

# Sunderland... for a better future

The Sunderland Strategy  
2008 - 2025

Summary



# The Sunderland Strategy 2008 - 2025

## What is the Sunderland Strategy?

**The Sunderland Strategy sets out how the people who live, work and study in the city today would like to see Sunderland evolve by 2025, and how we will work together to achieve these goals.**

It is a bold and aspirational vision for the city, building on Sunderland's great heritage and environment and the special characteristics of its people to create an even better future for everyone who chooses to be part of the city's life.

The city's residents have been consulted and the strategy includes issues that they said were of concern to them, along with those relevant to businesses, partners from all sectors, and many other contributors. It also draws upon the things that will be attractive to people coming to live in the city.

**It is a strategy for everyone, produced by the Sunderland Partnership** – the partners who work together to tackle the challenges the city faces.

However the strategy has not been developed in isolation. Sunderland is part of Tyne and Wear City Region and plays a major role as an economic driver in North East England, therefore the strategy supports the development of regional and sub regional frameworks and strategies. The city also has strong international links and relationships and engages with the European Union and key international partners in Washington DC and China.

## Our shared vision:

**Creating a better future for everyone in Sunderland**

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

By achieving this vision, we will have ensured that in 2025, Sunderland will be the place people choose to make their home, to come to work or study and to spend their leisure time.

# The Sunderland Strategy 2008 - 2025

## Achieving our vision

We consulted with 2,000 people and many organisations across the city and beyond. From the ideas and priorities that emerged we have developed strategic aims – the stepping stones towards our vision - the things that people will be able to see and enjoy on the way. These aims are:

### Aim 1

**To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come. A city where everyone has the opportunity to contribute to and benefit from the regional economy, to fulfil their potential to be skilled, motivated and wealth creating without losing the special characteristic of Sunderland's balanced way of life.**

### Aim 2

**To create a city where everyone can be supported to make healthy life and lifestyle choices - a city that provides excellent health and social care services for all who need them. Everyone in Sunderland will have the opportunity to live long, healthy, happy and independent lives.**

### Aim 3

**To make Sunderland the place where everyone feels welcome and can be part of a safe and inclusive community, where people will feel secure and can enjoy life without worrying about becoming a victim of crime.**

### Aim 4

**To create a city with a thriving learning culture where everyone can be involved in learning in a cohesive and inclusive city that is committed to social justice, equality and prosperity: where creativity flourishes and where individuals can have all they need to thrive in the global economy.**

### Aim 5

**To ensure that Sunderland becomes a clean, green city with a strong culture of sustainability, protecting and nurturing both its built heritage and future development and ensuring that both the built and natural environments will be welcoming, accessible, attractive and of high quality.**

The vision and aims define 'what' the city will be like in 2025 and the strategic priorities set the framework for 'how' we will go about achieving the goals that the Sunderland Partnership has set.

The Sunderland Partnership has determined its priorities for this strategy as follows:

- Prosperous City
- Healthy City
- Safe City
- Learning City
- Attractive and Inclusive City

