

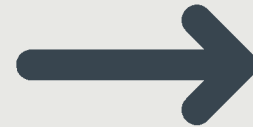
SUNDERLAND 2019-2030

DEVELOPING OUR CITY PLAN

Our
Challenges



Our
Vision



Our
Themes



OUR CHALLENGES

The city and its residents emerge from the Covid-19 pandemic in a strong and competitive position



OUR CHALLENGES

Health and wellbeing outcomes
are significantly improved



OUR CHALLENGES

Residents' skills and qualifications enable them to secure good jobs matching the needs of employers in the city's key sectors



OUR CHALLENGES

Sunderland offers the opportunities that families and individuals need to achieve their ambitions



OUR CHALLENGES

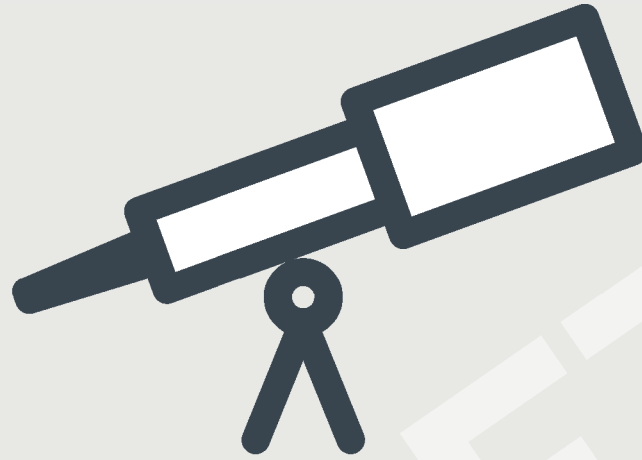
Sunderland City Centre will drive transformational economic growth with Riverside Sunderland demonstrating clearly our investment ambition



OUR CHALLENGES

Families are resilient and resourceful to respond to challenges and achieve the best possible outcomes for their children





OUR VISION

**By 2030 Sunderland will be
a connected, international city
with opportunities for all**

OUR THEMES



**A DYNAMIC
SMART CITY**



**A HEALTHY
SMART CITY**



**A VIBRANT
SMART CITY**



A DYNAMIC SMART CITY

by 2030 we will have:

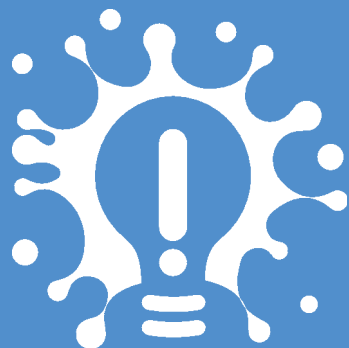
- a lower carbon city with greater digital connectivity for all
- more and better jobs
- more local people with better qualifications and skills
- a stronger city centre with more businesses, housing and cultural opportunities
- more and better housing



A HEALTHY SMART CITY

by 2030 we will have:

- reduced health inequalities enabling more people to live healthier longer lives
- access to equitable opportunities and life chances
- people enjoying independent lives
- a city with great transport and travel links
- cleaner and more attractive city and neighbourhoods



A VIBRANT SMART CITY

by 2030 we will have:

- more resilient people
- more people feeling safe in their homes and neighbourhoods
- more residents participating in their communities
- more people visiting Sunderland and more residents informing and participating in cultural events, programmes and activities

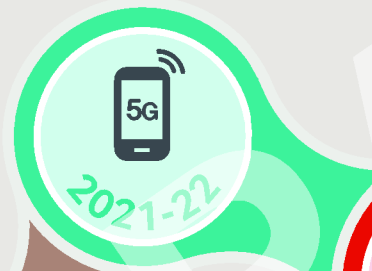
INDICATIVE TIMELINE

- 100% schools engaged with the Active Charter
- Digital Ambition in place for the city
- 1st building on IAMP opened
- 1st drive-thru rapid charging facility for electric cars
- 1st building on Vaux site
- World Transplant Games take place
- Empty property strategy published
- £20m investment in sports facilities
- University Medical School open
- Launch Step-Up Sunderland



- Additional investment in cultural events and venues
- 50 empty homes brought back into use
- International Innovation Centre opens on IAMP
- Assisted technology test-bed delivered
- New school for children with Autism opens
- Delivery of council Carbon Plan

- Increase in economic activity at the Port
- On-site development of Sunderland Station
- New City Hall opens on Riverside Sunderland
- Roll out of 5G city-wide
- SSTC3 (Northern Spire to City Centre) opens
- Increased business take-up of low carbon initiatives
- New primary school opens
- Commission new domestic abuse services model
- Deliver Sunderland Covid-19 Health Inequalities Action Plan
- Deliver connected, automated logistics project

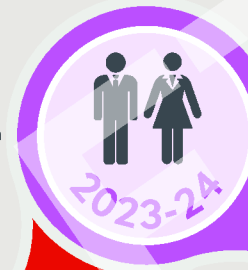


- Delivery of city centre 5G Wi-Fi
- Agree Healthy City Strategy
- Agree Sunderland Covid-19 Health Inequalities Strategy
- Increase engagement in drug and alcohol treatment services by parents/carers
- Sunderland City Council registered as a Social Housing Provider

- Better walking and cycling routes linking communities to riverside and seafront and green spaces
- Reduction in smoking in the city
- More people physically active
- Improvement in household recycling rates
- More people enjoying independent lives
- Launch new Domestic Abuse Services Model
- First building open on Hillthorn Park



- 2,000 new office jobs
- Heat and power network in the city centre
- More and better homes in the city centre
- New 4* hotel
- More resilient families in Sunderland
- More local people benefitting from a stronger economy
- Increase in the number and strength of creative and cultural businesses
- Sunderland's heritage collections, archives and buildings enjoyed by residents and safeguarded for future generations
- Deliver Future Living Expo
- New pedestrian access across the river



- The gap between average wages in the city and regional average wages will be reduced
- Sunderland recognised as a cultural destination of choice
- Key housing sites developed
- Better transport links between Washington and the City Centre and other areas

- Best performing Key City in England
- Sunderland recognised as a centre of excellence in sport
- Sunderland will be a more dynamic, healthier and vibrant city
- Sunderland will be a Real Living Wage city

