



**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.

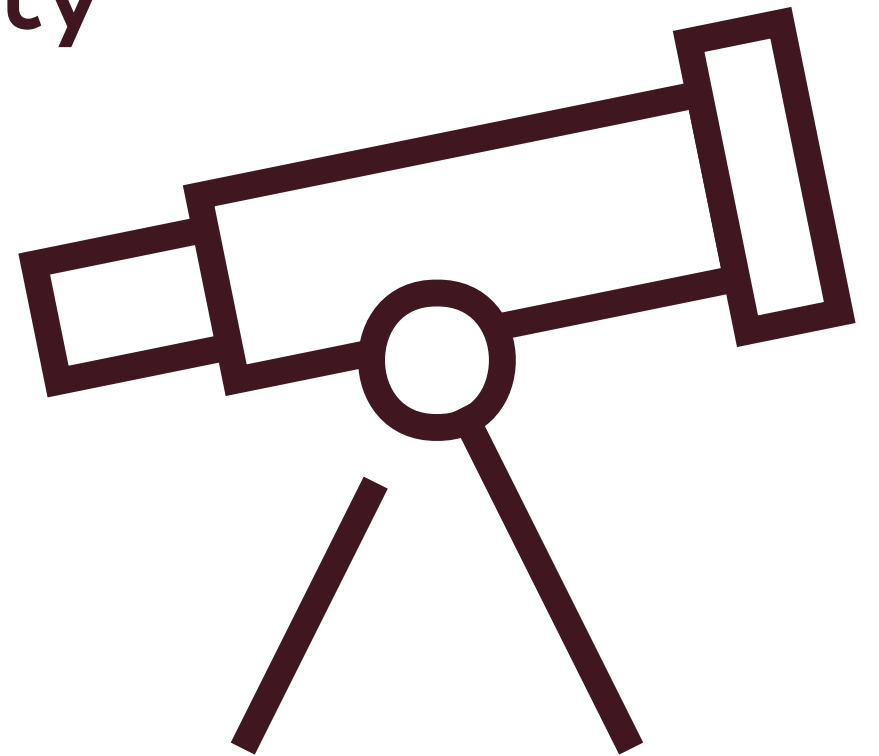
We want to ensure that everything we do has a positive, demonstrable impact on achieving our ambitions and vision, and our activities to deliver the plan are shaped by evidence and data.

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 white blazer, a blonde woman in a dark patterned top, and a man in a dark suit jacket in the foreground. In the background, a man in a light blue shirt and a woman with long dark hair are also visible. The office has large windows and a staircase.

# 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

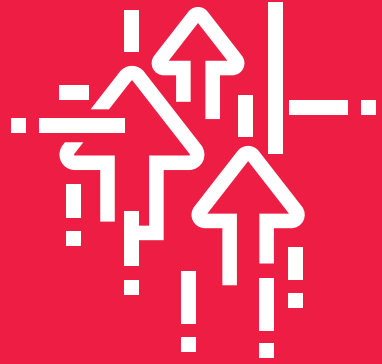




# Our ambitions

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**

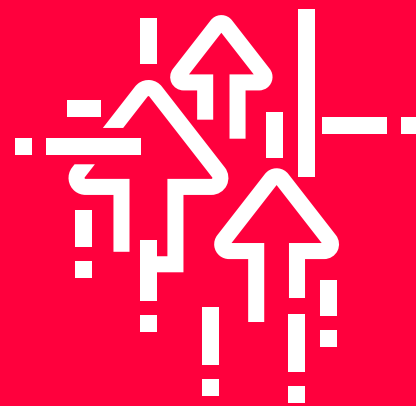


**A healthy  
smart city**



**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

More and  
better jobs



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



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

# 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

# Indicative Timeline 2023–24

- New Children's Home (Maple Cottage)
- New Edge of Care Accommodation (Claremont Terrace)
- Crosstree Park, Downhill - 41 homes, including affordable rent, shared ownership
- Wellspring Park, Town End Farm - 71 shared ownership homes
- 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 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
- Stables development opens
- 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
- 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
- Council's first rough sleeper accommodation developed