# Prosperous City

What we are going to do	How we will achieve our goals	What you will see
<p>Sunderland will have a strong and competitive economy</p> <p>We will develop a culture of enterprise and talent to promote a diverse economy and reduce equality gaps</p> <p>We will promote the growth of existing and new businesses, ensure the city has sustained economic stability, and maximise employment opportunities</p> <p>We will support the economic and physical regeneration and the evening economy in the city</p> <p>Implement effective economic, business and land use planning to allow the city to respond quickly to the changing needs of the economic environment</p> <p>Sunderland City Centre will have developed a vibrant retail and office market</p> <p>Everyone will have the opportunity for employment and have the skills to develop a successful career in the city</p> <p>Sunderland's Housing will be responsive to the needs of Sunderland's large and diverse population; its individuals and its communities</p>	<p>We will promote the city as a competitive business location to raise the profile of the city still further in business sectors</p> <p>Construction of new storage facilities in 2008 for new and existing business at the Port of Sunderland to increase capacity for trade</p> <p>We will encourage the start up and development of enterprising businesses by working with partners to ensure local businesses access the support they require</p> <p>We will work with the private sector to encourage investment in development sites to ensure further job opportunities and enhance the economic infrastructure in the city</p> <p>We will produce a detailed long-term economic development and regeneration plan to achieve a stronger role for Sunderland in the Tyne and Wear City Region</p> <p>We will develop a skilled, engaged and motivated workforce to ensure prosperity is increased and more widely shared</p> <p>Development of strategic sites in central Sunderland including Stadium Village, Bonnersfield, Vaux, Bridges Phase 3 and the Holmeside Triangle to improve the city centre for all residents and provide additional jobs</p> <p>We will implement the Sunderland Strategic Transport Corridor which includes the new River Wear Bridge</p> <p>We will deliver the Local Development Framework to provide clear guidance for developers on new opportunities and acceptable sustainable land use</p> <p>We will deliver new housing in line with the Local Housing Strategy targets and the LDF to provide greater quality and choice, supporting Gentoo in delivering its housing regeneration programme</p> <p>As part of the 15 year vision for Sunnyside, streets and open spaces are to be connected and improved making a pleasant central area to work or relax</p>	<p><b>2008</b></p> <p>Begin development of Turbine Business Park</p> <p>Begin development of Farringdon Row</p> <p>Commencement of working neighbourhood initiatives</p> <p><b>2009</b></p> <p>Begin development of managed workspace in Washington</p> <p>Roll-out of Software City plan</p> <p><b>2011</b></p> <p>Begin development of former Vaux breweries site</p> <p><b>2014</b></p> <p>Completion of Holmeside Triangle Development</p> <p>Completion of all Farringdon Row sites</p> <p><b>2015</b></p> <p>Successful completion of Rainton Bridge Business Park</p> <p><b>2016</b></p> <p>A new road bridge will have been built across the River</p> <p><b>2017</b></p> <p>Completion of the Sunnyside area development</p> <p><b>2021</b></p> <p>262 hectares of land will have been taken up by new or existing businesses</p> <p>Retailing needs will have been accommodated within existing centres</p> <p>15,000 new homes will have been built</p> <p><b>2025</b></p> <p>Nationally significant cultural and physical regeneration will continue to be developed at Stadium Village to compliment and enhance the existing cultural mix of landmark iconic facilities including the Stadium of Light and the regional Aquatic centre</p>

# Healthy City

What we are going to do	How we will achieve our goals	What you will see
<p>Children in Sunderland will demonstrate good emotional health and wellbeing and those that do not will receive support</p> <p>There will be reductions in the numbers of overweight or obese year six children, and the number of young people, particularly young women, that smoke</p> <p>People in Sunderland will have the opportunity to live as long as those with the longest life expectancy in England</p> <p>Sunderland will have pathways to identify early those people of all ages at risk of disease and offer interventions, including cultural and leisure activities. More people will participate in sport and there will be a reduction in smoking and a shift away from a binge drinking culture</p> <p>Smoking prevalence will be reduced and there will be no differences between wards in Sunderland</p> <p>Sunderland will be a place where everyone, regardless of the vulnerabilities they experience through age and/or disability, is supported to live independently in accommodation of their choice, including their own home</p>	<p>The Healthy Schools Programme in Sunderland will have a specific focus on good emotional health and well being, as well as extending the child and adolescent mental health services</p> <p>All partners will work with children and parents to refer to the child obesity pathway and a range of activity, and nutrition programmes will ensure obesity levels are reduced. A new youth advocacy programme will be introduced so young people can take control over decisions about smoking and challenge big tobacco companies</p> <p>Sunderland people will be able to identify their risk of cardiovascular disease and make choices about treatment and lifestyle change to improve their health</p> <p>The development of pathways for people will ensure that local people in Sunderland are able to make choices about their health, and are supported in newly developed services for preventing heart disease (as well as long term conditions and cancers). There will be increased energy focused toward those who are most at risk to reduce the gap within Sunderland and between Sunderland and the rest of England</p>	<p><b>2009</b></p> <p>Hetton and Silksworth Swimming Pools will be completed</p> <p><b>2010</b></p> <p>Three extra housing care schemes will have been built at Silksworth, Washington and Hetton, providing a minimum of 120 units of accommodation for older people</p> <p><b>2011</b></p> <p>Comprehensive prevention and treatment services will be in place for alcohol, and the city will no longer be in the worst ten per cent in the country for hospital admissions due to alcohol</p> <p>There will be a 22 per cent increase in the number of people helped to live at home (from 2006/07)</p> <p>All individuals (and their carers) that need a more formal care assessment will need to be assessed just once and within timescales suitable for them, to identify all preferred outcomes tailored to their needs</p> <p>There will be a broader range of stop smoking services across the city, linked into wards with highest rates of smoking</p>
<p><i>Continued overleaf...</i></p>	<p>New services will be available across the city to support people to manage their weight, stop smoking and encourage sensible drinking</p> <p>The Council and its partners will progress plans to improve the independence of vulnerable people to live in their own homes or in specially adapted properties they have chosen for as long as possible</p> <p><i>Continued overleaf...</i></p>	<p><b>2012</b></p> <p>55 per cent of children and young people aged between 0 - 19 years will have access to high quality equipped play areas within one kilometre from their home</p> <p><i>Continued overleaf...</i></p>

