

**Sunderland City Council**  
**Integrated Impact Assessment**

Associated guidance for this document can be found [here](#). Each section has a link to the relevant section within the guidance document.

**1 Details of the activity (i.e. the policy, strategy, service, project or function)**

<b>1.1 Directorate</b>	City Development
<b>1.2 Service</b>	Strategic Development Team

<b>1.3 Title of the activity (i.e. the policy, strategy, service, project or function):</b>
Sunniside Place Strategy

<b>1.4 Brief description of the activity:</b>
The purpose of the Place Strategy is to accelerate the delivery of change in Sunniside through a clear vision and the coordination of decision-making across partners through an action plan.

<b>1.5 If the activity involves working with other directorates, partners or joint commissioning please state who is involved:</b>
Public Health

<b>1.6 Will all or part of the activity be delivered through a provider external to the Council? If Yes, please refer to the <a href="#">Corporate Procurement</a> Processes</b>
Yes

<b>1.7 If Yes, please explain what element(s) of the activity will be delivered through an external provider:</b>
The Place Strategy directs efforts and resources across a partnership of the council, public bodies, businesses, residents and local organisations that will work towards a common ambition set out in the Place Strategy document. This will involve coordinating activity across physical investment and economic and social development activities, enabling the neighbourhood and wider city to secure maximum benefit from investment and economic activity.
it is proposed an external delivery partner will be coordinating the delivery of early action, development of investment proposals, development of a long-term stewardship plan for the area and providing ongoing support for the Place Strategy delivery until Spring 2025.

<b>1.8 Which areas of the city will be impacted?</b>	
Whole City	<input type="checkbox"/>
Coalfield	<input type="checkbox"/>
East	<input checked="" type="checkbox"/>
North	<input type="checkbox"/>
Washington	<input type="checkbox"/>
West	<input type="checkbox"/>
Internal Council Activity – Impact on employees	<input type="checkbox"/>

<b>1.9 Is the activity targeted at protected characteristics or any other key groups?</b>	
All of the below	<input checked="" type="checkbox"/>
Age (e.g. older people, younger people/children, a specific age group)	<input type="checkbox"/>
Disability (e.g. mobility, long term health conditions, sensory impairment or loss, learning disability, neurological diversity or mental health)	<input type="checkbox"/>
Marriage and civil partnership	<input type="checkbox"/>
Pregnancy and maternity (including breastfeeding)	<input type="checkbox"/>
Race	<input type="checkbox"/>
Religion or belief (including no belief)	<input type="checkbox"/>
Sex	<input type="checkbox"/>
Gender reassignment	<input type="checkbox"/>
Sexual orientation	<input type="checkbox"/>
Human Rights	<input type="checkbox"/>
Care Experienced People	<input type="checkbox"/>
Other vulnerable groups and people with complex needs (e.g. veterans, children and young people who are cared for or care experienced, carers, domestic abuse victims and survivors, ex-offenders etc.)	<input type="checkbox"/>
People vulnerable to socio-economic deprivation (e.g. unemployed, low income, living in deprived areas, poor/no accommodation, low skills, low literacy etc.)	<input type="checkbox"/>

**Please complete the Completed By and Version Table below**

<b>Completed by:</b>	Dan Hattle
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<b>Version</b>	<b>Status</b>	<b>Author</b>	<b>Comments</b>	<b>Date Issued</b>
v.1	Draft	Dan Hattle		

## 2 Data and Intelligence

[Guidance for this section](#)

<b>2.1 What data and intelligence has informed the activity?</b>
A Place Analysis report was published in 2023 which summarise an analysis of the area based on multiple conversations and surveys carried out with local organisations, residents, and businesses, and through studies of data. Further community consultation was undertaken in August – October 2023 to gather further data and intelligence on economic growth potential in the Sunnyside area. This allowed local people who know the area an opportunity to share their experiences and express what they believe were the priorities to be addressed in improving Sunnyside.
<b>2.2 Summary of data / intelligence / consultation outcomes to inform understanding of differences in:</b>
<ul style="list-style-type: none"> <li>the way people use, access or experience your activity;</li> <li>how the activity may impact; and/or</li> <li>outcomes for different groups?</li> </ul>
The Place Analysis report was the first part of the Place Strategy development process which allowed us to identify the local characteristics, issues and opportunities of the Sunnyside neighbourhood. This data was then used to inform a plan of action and vision to work towards which is set out in this Place Strategy Report. This strategy is built on an ambition to support cultural life, embrace entrepreneurial spirit and strengthen diversity of the area which is aimed at all who live, work and visit Sunnyside.