- Elemore Park café and garden centre opened and investment secured for wider park developments
- Sunderland VCS Alliance established as an independent Community Interest Organisation
- 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
- More resilient families in Sunderland
- Sunderland Station Southern Entrance opened
- More local people benefitting from a stronger economy
- Increase in the number and strength of creative and cultural businesses
- Sunderland's heritage collections, archives and buildings enjoyed by residents and safeguarded for future generations
- Anti-social behaviour and perceptions of crime in the City Centre tackled through the SAIL project
- First Early Adopter New T Level qualifications awarded
- Beyonce and Pink performed at the Stadium of Light

# Indicative Timeline 2024–25

- Penshaw Gardens, Station Road - 72 affordable apartments for people over the age of 55
- Eskdene Rise, Hetton-le-hole - 86 homes, including affordable rent and shared ownership
- 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
- Culture House cultural hub and library completed at Riverside Sunderland
- 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



- Deliver first older people later living village
- 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
- 2,000 new office jobs
- Deliver Expo Sunderland
- Housing Innovation and Construction Skills Academy opens at Riverside Sunderland
- Sunderland Advanced Mobility Shuttle project delivered and more to come...

# Indicative Timeline 2025–26

- Cricketers Hill, Carley Hill - 115 affordable homes
- Improved access to safer accommodation for domestic abuse survivors with complex needs
- Improved provision to hold domestic abuse perpetrators to account
- Increased support provision in schools and workplaces to tackle domestic abuse and gender-based violence
- 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
- 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