# Healthy City

## What we are going to do

As a result, there will be a significant reduction in the number of admissions to residential and nursing care

Individuals, carers and other residents, will be given the appropriate support to access a range of services within the city to help meet their needs

There will be a significant reduction in the number of admissions to residential and nursing care, and 100 per cent of people with long-term conditions in Sunderland will be supported to live at home for as long as they wish and feel able

Cultural Activities in Sunderland will encourage people to live healthy lifestyles and support their overall well-being

## How we will achieve our goals

The Council and its partners will develop a range of strategies to improve all individuals' access to simpler, more joined-up assessments and planning, offering them choices about their care, support and services tailored around their individual needs and preferences allowing them to exercise their rights as citizens. The city will also improve the range of public, private and Third Sector solutions available for all individuals so that their outcomes can be realised, as well financial support for individuals to decide what might help them

We will drive forward a citywide transformation of sport, leisure and play facilities, to create opportunities for participation in sport and physical activity

Partners will work together to develop clear pathways and programmes for increasing participation, both for existing participants and newcomers

## What you will see

### 2015

All adults at risk of chronic conditions will be identified and be receiving appropriate treatment or have access to prevention programmes

Smoking prevalence will be reduced to 20 per cent

The increase in childhood obesity will be halted

The local environment will support people to be physically active and support positive mental health

### 2016

At least 25 per cent of individuals assessed and supported to live at home by the council will be provided with financial support to make their own arrangements and decisions about their care

### 2020

Childhood obesity will be reduced to 18 per cent

70 per cent of children will report good emotional health and well-being

Life expectancy will equal that of England and the gap between Sunderland and England will have closed significantly

### 2023

There will be no individuals admitted to care funded by the Council because an appropriate range of alternatives exist for them

### 2025

There will be a significant increase in the number of adults and children participating in sport

