



**City of**   
**Sunderland**

# City Plan

2024–2035

# Developing our City Plan

We are pleased to present the City Plan 2024-2035 which sets out:

Our **vision** for the Sunderland of 2035.

Our **ambitions** for the city and its people. Collectively, the ambitions guide Sunderland's continued transformation into a great place to live, work, achieve and play and where people are proud to belong.

The three key **themes** supporting the delivery of the plan. Under each theme, a number of commitments provide a focus for our services and activities as we work towards realising our ambitions and vision.

An **indicative timeline** setting out the key projects and initiatives we're undertaking in the coming years.

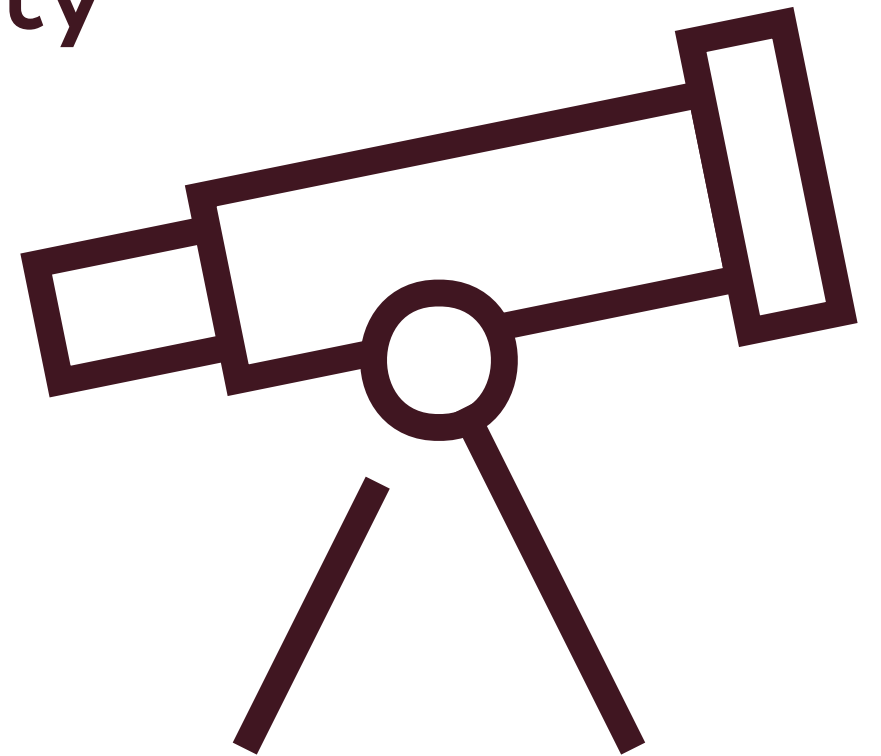
We want to ensure that everything we do has a positive, demonstrable impact on achieving our ambitions and vision, and our activities to deliver the plan are shaped by evidence and data.

We are therefore developing an Impact Framework that will enable us to plan ahead effectively and report on progress in a meaningful way.

**The Sunderland Partnership**

# Our vision

“Sunderland will be a connected, international city with opportunities for all”





# Our ambitions

Everyone's talent is nurtured - our children and young people are achieving the best outcomes, and whatever your aspiration, you can achieve it in Sunderland

A group of diverse business professionals sitting in a modern office setting, looking thoughtful and engaged. The image shows a woman with dark hair in a ponytail, a blonde woman, and a man in a suit in the foreground, with other people in the background. The scene is lit with soft, natural light from large windows.

# Our ambitions

Inward investment, job creation and high performing businesses and employers create opportunities for all residents of the city, with Sunderland making a significant contribution to the UK's economic growth



# Our ambitions

People live healthier, longer lives - health and wellbeing outcomes are significantly improved and life is better because we live in Sunderland, rather than any other place



# Our ambitions

Sunderland is a place recognised for its natural assets; the city has an accessible, strong and growing offer for residents and visitors - it's easy to find something that captures the imagination in Sunderland



# Our ambitions

Our people and communities thrive and feel pride; everyone is playing their part

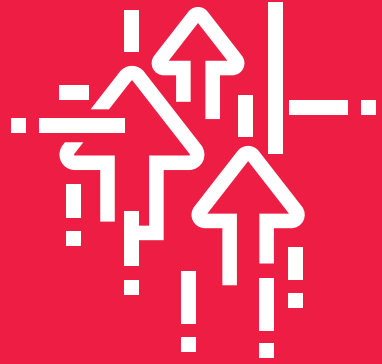




# Our ambitions

Sunderland will play its role in tackling the global challenge of climate change, working together across the city to be carbon neutral by 2040