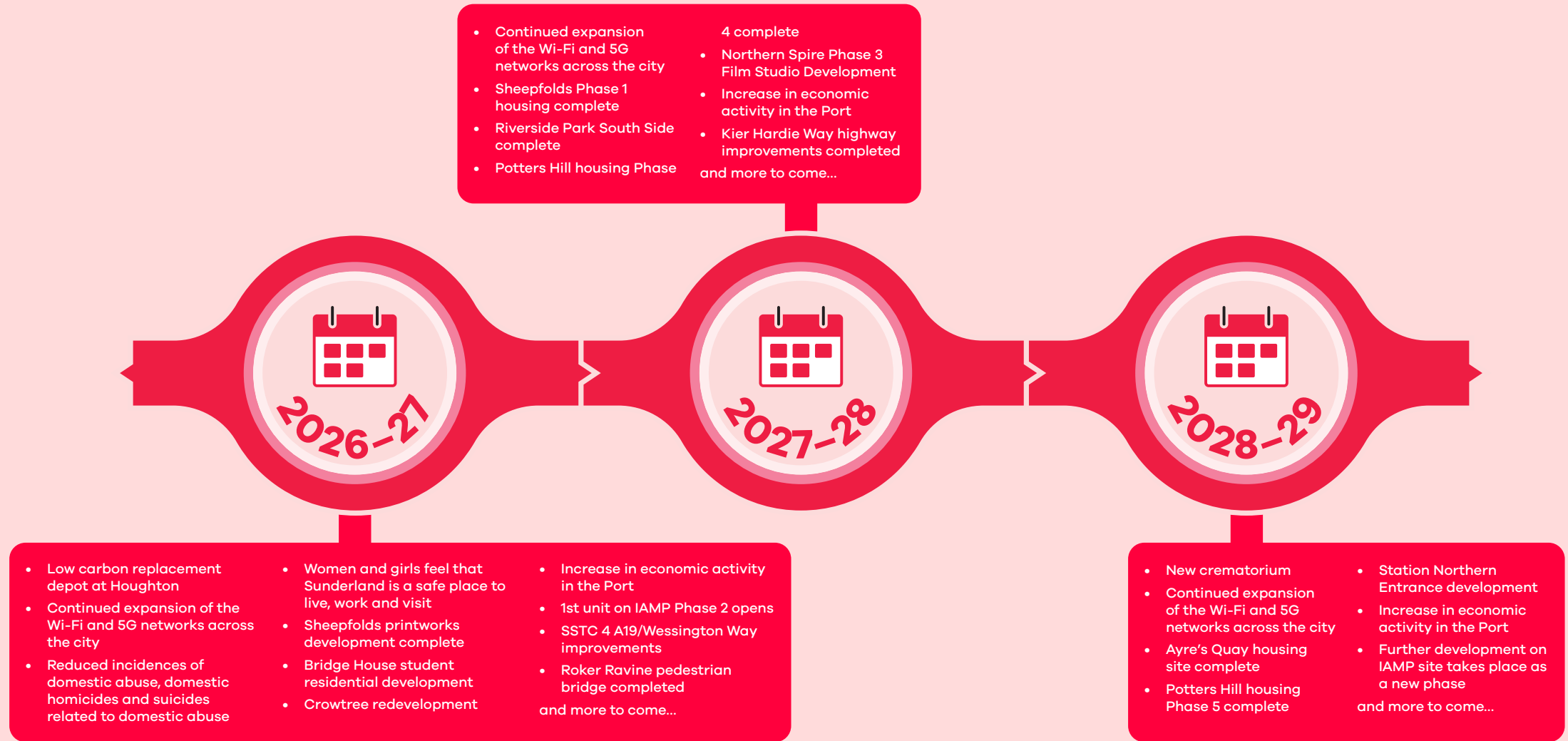


- EV residential community hubs delivered
- Recycling rates increased across the city
- More trees and hedgerows planted as part of the North East Community Forest
- Delivery of 574 council social housing homes completed
- Improved employment, training and volunteering for residents with a learning disability and or mental health problems
- Develop and implement the Adult Social Care Workforce Development Strategy
- Implement Carers Strategy

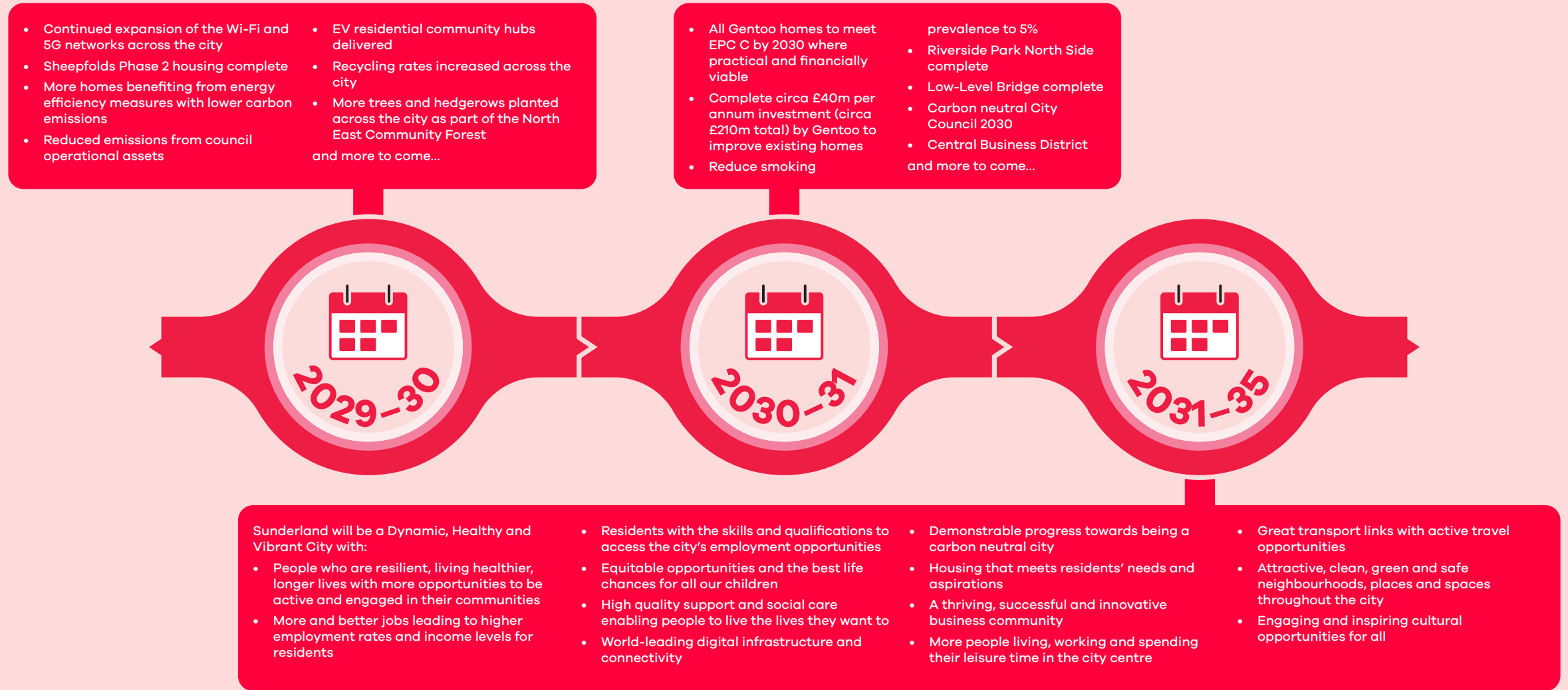
- Adult Mental Health Strategy delivered
- Additional low carbon affordable homes built at West Park housing (former Civic Centre)
- Open high-level pedestrian/cycleway smart bridge linking Vaux and Sheepfolds
- Sunderland recognised as a cultural destination of choice
- New Eye Hospital opens on Riverside Sunderland  
and more to come...



