

**SUNDERLAND  
CITY COUNCIL  
RESIDENT  
SURVEY**

# Listening and acting on residents' concerns



We are committed to listening to residents and acting on what they tell us. Regular residents' surveys allow us to understand what is important to you, what you think of the council and the services we provide, and how you feel about the city as a whole. We have commissioned Ipsos to carry out our resident surveys annually to see how we are doing over time. We use the analysis of the responses to understand what action we need to take to better support our residents and to ensure we are delivering on our [City Plan](#).

## Our themes



### 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
- great transport links with low carbon and active travel opportunities for all
- a cleaner and more attractive city and neighbourhood



### 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

# Our approach

In 2022, our fieldwork ran from September to December and a postal survey was distributed to a random sample of 5,800 addresses.

There were 1,014 valid responses from the original sample, which is a response rate of 18%, providing a robust data set to analyse. This is an increased response rate from 2021 and is in line with other residents' surveys run by Ipsos.

## Context and challenges

The 12 months leading up to residents being asked for their views had been a challenging time as the wide ranging impacts of the cost of living crisis increased. Nationally, public priorities focused on the economy and healthcare.

## Priorities

Using the analysis from the responses, we have identified some priority areas for action. This document shows the headline responses, as well as a summary of our action plans against these key themes to show you how we are acting on your concerns.

# Headline findings: the council

We ask a range of questions about how you feel about the council and the services we deliver. This helps us understand how we are doing and whether we have improved our performance.

We're pleased to have seen stability across key measures but we know we still have more to do:

	Council difference 2021 vs 2022	Sunderland 2022 %	Sunderland 2021 %
Satisfaction with the council	0	40	40
Keeps residents informed	-3	34	37
Value for money	-1	26	27
Acts on residents concerns	-3	35	38
Council is ambitious	+2	27	25
Trust the council	-3	40	43
Speak positively about the council	+3	30	27
Satisfied with local area	-6	57	63

Red text denotes significantly lower than 2021

# HEADLINE FINDINGS: THE CITY

We also ask a range of questions about how you feel about living in Sunderland.

## I am proud to live in Sunderland



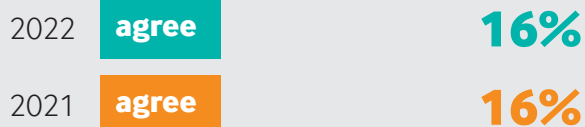
Base: All valid responses (945)

## I would recommend Sunderland as a place to live



Base: All valid responses (894)

## It's an exciting place to live



Base: All valid responses (921)

## It has lots of nice places to eat and drink



Base: All valid responses (846)

## In your view which of these best describes Sunderland?



Base: All valid responses (889)

## To what extent do you agree or disagree with the statement? – Sunderland has a positive future

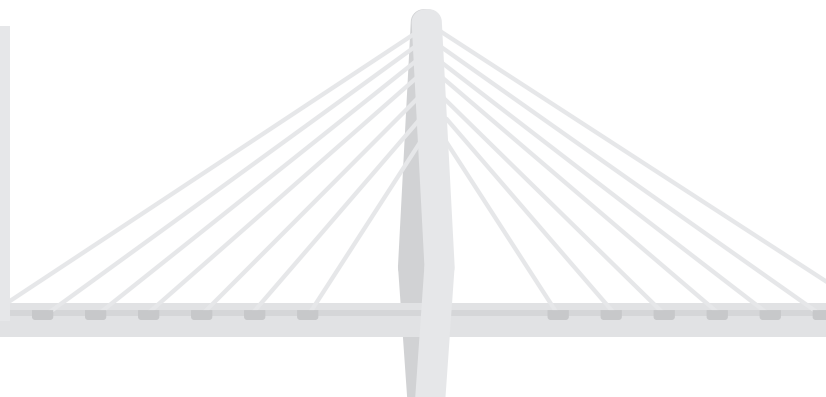


Base: All valid responses (876)

## Is committed to being a low carbon city



Base: All valid responses (647)



# HEADLINE FINDINGS: YOUR COMMUNITY 7

We include a range of questions about your local area and community:

**How strongly do you feel you belong to your local area?**



Base: All valid responses (909)

**To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**



Base: All valid responses (773)



# Priority theme: safety and anti-social behaviour



## The context

We continued to see post-pandemic impacts on the delivery of services and changing behaviours. National polling indicates that crime figures were low at the time of polling, however there were some key national and regional news stories at the time of our fieldwork.