# Our themes



**A dynamic  
smart city**

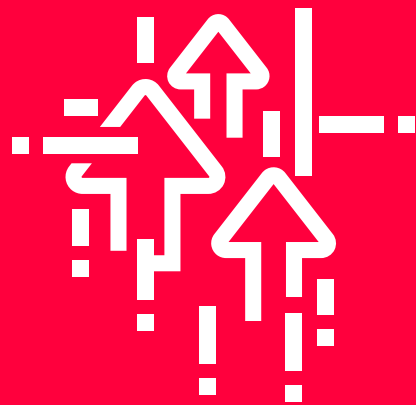


**A healthy  
smart city**



**A vibrant  
smart city**

More businesses,  
housing and cultural  
opportunities creating  
a strong city centre



Equitable opportunities  
and the best life chances  
for children

Great transport  
links with low  
carbon and  
active travel  
opportunities  
for all

# **A dynamic smart city**

**we will have:**

Great digital  
connectivity  
supporting a low  
carbon city

More local people with great  
skills and qualifications matching  
employer needs

Increased employment in  
more jobs that are fulfilling  
and better compensated



A clean and attractive city with people feeling safe in their homes and neighbourhoods

More people living healthier, longer lives as health inequality gaps are reduced

# A healthy smart city

we will have:

More and better housing

Great support and social care that enables those who need it to live the life they want to lead

More resilient residents and cohesive communities in the face of ongoing challenges including the cost-of-living crisis



# A vibrant smart city

we will have:

A strong sense of pride amongst residents about the city and the place where they live

More people being active and participating in their communities

More people visiting Sunderland, with more residents shaping and participating in cultural or sporting events

# Indicative Timeline 2024–25

- Practical completion of Penshaw Gardens, Station Road - delivering 72 units
- Social Housing Decarbonisation Scheme Wave 2 - 321 homes in total complete
- Gigabit fibre connectivity delivered to over 95% of premises across Sunderland and ongoing expansion of Wi-Fi and 5G Networks across the city
- New family hub in Hendon opens
- Completion of the Multiply Adult Numeracy Programme
- Sunderland's Social Prescribing Strategic Group delivering an integrated city-wide social prescribing model
- Key housing sites at Vaux, Nile Street and Villiers Street developed
- Northern Spire Phase 1 Film Studio Development complete
- Increase in economic activity in the Port
- Dame Dorothy Street active travel cycle improvements
- Bus Service Improvement Plan developed
- Review, develop and expand the Adult Social Care early intervention and prevention offer
- Finalise the review and redevelopment of Adult Social Care day opportunities in partnership with residents
- Enhanced Adult Social Care and support offer available to residents
- Develop and implement an engagement and co-production strategy for Adult Social Care including carers
- The gap between average wages in the city and regional average wages will be reduced
- Sunderland recognised as a cultural destination of choice
- Changing places project for people with extra needs complete
- Housing Innovation and Construction Skills Academy opens at Riverside Sunderland
- Sunderland Advanced Mobility Shuttle project delivered
- Further three SWIM BIKE Run hubs operational
- Targeted programmes with new participation opportunities in areas with the highest levels of inequalities but least active people - asylum seekers/refugees, ethnic minorities and over 55s



- Construction of five safe and inclusive area-based sports Play Zones with investment from the Football Foundation and Sport England
- Implement the Active Sunderland Community Rugby Development Plan
- Refurbishment of Silksworth athletics track
- Practical completion of Wellspring Park, Town End Farm delivering 71 units
- First medical students graduate from the University of Sunderland after starting their studies in September 2020
- Sunderland University Precinct student accommodation re-opens after refurbishment
- Continued development of the Health Equity Academy (launched 2022-23) by South Tyneside and Sunderland NHS Foundation Trust
- Sunderland College becomes a College of Sanctuary in line with Sunderland City of Sanctuary
- Develop the council's first rough sleeper accommodation
- 45 hectares of Community Forest trees planted 2021-2025
- Improved domestic abuse support services through a Women's Health Hub
- New Environmental Services satellite depot developed at Fulwell Quarry
- Progression of the Tree Management Strategy - Tree surveying and mapping in the Coalfields and Washington Areas. Continuation of plantation management programme. City wide tree planting scheme. Response to Ash die-back situation
- Further fixed play improvements and maintenance
- Commission activity to improve local quality of life and public satisfaction in Areas
- Continue to deliver the Community Wealth Building Strategy building on the Community Wealth Charter and Real Living Wage City accreditation
- Support the sustainable upkeep of community buildings, so local venues are fit for purpose to continue to deliver essential services and activities (including Links for Life - social prescribing activity) in our communities