## 3 Equality and Human Rights

[Guidance for this section](#)

<b>3.1 Eliminate discrimination, harassment and victimisation</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The outputs intended from the Place Strategy aim to improve Sunnyside for all who live, work, and visit. The research behind the strategy has a clear understanding of the different groups that use Sunnyside. We believe the actions set out in this strategy aims to eliminate discrimination, harassment and victimisation by providing an improved neighbourhood experience that can be shared for all.
<b>3.2 Advance equality of opportunity between people who share a protected characteristic and those who do not</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
Processes of engagement with the project have been developed with equality of opportunity in mind, including making materials and events accessible through assessing venues, written material, budgeting for financial support to enable people to engage with the project etc.
<b>3.3 Foster good relations between people who share a protected characteristic and those who do not</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
This project recognises that Sunnyside is an area where difference is welcome and communities are formed around protected characteristics, in particular LGBTQ and race with large communities of international students. The project will plan for engagement across all communities in developing and delivery the strategy.

<b>3.4 Age (older ages, children and young people, middle ages, an age range or a specific age)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The Place Strategy include actions that will improve the environment in a way that supports feelings of safety, wellbeing, and community, and gives people the confidence to move throughout Sunnyside and with reasons to enjoy the experience regardless of age. One of these actions include developing a proposal for an Urban Growing Initiative that delivers community-led green space across Sunnyside.

<b>3.5 Disability (mobility, long-term health conditions, sensory, learning disability, neurological diversity or mental health)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The Place Strategy is seeking to support the development of healthier communities, acknowledging the housing conditions prevalent in support accommodation around Sunnyside and promoting that these conditions are addressed as part of the long-term strategy to support people with mental health challenges, reduce ASB and crime and make the neighbourhood a safer place for people to live in.

<b>3.6 Gender reassignment (the process of transitioning from one sex to another)</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.7 Marriage and Civil Partnership</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.8 Pregnancy and maternity (including breastfeeding)</b>
<b>What impact will the activity have?</b>
Not Applicable
<b>Explain how/why:</b>

<b>3.9 Race (colour, ethnicity, country of origin, culture, etc.)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The project will plan for engagement across all communities in developing and delivery the strategy.

<b>3.10 Religion / Belief (including no belief)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The project will plan for engagement across all communities in developing and delivery the strategy.

<b>3.11 Sex (male or female)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The project will plan for engagement across all communities in developing and delivery the strategy. It will also be addressing the inappropriate gender mix in supported accommodation through the delivery of the Supported Housing Improvement Pilot Initiative (SHIP).

<b>3.12 Sexual orientation</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
The project will plan for engagement across all communities in developing and delivery the strategy.

<b>3.13 Will the activity impact on an individual's Human Rights as enshrined in UK law?</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>

<b>3.14 Other vulnerable groups and people with complex needs (e.g. veterans, children and young people cared for and care experienced, carers, domestic abuse victims and survivors, ex-offenders, homeless or multiple complexities/characteristics)</b>
<b>What impact will the activity have?</b>
Positive
<b>Explain how/why:</b>
As explained above.

## 4 Reducing socio-economic and digital inequalities

### [Guidance for this section](#)

Will the activity:

<b>4.1 Impact on residents' financial circumstances</b>	Positive
<b>4.2 Impact on housing, including type, range, affordability, quality and/or condition</b>	Positive
<b>4.3 Impact on digital inclusion or access</b>	Positive
<b>4.4 Impact on education, skills and lifelong learning</b>	Positive
<b>4.5 Impact on employment, including quality and access</b>	Positive

<b>4.6 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes</b>
Through the proposed actions described in sections above, we will: - Not limit access to engagement through imposing financial implications. WE will be supporting the growth of businesses and increase in employment oportunities.hope to promote activity that will address the need for stable and affordable housing. These actions will be managed through the stewardship approach which provides an opportunity to gain skills through local stakeholders who will champion the vision for the area and be able to bring local intelligence to the development of the action plan. By improving access to vacant and underused spaces combined with actions aimed at improving the liveability of the neighbourhood, it intends to invite more businesses and thus more employment opportunities. A risk of an association model is that action and delivery is dependent on the capacity of its volunteers. An association will not have the capacity of the coordinator role seen in phase 1 (refer to strategy document). This will be mitigated through good working relationships with resources in the council and other agencies. Skills required to maintain delivery of regeneration programmes are broad.