# Safe City

What we are going to do	We will achieve our goals	What you will see
<p>Sunderland will be a place where people are, and feel, safe and secure – where they are free from crime, disorder and substance misuse. There will be the lowest ever levels of both recorded crime and perceptions of anti-social behaviour</p> <p>People will be free from harm. Repeat incidents of domestic violence, assault with injury and hospital admissions due to alcohol will be reduced. There will be fewer 'repeat' substance misusers accessing treatment</p> <p>Sunderland will have an environment that promotes safety and feelings of safety so that no one feels very unsafe where they live</p> <p>People in Sunderland will have a supportive family environment. Sunderland will be a city where people are supported to be active citizens and free from involvement in crime, disorder and substance misuse. Drug related (Class A) offending and proven re-offending by adults and young offenders will be reduced</p> <p>Sunderland will have cohesive communities. Hate crime will not be perceived as a serious problem and feelings of safety amongst vulnerable groups will more closely reflect those of other residents across the city</p>	<p>We will deliver a range of work covering prevention, early intervention, enforcement and support/rehabilitation. For example:</p> <p>Use the latest technologies such as CCTV to support prosecutions and provide reassurance</p> <p>Continue the Safer Homes Initiative to provide improved home security to victims of house burglary, hate crime and domestic violence</p> <p>Use Local Multi-Agency Problem Solving Groups to identify, analyse and effectively resolve local safer communities problems</p> <p>Every community will be patrolled by one of the 14 dedicated Neighbourhood Policing Teams who are working with partners to solve local problems and reassure residents</p> <p>Target domestic violence offenders through the new perpetrator hostel alongside continued support for victims</p> <p>Prevent further re-offending by helping offenders to be more active citizens through access to drug and alcohol treatment, basic skills, employment, training and settled accommodation</p> <p>Deliver the Prolific and Other Priority Offender Scheme and the Drug Interventions Programme to help break the cycle of offending and seek treatment for their substance misuse</p> <p>Tackle underage drinking through education and enforcement</p> <p>Continue the ARCH multi-agency racist incident reporting system improving the reporting and recording of hate crime and the support available to victims</p> <p>Provide activities for young people to divert them into more positive behaviours</p>	<p><b>2008/2009</b></p> <p>Delivery Plans will be in place to tackle anti-social behaviour, alcohol related crime and the harm it causes, domestic violence and reducing re-offending</p> <p>Sunderland will have its own Specialist Domestic Violence Court, Multi-Agency Risk Assessment Conferences for high risk victims, a new domestic violence refuge and the country's first domestic violence perpetrator hostel</p> <p><b>2011</b></p> <p>Improved perceptions of anti-social behaviour</p> <p>Fewer alcohol related admissions to hospital</p> <p>Lower levels of assault with injury</p> <p>Fewer repeat cases of domestic violence</p> <p>Lower levels of proven re-offending by adult and young offenders</p> <p>Lower levels of drug related class A offending</p> <p><b>2014</b></p> <p>The Safer Sunderland Partnership will be the best performing in its 'family group' of similar partnerships in England and Wales</p>



# Learning City

What we are going to do	How we will achieve our goals	What you will see
<p>All children and young people will be offered appropriate personalised learning programmes, high quality advice and guidance, and the opportunity to learn in creative environments to enhance and support their achievements</p> <p>Everyone in Sunderland will have the knowledge and skills essential to playing a full part in the city's social, cultural and economic development</p> <p>The local Voluntary Community Sector will be supported to develop capacity to deliver learning opportunities for residents of disadvantaged neighbourhoods</p> <p>Learning in Sunderland will be a positive and productive experience</p> <p>Adults will be offered learning opportunities that meet their individual needs and the needs of employers</p> <p>There will be increased numbers of young people going on to higher education</p> <p>We will ensure that people of all ages and backgrounds have access to cultural activities, and are engaged in the design and development of them, to help create cohesive and inclusive communities, to raise people's aspirations and encourage learning and the development of new skills</p>	<p>All young people in the city will have access to all the new diplomas by 2013</p> <p>All learning provision offered across the city will be personalised to meet the individual needs of the learner by 2013</p> <p>All adults will be able to update their literacy, numeracy, ICT and work based skills by 2013</p> <p>We will develop an infrastructure to meet the language and learning needs of migrant children, young people and adults to increase the number of adults getting citizenship status by 2013</p> <p>A Compact will be adopted including Equalities Codes of Good practice</p> <p>Community Impact Assessments to be carried out in regard to all new developments and projects</p> <p>All providers of learning will be encouraged to achieve the quality kite mark by 2013</p> <p>We will develop the capacity of the Voluntary and Community Sector to offer learning opportunities by 2013</p> <p>Members of community network to commit to promoting community cohesion</p> <p>All adults will have access to learning programmes that support personal development, cultural enrichment, intellectual stimulation, enjoyment and social cohesion 2013</p> <p>We will increase the number of young people from the city accessing higher education by 2013</p> <p>Neighbourhood agreements to be rolled-out across the city</p> <p>We will enhance existing outreach programmes and seek new opportunities to work with community groups and schools across the city</p> <p>We will promote reading and active participation in reading activities through targeted campaigns and promotion of library membership</p>	<p><b>2009</b></p> <p>We will open a new library at Silksworth</p> <p><b>2010</b></p> <p>All Primary and Secondary Schools will offer extended services</p> <p>First phase completed of the Sunderland Building Schools for the Future (BSF) programme which will see four new schools and 'Sunderland Model' Academies and three major refurbishments</p> <p><b>2011</b></p> <p>All vulnerable young people will have individual support plans</p> <p>A learner involvement strategy will be in place</p> <p><b>2015</b></p> <p>All Sunderland Secondary schools rebuilt or refurbished under BSF</p> <p><b>2020</b></p> <p>95 per cent of adults to have basic skills of functional literacy and numeracy</p> <p>More than 90 per cent of adults to have gained at least a level two qualification</p> <p>The number of young people who are not in education, training or employment will have reduced to 8.4 per cent (11.9 per cent in 2008)</p> <p><b>2025</b></p> <p>All partners delivering 14-19 provision in Sunderland to have achieved the gold quality mark</p> <p>There will be an increase in the number of library memberships and the citizens of Sunderland will have developed an improved skills base</p>