# Indicative Timeline 2024–25

- Review and implement the citywide Public Spaces Protection Order to ensure the council is utilising powers available to tackle ASB, environmental crime and quality of life issues.
- City hosts Pride in Sunderland campaign
- Seek to deliver world class music events in the city
- Delivery and marketing of a quality programme of events across the city that is aspirational and reflective of Sunderland
- Engage and grow audiences through the Events and Festivals Grant Scheme to support creativity, celebratory, ceremonial and community events
- Strengthen the city's events infrastructure and community capacity to deliver local events. Enabling our communities to develop and deliver events that are relevant to them.
- Continue to tackle ASB and crime through delivery of SARA, HALO and SAIL projects including working

- with TWFRS to provide targeted programmes based on their Phoenix Project and Ignite programmes in the SARA and HALO areas, delivery of the Back on Track motorbike project in the HALO area, securing funding to continue with XL Health project and Taxi Marshals in the city centre
- Implement the Women in Public Spaces Project in partnership with the Northumbria PCC so resources are deployed in open spaces where evidence and intelligence suggest women may be vulnerable to crime or ASB
- Implement a Multi-Agency Safer Transport Project team to ensure resources are deployed on public transport where evidence and intelligence suggest there is a risk of youth/adult disorder
- Implement a pilot multi agency Motorcycle Disorder Team in partnership with South Tyneside Council and Northumbria Police
- Continued expansion of the Wi-Fi and 5G networks across the city
- Sunderland Advanced Mobility Shuttle project delivered



- Sunderland Open Network Ecosystem project delivering next generation connectivity at the Stadium of Light and British Esports
- Significant increase in the number of digital inclusion events, campaigns and initiatives run and available
- Launch of the Device Donation/ Recycling Scheme
- Public launch of the City-wide App
- 5G Innovation Regions Project delivering 5G Enabled Events and Connected Intelligent Transport Systems
- Continued remodelling of Adult Social Care front door and re-procurement of homecare and residential services commenced to include trusted assessment with providers
- Complete new Holmeside surface car park serving Sunderland Station and the city centre, including electric car charge-points and a mobility hub with cycle storage
- Deliver three rapid charging hubs at strategic locations in Washington, the Coalfields and the seafront

- Support the delivery of 20 fully electric buses to replace the existing diesel fleet on the coastal route between Sunderland and South Tyneside
  - Elemore Park wider park developments including car park, footpaths, signage
  - Work with Feeding Britain to set up 5 Affordable Food Clubs
  - Stables development opens
  - EV residential community hubs delivered
- and more to come...