# Indicative Timeline 2026–29



# Indicative Timeline 2029–35



# Achievements Timeline

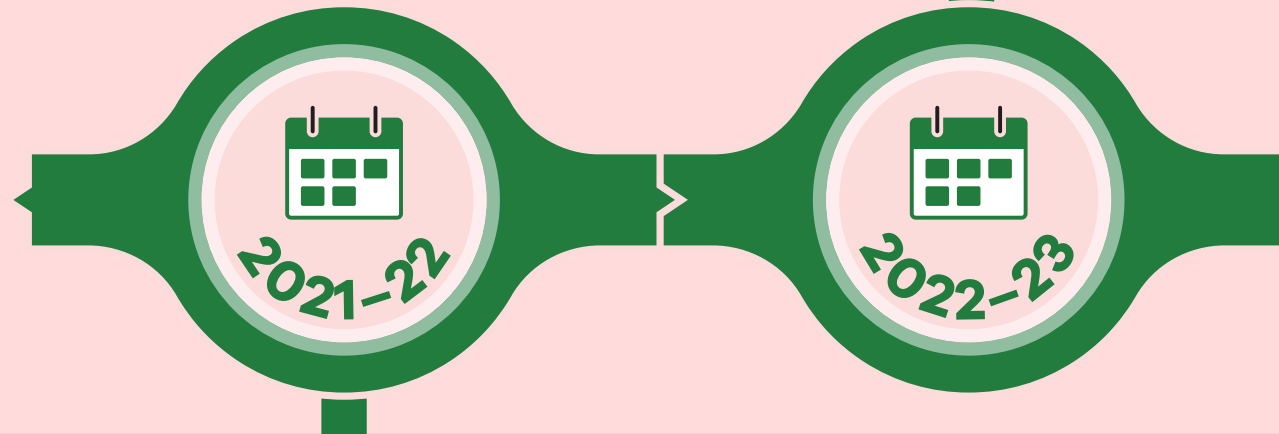
- 50 empty homes were brought back into use
- Assisted technology test-bed was delivered
- First Harry Watts Academy specialist academy for pupils aged 5 to 16 years with a diagnosis of Autistic Spectrum Condition and complex learning difficulties opened in Sunderland
- Continued delivery of council's 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



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