer and determine Alternative Service Delivery Model
- Apply for City of Culture 2021

Devolution

- Maximise the opportunities and benefits for Sunderland from collaborative regional working

To ensure progress in respect of achieving outcomes for the city, the priority themes have specific actions identified against them. These priority actions form the basis of our corporate strategic management and performance arrangements, through which activity is targeted, progress is understood and corrective action is taken.

The spread of these actions reflects the areas within which the council is able to most positively deploy its resources to deliver, enable or influence.

Regenerating the city

Improving education and skills

Maximising the opportunities from the Education and Skills Partnership

- Contribute to the effective operation and delivery by the Education Leadership Board

Ready for School, Ready for Work, Ready for Life

- Help Sunderland children do well at school, raising aspirations and achievement and closing the attainment gap
- Attract and retain young people

Regenerating the city

Improving health and wellbeing

Maximising the opportunities from the Health and Wellbeing Board

- Contribute to the development and implementation of delivery plans for the 8 Health and Wellbeing Board priorities for action

Health and social care

- Integration and whole-system innovation
- Prevention, reablement and supporting independence

Review and transform key public health commissioned services

- Implementation of a new Integrated Substance Misuse model
- NHS Health Checks
- Review and transform Public Health 0-19 services

Safeguarding our residents

Supporting children and families

Transform key children's services

- Establish the 'Together for Children - Sunderland' alternative service delivery model

Looked after children

- Improve the life chances for the most vulnerable children in the city
- Reduce the number of children in care by ensuring timely decision making

Early help and social care

- Recognise respond to and reduce risk to vulnerable children

Safeguarding our residents

Supporting vulnerable adults and carers

Adult social care

- Further develop Sunderland Care and Support LTD

Safeguarding our residents

Building resilient communities

Welfare reform

- Lead partnership activity to help mitigate the impacts of welfare reform

Community cohesion

- Intelligence based approach to crime prevention and community safety

Future council

New ways of working and collaboration

Becoming a strategic commissioner

- Develop Future Council – Commissioning and Client arrangements through the Transformation Programme
- Investigate key issues affecting the city using the intelligence approach and action accordingly

Future council

New ways of delivering services

Developing appropriate structures for delivery

- Procure a Technology Partner and create an alternative service delivery model for ICT
- Improve the council's approach to information governance, cyber-security and information sharing
- Deliver the Workforce Transformation project
- Deliver the Workforce Planning project

Future council

New ways of delivering services

Becoming more financially self-sufficient and less dependent on government support

- Deliver the 2016-2020 Transformation Programme
- 2017/18 budget planned and agreed by March 2017
- Ensure a balanced budget position for 2017/18 and gap closed for 2018/19 and 2019/20