# Indicative Timeline 2025–26

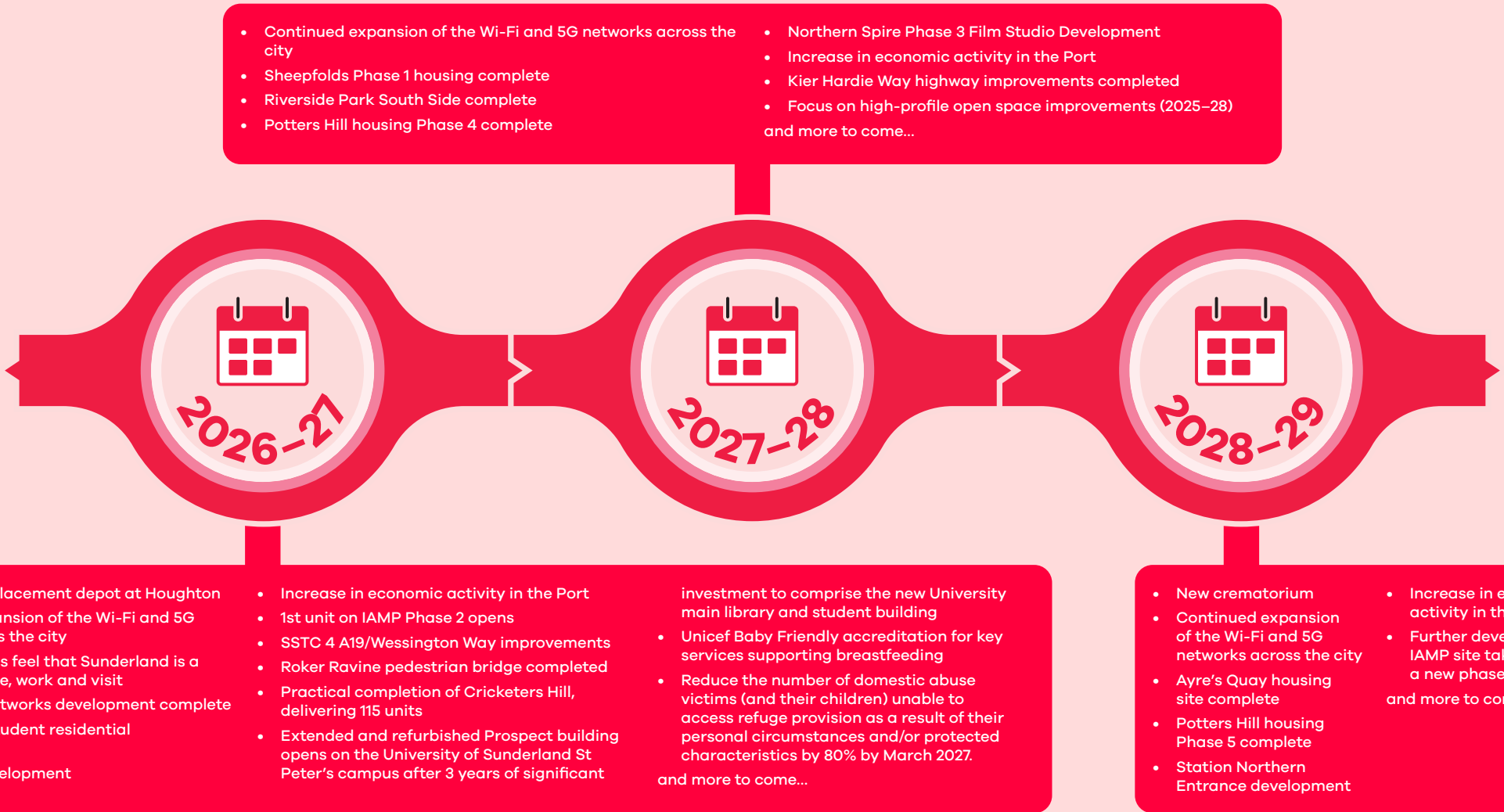
- Improved access to safer accommodation for domestic abuse survivors with complex needs
- Farringdon Row housing site complete
- Potters Hill housing Phase 3 complete
- Northern Spire Phase 2 Film Studio Development
- St. Mary's Boulevard development
- Major international sporting events to take place in the city
- Increase in economic activity in the Port
- Construction of enabling infrastructure for IAMP Phase 2
- Culture House cultural hub including libraries completed at Riverside Sunderland
- 2,000 new office jobs
- Submit a Rail Network Infrastructure Programme bid to increase capacity at Sunderland Station from two to four lines
- European Way active travel cycle scheme
- More homes with energy efficiency measures which lower carbon emissions
- Reduced emissions from council operational assets
- Improved employment, training and volunteering for residents with a learning disability and/or mental health problems
- Develop and implement the Adult Social Care Workforce Development Strategy
- Implement Carers Strategy
- Adult Mental Health Strategy delivered
- Additional low carbon affordable homes built at West Park housing (former Civic Centre)
- Open high-level pedestrian/cycleway smart bridge linking Vaux and Sheepfolds



- Sunderland recognised as a cultural destination of choice
- New Eye Hospital opens on Riverside Sunderland
- Deliver the Expo Sunderland event programme including the Expo Homes and Gardens visitor attraction in 2025 to coincide with the opening of Riverside Park and the Vaux Neighbourhood
- Targeted programmed with new participation opportunities in areas with the highest levels of inequalities but least active people (2025-2031)
- Implement the Active Sunderland Community Rugby Development Plan Impact Programme
- Host Opening Ceremony and first game of the Women's Rugby World Cup 2025
- Improved provision of domestic abuse perpetrator support programmes
- Healthy relationships/domestic abuse education schools support programme delivered
- Continued progression of the Tree Management Strategy
- Gigabit fibre connectivity delivered to over 95% of premises across Sunderland and ongoing expansion of Wi-Fi and 5G networks across the city and more to come...



