DEVELOPING A CITY PLAN

Our challenges → Draft vision and values → Key themes
OUR CHALLENGES

Migration out of the city continues
Our Challenges

Sunderland city centre not functioning as an economic motor
Sunderland is very good at attracting inward investment but is less successful at growing Sunderland businesses.
Our Challenges

The qualifications and skills which Sunderland’s residents have don’t match the needs of industry in the city.
OUR CHALLENGES

Health outcomes in Sunderland are still poor and health behaviours haven’t yet changed sufficiently.
OUR CHALLENGES

High levels of children in need and in care
By 2030 Sunderland will be a connected, international city with opportunities for all

We innovate, we enable and we are respectful
THREE KEY THEMES

A DYNAMIC CITY

A HEALTHY CITY

A VIBRANT CITY
by 2030 we will have:

- more and better jobs
- more and better housing
- more local people with better qualifications and skills to enable them to participate in and benefit from a stronger economy
- a stronger city centre with more businesses, housing and cultural opportunities
- a lower carbon city with greater digital connectivity for all
A HEALTHY CITY

by 2030 we will have:

• access to the same opportunities and life chances
• more people living healthier longer lives
• people enjoy independent lives
• cleaner and more attractive city and neighbourhoods
• a city with great transport and travel links
by 2030 we will have:

- more creative and cultural businesses
- more residents participating in their communities
- more visitors visiting Sunderland and more residents participating in cultural events and activities
- more people feel safe in their neighbourhoods and homes
- more resilient people
TIMELINE

2019-20
- 100% schools signed up to Active Charter
- Digital Ambition in place for the city
- Sunderland Industrial and Employment Strategy in place
- 1st building on IAMP operational
- 1st drive-thru rapid charging facility for electric cars
- 1st building on Vaux site
- World Transplant Games take place
- A city Wellbeing and Social Care Workforce Strategy
- Empty property strategy published
- £20m investment in sports facilities
- Funding for 2 new cultural venues secured
- University Medical School open

2020-21
- Increase in Port activity
- On-site development of Sunderland Station
- New school for children with Autism opens
- New public sector offices open on Vaux site
- Reduction in the misuse of alcohol across all age groups
- Roll out of 5G
- SSTC3 (Northern Spire to City Centre) opens
- Better walking and cycling routes linking communities to riverside and seafront and green spaces
- Quality city centre housing choice
- £40m investment in infrastructure
- Reduction in smoking in the city
- More people physically active
- Improvement in household recycling rates
- More people enjoying independent lives

2021-22
- 2,000 new office jobs
- Heat and power network in city centre
- More and better homes in city centre to deliver new neighbourhoods
- 2 new 4* hotels
- More resilient families in Sunderland
- More local people benefiting from a stronger economy
- More creative and cultural businesses open
- Additional investment in cultural events
- 50 empty homes brought back into use
- Innovation Centre opens on IAMP
- New primary school opens
- Childhood obesity will be reduced
- Assisted technology test-bed delivered to 5,500 homes
- Increased business take-up of low carbon initiatives

2022-23
- 2,000 new office jobs
- Heat and power network in city centre
- More and better homes in city centre to deliver new neighbourhoods
- 2 new 4* hotels
- More resilient families in Sunderland
- More local people benefiting from a stronger economy
- More creative and cultural businesses open
- Average wages in the city will be equivalent to regional averages
- Sunderland recognised as a cultural destination of choice
- An increase in average house prices
- New pedestrian access across the river
- Better transport links between Washington and the city centre and other areas

2023-24
- Best performing key city in England
- Sunderland recognised as a centre of excellence in sport
- 2 new 4* hotels
- More resilient families in Sunderland
- More local people benefiting from a stronger economy
- More creative and cultural businesses open

2024-25
- Best performing key city in England
- Sunderland recognised as a centre of excellence in sport

2025-30
- Best performing key city in England
- Sunderland recognised as a centre of excellence in sport
PERFORMANCE MEASURES

Annual health check

KEY MEASURES

Jobs and employment
Income and wages
Skills, education and training
Environment and safety
Transport
Housing
Health
Deprivation
Crime and disorder
Work/life balance
Digital