Thought should be given in phase 1 to providing enabling mechanisms, upskilling of locals and strong network support to ensure delivery can be continued by the community. This model will need to be periodically reviewed for effectiveness.

**4.7 Outline how you will measure the anticipated impact(s)**

Reviewing whether there is a decrease in concentration of unregulated supported accommodation: This will be measured by the decrease in number of unregulated supported accommodation beds in the wider impact area around Sunnyside based on 2022 data.

Activated space: Delivery of the place strategy will increase the active use of vacant sites and the use and occupation of vacant space. This will be measured by m2 in use and an decrease in number of vacant sites.

Business survival rates: Activation and intensification of uses in Sunnyside will lead to increasing numbers of businesses operating and sustaining their businesses in the area. We expect these to predominantly be established businesses that have identified Sunnyside as a good place to relocate to. This will be measured by the survival rate of businesses in Sunnyside beyond a three-year period.

**5 Improving population health and reducing health inequalities**

Guidance for this section

Will the activity:

<b>5.1 Help promote healthy living</b>	Positive
<b>5.2 Help promote safe and inclusive environments</b>	Positive
<b>5.3 Impact on children, young people and families</b>	Positive
<b>5.4 Impact on natural and built surroundings</b>	Positive
<b>5.5 Impact on accessibility and active travel encouraging active behaviours</b>	Positive
<b>5.6 Impact on living independently</b>	Positive

**5.7 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes**

Improved wayfinding through installation of visual markers to encourage people to explore and use the area, attend events and support businesses. Improvement of street lighting to improve people's sense of safety. Investment that delivers walkable and legible environment: developing opportunities along Coronation Street in the medium to long term will support the shift of pedestrians to the east, support footfall into the gardens and closing the perceived distance between the city centre and the east of Sunnyside and the East End. Implementation of Bike Hub facilities that are compatible with Riverside Bike Hub facilities. Tree planting schemes and urban growing initiative which contribute to natural surroundings. Working with supported accommodation providers to improve their housing provisions particularly for residents to move into other housing where they can live independently. (more to be added on mitigation?)

**5.8 Outline how you will measure the anticipated impact(s)**

Footfall increase: There will be an increase in daily average footfall numbers across the Sunnyside area with the greatest increase focused in East Sunnyside. There will be an increase in the number of visitors dwelling within the Sunnyside area for 2-3 hours. This will be measured by daily footfall average and 2-3 hour dwell time. Residential population: The residential population will rise and the proportion of these dependent on Local Housing Allowance will fall. This will be measured by increases in dwellings and through statistic on Local Housing Allowance recipients. Decrease in ASB and crimes experienced: The delivery of early actions in the place strategy will see the reporting of ASB and crime increasingly significantly, representing a true experience of the local community. Tracking this reporting will be important as a significant decrease in ASB and crime experienced is needed within year 1 so that investment in activation during year 1 and 2 delivers benefits decrease in crimes reported.

## 6 Carbon reduction and sustainability

### [Guidance for this section](#)

Will the activity:

<b>6.1 Adapting our behaviour (environmentally significant)</b>	Positive
<b>6.2 Impact on biodiversity and natural environment</b>	Positive
<b>6.3 Impact on energy efficient built environment</b>	Positive
<b>6.4 Impact on renewable energy generation and storage</b>	Positive
<b>6.5 Impact on travel and active transport</b>	Positive
<b>6.6 Impact on the green economy</b>	Not Applicable
<b>6.7 Impact on waste, recycling and consumption</b>	Not Applicable