# Indicative Timeline 2026–29



- Continued expansion of the Wi-Fi and 5G networks across the city
- Sheepfolds Phase 1 housing complete
- Riverside Park South Side complete
- Potters Hill housing Phase 4 complete
- Northern Spire Phase 3 Film Studio Development
- Increase in economic activity in the Port
- Kier Hardie Way highway improvements completed
- Focus on high-profile open space improvements (2025–28) and more to come...

2026–27

- Low carbon replacement depot at Houghton
- Continued expansion of the Wi-Fi and 5G networks across the city
- Women and girls feel that Sunderland is a safe place to live, work and visit
- Sheepfolds printworks development complete
- Bridge House student residential development
- Crowtree redevelopment

2027–28

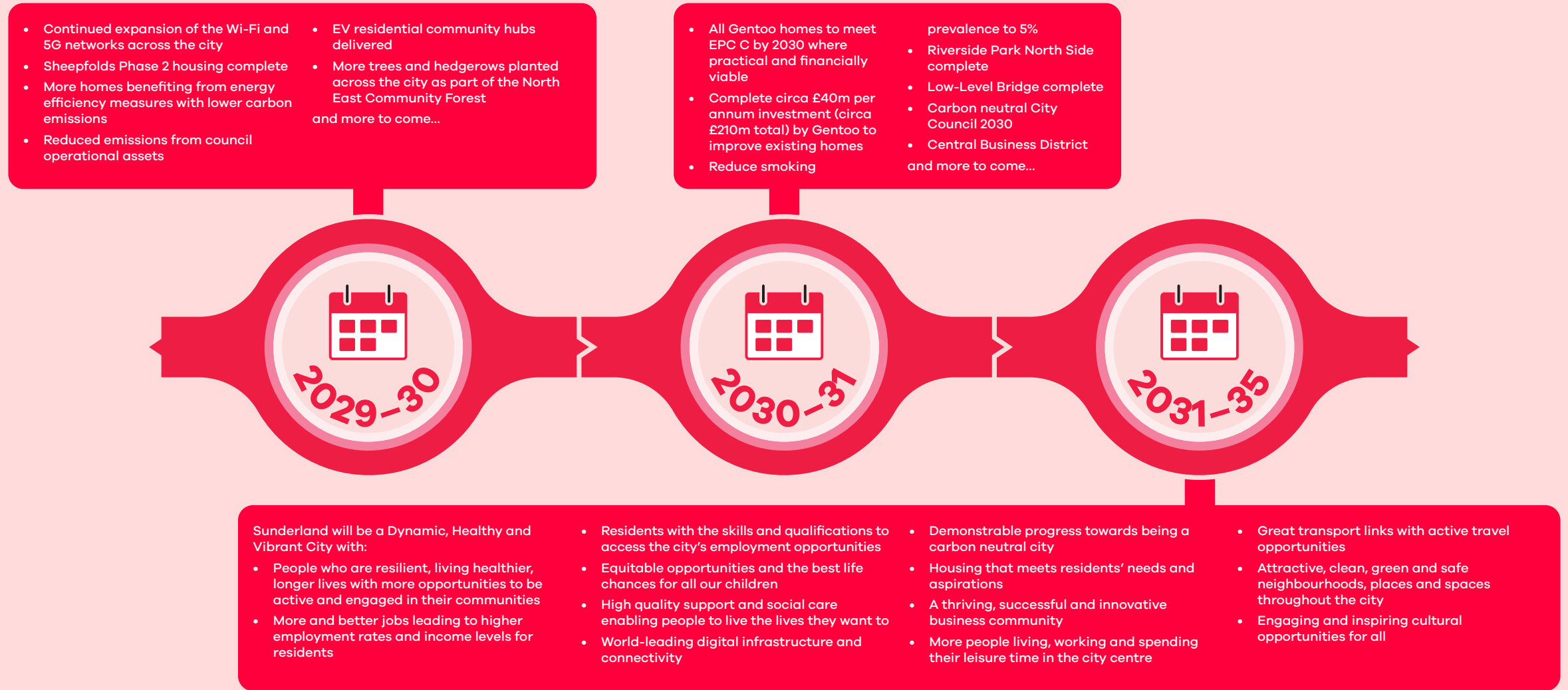
- Increase in economic activity in the Port
- 1st unit on IAMP Phase 2 opens
- SSTC 4 A19/Wessington Way improvements
- Roker Ravine pedestrian bridge completed
- Practical completion of Cricketers Hill, delivering 115 units
- Extended and refurbished Prospect building opens on the University of Sunderland St Peter's campus after 3 years of significant

- investment to comprise the new University main library and student building
- Unicef Baby Friendly accreditation for key services supporting breastfeeding
- Reduce the number of domestic abuse victims (and their children) unable to access refuge provision as a result of their personal circumstances and/or protected characteristics by 80% by March 2027.
- and more to come...