# Attractive and Inclusive City

## What we are going to do

There will be new dynamic places for residents and visitors, providing new living, leisure, learning, employment and cultural opportunities

Sunderland will be one of the cleanest cities in the country with an established reputation for care of its public realm

Sunderland will be a city that protects and enhances its natural environment and built heritage, and encourages people to learn about and enjoy its historical and cultural sites

Sunderland will have a reputation as a high quality events destination where Roker and Seaburn have a key role in providing cultural and tourism attractions, increasing visitor numbers significantly

Sustainable Neighbourhoods will be developed, where a range of key facilities and services (local shopping, doctors, schools) are within walking distance of residential populations

All people in the city will have a viable choice of travelling regularly by public transport, cycling or walking as an alternative to travelling by private car

50 per cent of domestic waste will be recycled and composted and less than 25 per cent will be sent to landfill by 2020

The city's carbon emissions from homes, businesses and transport will be reduced by at least 26 per cent, compared to 1990 levels

All new buildings will be built to the highest sustainable construction code, and have zero carbon emissions

The council and its partners will create sustainable and environmentally-friendly housing developments

The city's stock of social housing will have been rebalanced, with 3,800 replacement dwellings constructed and all housing in Sunderland will meet the decent housing standard

## How we will achieve our goals

Development of the Vaux site, Farringdon Row, Bonnersfield, the Holmeside Triangle and the Central Station sites will be completed

We will implement the St Peter's Riverside Masterplan, complete a bid to mark St Peter's church as a World Heritage Site and support the bid by resisting unsympathetic development in this setting

A refreshed Sea Front Strategy will be prepared bringing forward development proposals in Roker and Seaburn

The Local Development Framework will identify the most sustainable sites where new housing development will take place. The Easington Lane Masterplan, Hetton Downs Area Action Plan, and Castletown Masterplan will be implemented to improve existing neighbourhoods

The city's cycle network will be improved using the Cycle Strategy

All schools will have Travel Plans in place by December 2010 and travel plans will be progressed with employers

Strategic waste management facilities will be developed in partnership with the South Tyne Waste Partnership

The Climate Change Action Plan, the five year Carbon Plan and the three year Eco-Schools Project will be implemented

Household Alterations and Extension Supplementary Planning Document, the Residential Design Guide, and Design and Access Statement Guidance will be adopted and implemented

Gentoo's Housing Renewal Programme will continue

There will be an ongoing effort to work with promoters to develop Herrington Country Park as a venue for large scale music events and festivals

We will provide a diverse and balanced programme of events and activities across the city

## What you will see

### 2008

Opening of 'The Place' - combining workspaces with the café, gallery and performance space

### 2010

30 per cent of all domestic waste will be recycled and composted

### 2011

From 2011 all new developments will be considered against an adopted suite of development planning documents setting out the most sustainable sites

32 per cent of all domestic waste will be recycled and composted

### 2015

45 per cent of all domestic waste will be recycled and composted following the commissioning of strategic waste facilities

### 2016

The construction of all new houses will have zero carbon emissions

### 2017

There will have been a 15 per cent reduction in Carbon Emissions across the city

### 2021

80 per cent of new homes will be built on brownfield land

There will be improved quality of urban design in the City Centre and across Sunderland

### 2025

There will be a significant increase in the number of visitors to the city and partners will work together to develop Sunderland as a place that people will choose to live, study and visit

# The Sunderland Strategy 2008 - 2025

## Planning Schedule

The Sunderland Strategy is a 17 year strategy and so actions taken to move towards our 2025 goals will be planned and implemented throughout this journey. Action planning will be undertaken on a 3 yearly basis when the Sunderland Strategy Delivery Plan and Local Area Agreement containing targets for improvement, will be updated.