<b>6.8 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes</b>
By improving pedestrian experience through wayfinding initiatives, masterplan public realm improvements, tree planting scheme, an Urban Growing Initiative, provision of electric vehicle infrastructure and bike hub facilities that also encourage sustainable behaviours. The Nile and Villiers housing scheme will contribute positively by providing energy efficiency through airtightness and high fabric standards and energy generation and storage through provision of a microgrid.
<b>6.9 Outline how you will measure the anticipated impact(s)</b>

## 7 Community wealth building

### [Guidance for this section](#)

Will the activity:

<b>7.1 Impact on community wealth and social value</b>	Positive
<b>7.2 Impact on social inclusion, integration, and fostering good relations</b>	Positive
<b>7.3 Impact on crime reduction, anti-social behaviour and community safety</b>	Positive
<b>7.4 Impact on access to services</b>	Positive

<b>7.5 Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes</b>
Increasing access to a wide range of services by redeveloping vacant and unoccupied buildings, investing in key gateway areas and ground floor shop front activation (i.e. Joplings House and Biscop House) that will attract more people to visit Sunnyside and contribute to the economy and the vibrancy of the area. Delivery of a programme of markets and also a two-year programme of events/activities in Sunnyside provides opportunity for people to integrate and foster good relations. Sector Development plans for actions relating to the creative industries, music, food, social enterprise and food and beverage which will help to enhance and improve uses and services, increased opportunities for community wealth and social activities in Sunnyside.
<b>7.6 Outline how you will measure the anticipated impact(s)</b>
Footfall increase: There will be an increase in daily average footfall numbers across the Sunnyside area with the greatest increase focused in East Sunnyside. There will be an increase in the number of visitors dwelling within the Sunnyside area for 2-3 hours. This will be measured by daily footfall average and 2-3 hour dwell time. Residential population: The residential population will rise and the proportion of these dependent on Local Housing Allowance will fall. This will be measured by increases in dwellings and through statistic on Local Housing Allowance recipients. Decrease in ASB and crimes experienced: The delivery of early actions in the place strategy will see the reporting of ASB and crime increasingly significantly, representing a true experience of the local community. Tracking this reporting will be



important as a significant decrease in ASB and crime experienced is needed within year 1 so that investment in activation during year 1 and 2 delivers benefits decrease in crimes reported.

## 8 Key Actions

Any key actions identified throughout the IIA should be recorded here. This will be the action plan linked to your activity and should be implemented to ensure all inequalities or negative impacts are mitigated.

Key Actions	Timescale	Responsible Officer	Review Date
SHIP initiative: Delivery of the Supported Housing Improvement Pilot (SHIP) Initiative.	Within 6 months		
Sector Development Plans: Produce sector development plans for the creative industries, music industry, social enterprise sector and food & beverage sector in Sunnyside.	Within 6 months		
Supported accommodation: Address gender mix in supported accommodation.	Within 6 months		
Markets Programme: Delivery of a programme of markets in Sunnyside Gardens.	Within 6 months		
Former Joplings Building: Improvements to ground floor externals and streetscape completed.	Within 6 months		
Detailed planning of key focus areas: A mini masterplan is produced for key focal areas: Sunnyside Gardens, Sunnyside Leisure area and the north east corner, each imagining the best use of these areas, presenting ideas and with a clear plan for improvements to deliver this use.	Within 6 months		
Activate the ground floor of Biscop House.	Within 3 years		
Nile + Villiers: Delivery of the Nile and Villiers housing scheme of 75 homes.	Within 3 years		
Wayfinding: Design and installation of creative wayfinding in and around the Gardens.	Within 3 years		
Two year programme of events and activity: Delivery of the Sunderland BID 'activation' programme for Sunnyside.	Within 3 years		

**Please complete the Responsible Officer information below**

<b>Responsible officer sign off:</b>	
<b>Name</b>	
<b>Job Title</b>	



<b>Responsible officer for reviewing actions:</b>	
<b>Name</b>	
<b>Job Title</b>	

To support the council's reporting processes in relation to IIA, please use the following naming convention: IIA\_(Name\_of\_activity).

Once you have completed the IIA and it is signed off, please send the final document as an **attachment** to: [IIA@sunderland.gov.uk](mailto:IIA@sunderland.gov.uk)

IIAs will be stored in this central database for corporate analysis. **No feedback will be returned on an individual basis as IIAs are received.**