2028–29

- New crematorium
- Continued expansion of the Wi-Fi and 5G networks across the city
- Ayre's Quay housing site complete
- Potters Hill housing Phase 5 complete
- Station Northern Entrance development
- Increase in economic activity in the Port
- Further development on IAMP site takes place as a new phase and more to come...

# Indicative Timeline 2029–35



- Continued expansion of the Wi-Fi and 5G networks across the city
- Sheepfolds Phase 2 housing complete
- More homes benefiting from energy efficiency measures with lower carbon emissions
- Reduced emissions from council operational assets
- EV residential community hubs delivered
- More trees and hedgerows planted across the city as part of the North East Community Forest and more to come...

- All Gentoo homes to meet EPC C by 2030 where practical and financially viable
- Complete circa £40m per annum investment (circa £210m total) by Gentoo to improve existing homes
- Reduce smoking prevalence to 5%
- Riverside Park North Side complete
- Low-Level Bridge complete
- Carbon neutral City Council 2030
- Central Business District and more to come...

Sunderland will be a Dynamic, Healthy and Vibrant City with:

- People who are resilient, living healthier, longer lives with more opportunities to be active and engaged in their communities
- More and better jobs leading to higher employment rates and income levels for residents
- Residents with the skills and qualifications to access the city's employment opportunities
- Equitable opportunities and the best life chances for all our children
- High quality support and social care enabling people to live the lives they want to
- World-leading digital infrastructure and connectivity
- Demonstrable progress towards being a carbon neutral city
- Housing that meets residents' needs and aspirations
- A thriving, successful and innovative business community
- More people living, working and spending their leisure time in the city centre
- Great transport links with active travel opportunities
- Attractive, clean, green and safe neighbourhoods, places and spaces throughout the city
- Engaging and inspiring cultural opportunities for all

# Achievements Timeline

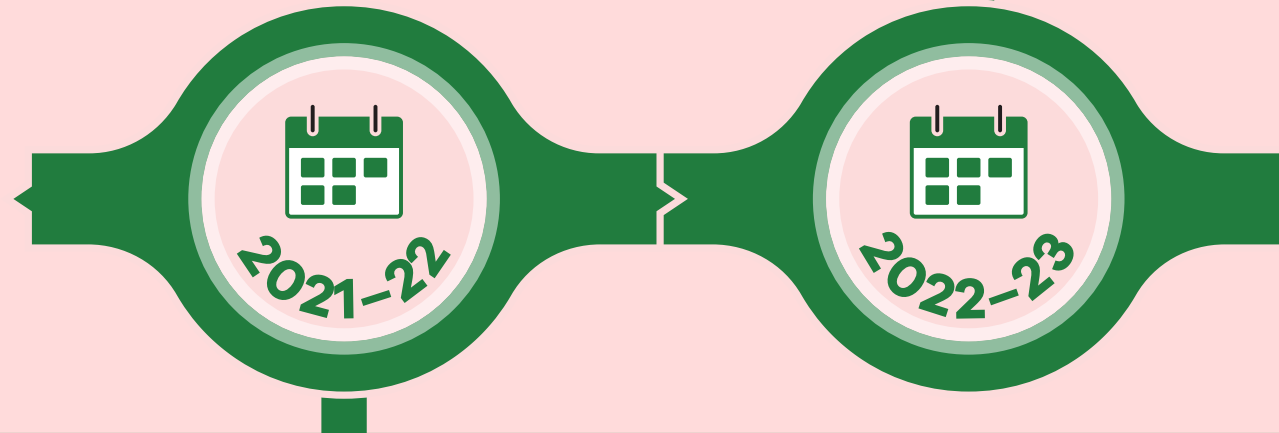
- 50 empty homes were brought back into use
- Assisted technology test-bed was delivered
- First Harry Watts Academy specialist academy for pupils aged 5 to 16 years with a diagnosis of Autistic Spectrum Condition and complex learning difficulties opened in Sunderland
- Continued delivery of council's Low Carbon Plan
- City Centre 5G Wi-Fi network launched
- Healthy City Strategy published
- Sunderland Covid-19 Health Inequalities Strategy published
- Increased engagement in drug and alcohol treatment services by parents/ carers
- Sunderland City Council registered as a Social Housing Provider
- New Children's Home (Nook Lodge) Opened
- New Supported Accommodation (Cliffe Park) Opened
- Additional investment in cultural events and venues