The tables on the previous pages therefore detail the objectives we will be focusing on during the first phase of the Sunderland Strategy's implementation, and subsequent summaries – also refreshed on a 3 yearly basis – will outline planned activity in relation to the remaining objectives.

Details of all objectives can be found in the full Sunderland Strategy document.

## Cross Cutting Priorities

As well as the five priorities already outlined there are important issues and priorities that cut across these, and need to be considered in everything that we do. If our vision is to be realised, it is vital that the needs and aspirations of all groups and individuals are considered, and that this is complemented by the city's appropriate social and physical development.

The Partnership has therefore established the following cross cutting priorities:

### Sustainability

If the Sunderland Strategy is to be a truly Sustainable Community Strategy, it is vital that as we make social and economic progress in the city, we do so in such a way that has minimal environmental impact and establishes the foundations for improved quality of life for future generations as well as the current population.

We are committed to working collaboratively to maximise progress in respect of the sustainability challenges the city faces and we will ensure that our approach is adaptable as existing sustainability challenges are addressed and new priorities emerge.

### Inclusive Communities

There are a number of issues associated with creating inclusive communities which cut across all Sunderland Strategy priorities and which are very closely related to one another. They are about the ways in which the people of Sunderland can become involved in the plans for their city and the ways in which the strategy will work to encourage this involvement. These issues can essentially be grouped as:

- Equalities
- Consultation and Community Engagement
- Community Development
- Community Cohesion

In addition to promoting cohesion between its established communities, the city needs to attract and be welcoming to newcomers if it is to reverse declining population trends, achieve the objectives of the Sunderland Strategy for the regeneration of the city, and make its optimum contribution to the region. There is a need to develop a collective culture of trust, based on the assumption that all partners are committed to working together to achieve the aims of the Sunderland Strategy. This will be achieved through the Sunderland Compact. We are committed to maximising the impact of the many activities and resources that are currently committed to community development.

### Housing

Everyone in the city and those wanting to come to Sunderland should have the opportunity of a decent home at a price they can afford, in a place in which they want to live and work, and to be part of safe, strong, diverse, healthy and sustainable communities. Housing is the cornerstone of any sustainable community.

We will improve the quantity, quality and choice of type, location and price of housing within the city to meet 21st century aspirations and demands.

### Culture

The Sunderland Partnership is committed to ensuring that Culture is developed to bring economic benefit to the city, help people develop new skills and support the provision of jobs as well as creating a lively economy. Culture will support people to improve their health, be fitter and more active, and enhance their sense of wellbeing through involvement in city life, enjoyment, entertainment and enlightenment – helping give people new perspectives, confidence and skills.

# The Sunderland Strategy 2008 - 2025

## The Sunderland Partnership

The Sunderland Strategy and this summary document have been produced by the Sunderland Partnership. The members of the Sunderland Partnership are:

- Sunderland City Council
- The University of Sunderland
- City of Sunderland College
- North East Chamber of Commerce
- Northumbria Police
- Tyne and Wear Fire and Rescue Authority
- Sunderland Teaching Primary Care Trust
- City Hospitals Sunderland NHS Trust
- Learning and Skills Council (Tyne and Wear)
- Job Centre Plus
- Sunderland Echo
- Sunderland Community Network
- Gentoo (formerly Sunderland Housing Group)
- Sunderland ARC
- Government Office North East (in an observational role)

The Sunderland Partnership is also creating Local Area Plans. These have a dual role: to interpret the citywide Sunderland Strategy and Delivery Plan (including the Local Area Agreement) at the area level, and to identify issues and priorities for improvement specific to the different areas.