## What you told us

# 55%

feel anti-social behaviour needs improving in their local area

Base: All valid responses, any number of mentions (907)

# 15%

are satisfied with how we tackle anti-social behaviour

Base: All valid responses (891)



In your local area

# 77%

feel safe during the day

Base: All valid responses (948)

In Sunderland city centre

# 63%

feel safe during the day

Base: All valid responses (885)



In your local area

# 36%

feel safe after dark

Base: All valid responses (932)

In Sunderland city centre

# 20%

feel safe after dark

Base: All valid responses (824)



**61%** decrease in burglaries compared to previous period

### We're making the city centre feel safer

- Our multi-agency Sunderland Altogether Improving Lives (SAIL) project launched in December 2022, bringing together the Sunderland City Council, Northumbria Police, Northumbria Violence Reduction Unit and Sunderland BID into one city centre hub
- The project is working closely with city centre businesses to address their concerns
- As part of this project, we have four dedicated neighbourhood wardens, an anti-social behaviour officer and an enforcement officer covering the city centre

### We're changing the way our wardens work

- Our wardens now look after both environmental and anti-social behaviour in our neighbourhoods
- Our patrols are pro-actively targeted to hotspot areas
- We are using drones and streetwatch cameras to help deter and detect anti-social behaviour and give our enforcement team additional support

### Anti-social behaviour reports decreased by 33% in the first month since the launch of the SAIL project, in comparison with the previous five week period



**33%**



**718** hrs


### Our SARA project has seen 718 hours of targeted patrols carried out in 2022

### We're working with partners

- As a council we can't tackle anti-social behaviour alone
- We play a key role in the Safer Sunderland Partnership
- We've continued to be innovative in how we approach anti-social behaviour. Our HALO project in Hetton, SARA project in Southwick and newly-launched SAIL project in the city centre bring partners together to work more effectively

### We're investing in tackling anti-social behaviour

- This includes bidding for regional and national funding through programmes such as Safer Streets
- We have increased the number of Anti-Social Behaviour Officers to seven
- In 2022 we recruited specialist roles within the enforcement team, bringing in an Abandoned Vehicle Officer and CCTV Technical Support Officer helping support tackling anti-social behaviour



**£250,000**

More than £250,000 brought into Hetton to tackle anti-social behaviour through the partnership project HALO



**995**

### In 2022 we issued 995 Fixed Penalty Notices

### We're changing how we enforce against anti-social behaviour

- Our wardens are now using body cams to supply footage to better investigate issues
- We will be using drones to both proactively target hotspot areas for anti-social behaviour and support enforcement
- We are using the range of powers available including Criminal Behaviour Orders, Civil Injunctions and Closure Orders

# Priority theme: services and support for children and young people



## The context

We know there continue to be challenges in accessing support and services for children and young people post-pandemic. We also know that the services and support offered across the city is not always delivered by the council.

## What you told us

There has been a fall in satisfaction with services and support for children and young people to 19%.

### I am satisfied with the services and support for children and young people



Base: All valid responses (694)



# 36%

agree it's a good place to  
bring up a family

Base: All valid responses (871)

# 5

**Family hubs will be rolled out in 5 locations across Sunderland**

### We're trailblazing how services are delivered

- As a trailblazer for the Government's Family Hubs and Start for Life Programme we'll be fast tracking delivery of these services and supporting other authorities to improve services offered to families
- Joining up local family services, the hubs will act as a one stop shop, offering practical help and support with everything from infant feeding to mental health, relationship building and parenting classes