- 100% schools engaged with the Great Active Sunderland School Charter
- City's digital ambition and Smart City programme established
- Riverside Sunderland's first building The Beam opened
- Vantec Europe Ltd warehouse opened at Turbine Business Park
- Fastned rapid drive-through EV charging facility opened - the first in the UK
- 22nd World Transplant Games held in Sunderland for the first time
- Step-up Sunderland was launched
- University of Sunderland Medical School opened
- Sunderland's Empty Homes Strategy 2020-2025 was published
- 3 Football Hubs opened with state-of-the-art facilities following £18m total investment from the council and Football Foundation

# Achievements Timeline

- Increased walking and cycling routes developed linking communities to riverside, seafront and green spaces
- Second Harry Watts Academy specialist academy for pupils aged 5 to 16 years opened in Washington
- New £13.3m Sunningdale School opened for children aged 2 to 11 with severe, profound and multiple learning difficulties
- New £6.3m buildings for Hetton Primary School opened
- Improvement in household recycling rates
- More people supported to live independently
- Hillthorn Business Park Phase 1 developed
- The Yard business hub opened
- Digital Catapult affordable warmth testbed delivered
- Elton John and Ed Sheeran performed at the Stadium of Light
- Advanced Digital Infrastructure Deployment continued
- Sunderland became a Real Living Wage city
- Successfully launched the new Domestic Abuse Support Service
- Hosted British Triathlon Super Series, Tour of Britain cycling Stage 3 finish, Tour Series 2022 cycling Round 3
- Launched Sunderland SWIM BIKE RUN programme providing new sport and physical activities participation opportunities for residents
- Sunderland City Council signed up to the Mental Health Prevention Concordat
- Percentage of adults smoking across the city reduced in the last 10 years from 24.3% to 15.2%
- Established Warm Hubs across the city
- New 4 Star hotel opened at Keel Square



- City Hall opened at Riverside Sunderland
- Continued roll out of 5G city-wide
- SSTC3 (Northern Spire to City Centre) opened
- Increased business take-up of low carbon initiatives
- Increased economic activity at the Port of Sunderland
- 5-year Domestic Abuse Support Service Contract awarded to Wearside Women in Need
- Delivered Sunderland Covid-19 Health Inequalities actions as part of the Healthy City Plan
- 5G Connected Automated Logistics pilot project delivered
- Safer Streets project delivered
- Adult Mental Health Strategy for Sunderland approved for publication to create a framework to improve outcomes in mental health
- Household Waste Recycling Centre (Pallion) opened to improve household recycling rates
- Healthy Weight Declaration adopted
- Healthy Start uptake increased to 81%
- Established Housing Delivery Investment Plan including approval to £59 million gross investment in social housing in the city

# Achievements Timeline



- New Children's Home (Maple Cottage)
- New Edge of Care Accommodation (Claremont Terrace)
- Crosstree Park, Downhill - 41 homes, including affordable rent, shared ownership
- Further £120,000 Empower Sunderland Local Community Fund contribution for green energy
- Complete Pennywell Regeneration - £19m investment in improving 1,100 homes to EPC C standard
- First phase of the Wi-Fi Messaging Platform/City-wide App launched
- Sunderland's Domestic Abuse and Violence Against Women and Girls Strategy 2023-2026 refreshed
- British leg of the 2023 World Triathlon Championship series hosted
- Over £¼m council and Lawn Tennis Association investment in the city's tennis courts in parks
- Two SWIM BIKE RUN hubs operational
- Targeted programmed with new participation opportunities in areas with the highest levels of inequalities but least active people
- Continue Supplementary Substance Misuse Treatment and Recovery Grant funding
- Publish Sunderland City Council Alcohol Strategy: It's Time to Rethink Drink and partner action plan
- Publish new Sunderland Smokefree Partnership plan
- Develop new Sunderland Workplace Health 3-year strategy and action plan
- Seaburn Masterplan reviewed
- Potters Hill Housing Phases 1 & 2 complete
- Sunnyside Masterplan produced
- Riverside Multi-Storey Car Park Opened
- Bus Rationalisation Route completed
- Development of multi-cultural and community events across the city
- Increase in economic activity in the Port to deliver the objectives of the Port Business Plan
- Whitburn Road active travel cycle improvements completed
- Electric Vehicle Strategy and Roadmap published
- Pre-opening programme activity for Culture House commenced