In working towards the achievement of our vision and aims by implementing the Sunderland Strategy, all actions and initiatives will be undertaken or enabled by members of the Sunderland Partnership within the following Value Framework. In everything we do, we will:

**Put people first** - by developing our services and our organisations around the needs of local people, valuing and responding to their views, by keeping people informed through meaningful consultation processes, and making decisions that have a lasting positive impact for the people of Sunderland

**Be fair and open** - by valuing every individual regardless of their race, sex, age, religion, sexuality, disability, ethnic or national origin, personal beliefs or circumstances; respecting individual rights, whilst looking after the interests of the wider community

**Act with integrity** - by taking decisions in an open and transparent way, adhering to the highest standards of professional and ethical conduct, accepting responsibility for our own actions and ensuring the opportunity for people to participate in decision making

**Strive to be the best** - by being ambitious, reaching our vision through collaborative working, embracing learning and development for the benefit of individuals and partners, sharing our knowledge and experiences to learn from each other and building upon good practice

The Sunderland Partnership is also committed to **Fair Trade** - awareness of the Fair Trade movement has increased significantly in recent years and has made a substantial contribution to the reduction of poverty levels in the developing world. Buying Fair Trade products helps address the inequalities in the international trade system, by ensuring that producers from all countries get a fair price for their goods and labour.

In supporting Fair Trade principles, we will promote awareness of Fair Trade issues and the opportunities for supporting Fair Trade in the city, encourage the purchase of Fair Trade goods, and recognise the complementary nature of Fair Trade with existing activities in promoting the local economy.

# The Sunderland Strategy 2008 - 2025

## Contact Information

**To make comments or for general information about the Sunderland Strategy 2008-25 contact:**

Sunderland City Council  
Corporate Policy Team

Tel: 0191 561 1152

Email: [policy.team@sunderland.gov.uk](mailto:policy.team@sunderland.gov.uk)

**For information about the Sunderland Partnership contact:**

Sunderland Partnership Team

Tel: 0191 561 1154

Email: [sunderland.partnership@sunderland.gov.uk](mailto:sunderland.partnership@sunderland.gov.uk)

**For more information on the Sunderland Strategy Priorities email [sunderland.partnership@sunderland.gov.uk](mailto:sunderland.partnership@sunderland.gov.uk) or contact:**

### Prosperous City

Sunderland City Council Business and Investment Team

Tel: 0191 561 1194

### Healthy City

Director of Public Health

Sunderland Teaching Primary Care Trust

Tel: 0191 529 7159

### Safe City

Sunderland City Council Safer Communities Team

Tel: 0191 553 7915

### Learning City

Sunderland City Council Children's Services

Tel: 0191 561 1432

### Attractive & Inclusive City

Sunderland City Council Planning and Environment Service

Tel: 0191 553 1564

**For more information on the Sunderland Strategy Cross Cutting Priorities/Linked Strategies email [sunderland.partnership@sunderland.gov.uk](mailto:sunderland.partnership@sunderland.gov.uk) or contact:**

### Sustainability

Sunderland City Council Sustainability Coordinator

Tel: 0191 553 1535

### Creating Inclusive Communities

Sunderland City Council

Diversity and Inclusion Team

Tel: 0191 553 1285

Sunderland City Council

Community Development Team

Tel: 0191 561 4622

### Housing

Sunderland City Council Housing Service

Tel: 0191 566 1802

### Culture

Sunderland City Council

Community and Cultural Services

Tel: 0191 514 8420

### Local Development Framework

Sunderland City Council

Planning Policy Team

Tel: 0191 553 1537

### Sunderland Partnership Community Development Plan

Sunderland City Council Community Development Team

Tel: 0191 561 4622

[www.sunderland.gov.uk/communitydevelopment](http://www.sunderland.gov.uk/communitydevelopment)

**The Sunderland Compact** [www.sunderlandcompact.org.uk](http://www.sunderlandcompact.org.uk)

### Sunderland International Strategy

Sunderland City Council International Team

Tel: 0191 553 1156





This information can be made available in large print, Braille, audio and other languages. Please contact the Sunderland Partnership on 0191 561 1154 or email [sunderland.partnership@sunderland.gov.uk](mailto:sunderland.partnership@sunderland.gov.uk) for help.

All information correct at time of going to press.  
Published June 2008.