### We're improving and changing the services we offer

- Improvement activity continues following our Outstanding Ofsted report for children's services
- We've commissioned new domestic abuse services including family therapy

## Outstanding by Ofsted



**Our children's services were rated Outstanding by Ofsted in 2022**

# 8,534

**8,534 children and young people engaged in a HAF activity in 2022**

### We're working in partnership

- We continue to work with our NHS partners to promote sexual health services in the city
- Together for Children are delivering the Department for Education funded HAF programme to provide food and activities to children across the city
- We're delivering the Change4Life Sunderland programme to schools and communities

### We're supporting those most at need

- The Wear Here 4 You Mobile Prevention Bus is a safe space for children and young people
- We reacted to need and deliver sessions in targeted areas of the city, highlighting the support services available across the city for children, young people and their families
- The mobile bus has provided themed sessions around online safety and cyberbullying
- It allows us to reach communities and work closely with young people to understand how we deliver our services

# 66

**66 community sessions (day and evening) delivered in 19 wards of Sunderland in the first year**

# Priority theme: Cost of living



## The context

Concerns about the cost of living crisis can be seen in our Sunderland results as well as in similar national polling. At the time of fieldwork the impacts of food and fuel price increases were being seen across the country.

## What you told us

Worries about the cost of living have increased dramatically from 2021.



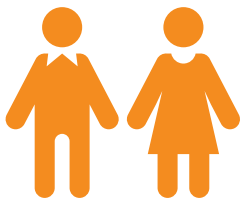
# 65%

of residents think their personal financial circumstances will get worse over the next 12 months compared to **35%** in 2021

Residents also responded about whether they have been affected by any specific financial challenges.

# 56%

of residents have been affected by at least one financial challenge in the last 12 months



### Residents experienced difficulties paying fuel and energy bills



### Residents have struggled to afford going on holiday



### Residents have seen difficulties affording to buy food



# 7,529

**7,529 new customers supported by first tier welfare rights services from April 2022 to January 2023**

## Strengthening the support we offer

- We deliver welfare rights advice via both direct and commissioned services
- We provide crisis food and fuel support for residents in need
- We continue to support and promote new and existing national support available
- Dedicated cost of living website hub set up at [www.sunderland.gov.uk/cost-of-living](http://www.sunderland.gov.uk/cost-of-living)

## Working in partnership

- Our citywide cost of living group brings together key partners and businesses to work jointly in how we support residents across the city
- The city's commitment to becoming a Real Living Wage City will help more residents receive a real living wage
- We have launched affordable food hubs with The Bread and Butter Thing, offering low cost access to food for residents across the city
- We're delivering Making Every Contact Count training with our voluntary and community sector partners to make sure we are reaching residents most in need

## 5 The Bread and Butter Thing Hubs will be launched

# 5

# 15,255

**15,255 visits to Warm Spaces**

## Working with communities

- We are working closely with the voluntary and community sector to deliver support on the ground in communities
- In October 2022 our 55+ Warm Spaces launched to provide safe and welcoming spaces
- We are developing the offer in our Warm Spaces to become longer term support in communities
- We're listening to residents - our dedicated cost of living project team is out and about capturing resident feedback to shape how we offer and communicate support



# WHAT NEXT

We'll continue to work through our action plans as a result of what you have told us in this survey.

We'll also be starting the next round of resident survey in autumn 2023. This will allow us to track our progress across all measures, ensuring we are delivering our City Plan.

Once again we'll use random sampling so if you do receive a copy please make sure you complete and return it, to allow us to act on what you tell us are your concerns and priorities.

Find out more about other engagement opportunities at [www.sunderland.gov.uk/letstalk](http://www.sunderland.gov.uk/letstalk)

Find out more about what the council is doing to improve the city and communities at [www.mysunderland.co.uk](http://www.mysunderland.co.uk)

Sign up to our newsletter to get all the latest news and service information at [www.sunderland.gov.uk](http://www.sunderland.gov.uk)

## Follow us on social media

 Sunderland UK Official

 @sunderlanduk

 Sunderland City Council