



SUNDERLAND ECONOMIC MASTERPLAN

**smart
& sustainable** 
The Sunderland Economic Masterplan

Brought to you by
**Sunderland
City Council** 

What is it?

Question 1: How will this city earn its living over the next 10 - 15 years?

Question 2: What will this look like on the ground?

Why do it?

- Global financial crisis and recession was game-changing. Positive response required.
- Sunderland needs to express a clear vision for the future, based on our strengths and facing up to challenges.

Who has been involved?

- Sunderland City Council
- One North East
- Homes and Communities Agency
- University of Sunderland
- Nissan
- Barclays
- Leighton
- Nexus
- LSC
- Sunderland Arc
- North East Chamber of Commerce
- SES
- GENECON LLP
- John Thompson and Partners
- Gillespies
- Parsons Brinckerhoff
- CB Richard Ellis
- University of Glasgow
- University of Sheffield
- JK Consulting

Historical path

Opportunities and Assets

Vision

Aim 1

Aim 2

Aim 3

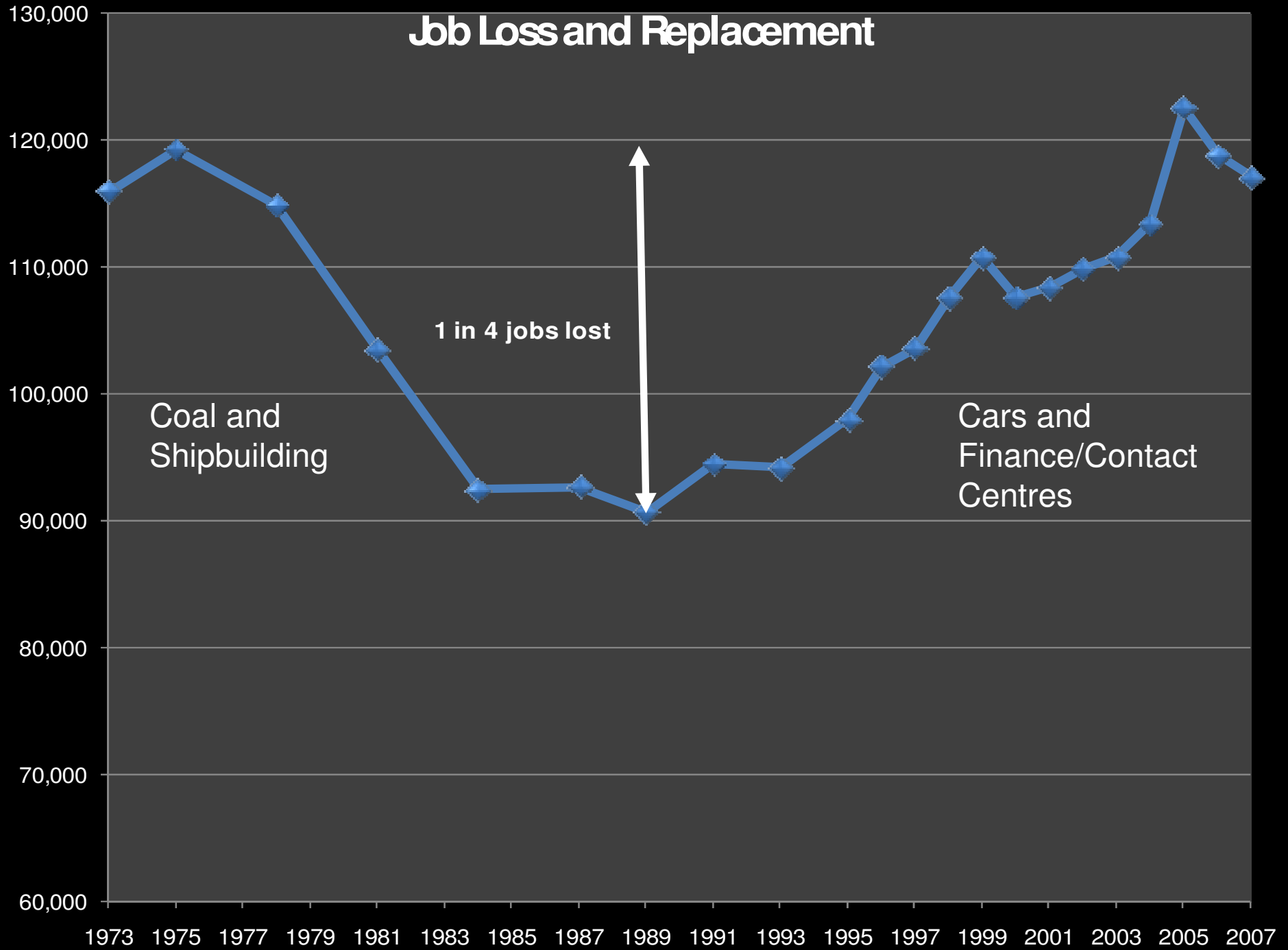
Aim 4

OUTCOMES

Leadership

Delivery Mechanisms

Job Loss and Replacement



Challenges that remain

- Growth of out-of-town has left city centre 'underpowered'
- Range of industries too narrow
- City with a University...
- Low skills and aspirations
- Limited housing choice

Opportunities and Assets

Global Drivers:

- Globalisation
- Climate Change
- Technology
- People and Skills

Assets to Opportunities

University

➤ University City

Nissan

➤ World leader in
EV

The Port

City Centre
sites

➤ Offshore Energy
➤ Central Business
District

Software

➤ Connected City

Vision

‘An entrepreneurial University
City at the heart of a low
carbon regional economy’

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Aim 1

‘A new kind of university city’

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Aim 2

‘A national hub of the low carbon economy’

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Aim 3

‘A prosperous and well-connected waterfront city centre’

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‘An inclusive city economy –
for all ages’

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OUTCOMES

Aim 1: 'A new kind of university city'

More VAT registrations

Knowledge-based jobs and businesses

R&D investment

Educational attainment

Demand for university places

Strategic and practical collaboration between city and university

OUTCOMES

Aim 2: 'A national hub of the low carbon economy'

More electric vehicles in the city

More green buildings

More jobs in target sectors

More residents, businesses and organisations committing to low-carbon targets

Increase in installed capacity of renewable or low-carbon energy

OUTCOMES

Aim 3: 'A prosperous and well-connected waterfront city centre'

Increase in city-centre jobs, offices and pedestrian traffic

Greater diversity of city-centre uses

Improved perception among customers

Making the most of its location on the river and by the sea

Becoming an important economic driver for Sunderland

OUTCOMES

Aim 4: 'An inclusive city economy - for all ages'

Increase in employment and earnings

Fewer working-age people on benefit

Increase in the 15-35 age group

More in education, employment and training

Better range of housing

Historical path

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