- Housing Support Grant maximised to vulnerable groups across the city
- Fuel Poverty Plan and partnership approach to Cost of Living Crisis support programme developed
- Community Digital and Health Hubs developed from the Warm Spaces approach
- Housing Strategy and Homelessness and Rough Sleeper Prevention Strategy implemented
- Elemore Park café and garden centre opened and investment secured for wider park developments
- Sunderland VCS Alliance established as an independent charity
- Range of Adult Social Care automated telephony apps implemented to support welfare checks, reviews and customer feedback
- Partnership working to ensure safe and timely hospital discharge with residents and carers central to discharge planning and receiving quality and timely advice and information
- Implementation of Dementia and Smart Homes Grants as part of the Disabled Facilities Grant offer
- Adult Social Care Direct Payment/ Personal Budget Offer enhanced as a viable alternative to traditional support at home packages
- Partnership working to develop and implement a Trusted Assessor model to support Social Care
- Continued delivery of the Community Wealth Building Strategy building on the Community Wealth Charter and Real Living Wage City accreditation
- Sunderland Station Southern Entrance opened
- Sunderland Heritage Action Zone complete, wider initiatives to safeguard buildings ongoing
- First Early Adopter New T Level qualifications awarded
- Beyonce and Pink performed at the Stadium of Light
- Eskdene Rise Hetton-le-Hole re-start on site to deliver 86 units
- University and City working together in the Smart City project to deliver Wi-Fi for students and citizens across the city
- Nissan 14-16 Skills Academy open
- New Short Breaks Accommodation Open

# Achievements Timeline



- Two new Children's Homes opened (Nookside & Marlow Drive)
- New models of supporting families identified through the Network Support Payments Pathfinder
- A690 Corridor Strategic Cycle Network completed
- Pallion New Road/European Way Cycle Route start on site
- A1018 St Peters/Dame Dorothy Street Cycleway
- Barley Mow Park regeneration completed
- Winter Maintenance Service Investment - Upgrading and installing weather stations.
- Delivery of the Parks Improvement Capital Programme
- Progression of the Tree Management Strategy - Tree surveying and mapping in the East, West and North Areas. Continuation of the plantation management programme. City wide tree planting scheme. Response to Ash dieback situation.
- Delivery of a pollination strategy - Wildflower planting, creation of orchids.
- Achieve Green Flag, Blue Flag and Seaside Awards
- Establish, enhance or maintain partnership working arrangements - Initial scoping and planning work commences with Gentoo
- Fixed play improvements and maintenance
- Community Digital and Health Hubs developed from the Warm Spaces approach
- Elemore Park café and garden centre opened and investment secured for wider park developments
- Sunderland VCS Alliance established as an independent Charity

- Continued to deliver the Community Wealth Building Strategy building on the Community Wealth Charter and Real Living Wage City accreditation
- Anti-social behaviour and perceptions of crime in the City Centre tackled through the SAIL project; Rowdy and inconsiderate behaviour reduced by 82%, Alcohol related ASB reduced by 69%, Public Disorder reduced by 21%, Burglary reduced by 62%, Vehicle crime reduced by 50%, Criminal damage reduction by 9%
- Launch of the first phase of the Wi-Fi Messaging Platform/City-wide App
- Develop Community Digital and Health Hubs from the Warm Spaces approach
- Continued expansion of the Wi-Fi and 5G networks across the city
- Range of Adult Social Care automated telephony apps implemented to support welfare checks, reviews and customer feedback
- Hospital discharge business process review completed and transfer of care hub implemented. Further work underway with Newton Europe to build on this review and identify improvements to outcomes
- The Smart House at Leechmere launched and opened
- Adult Social Care Direct Payment/ Personal Budget Offer enhanced, pilots complete resulting in 10% increase in Direct Payment uptake
- Last resort boiler and heating support to residents from the Hardship Fund established
- E-scooter trial continued

# Sunderland Partnership members





**City of**   
**Sunderland**

# City Plan

2024–2035