

North Sunderland: a Prosperous Area



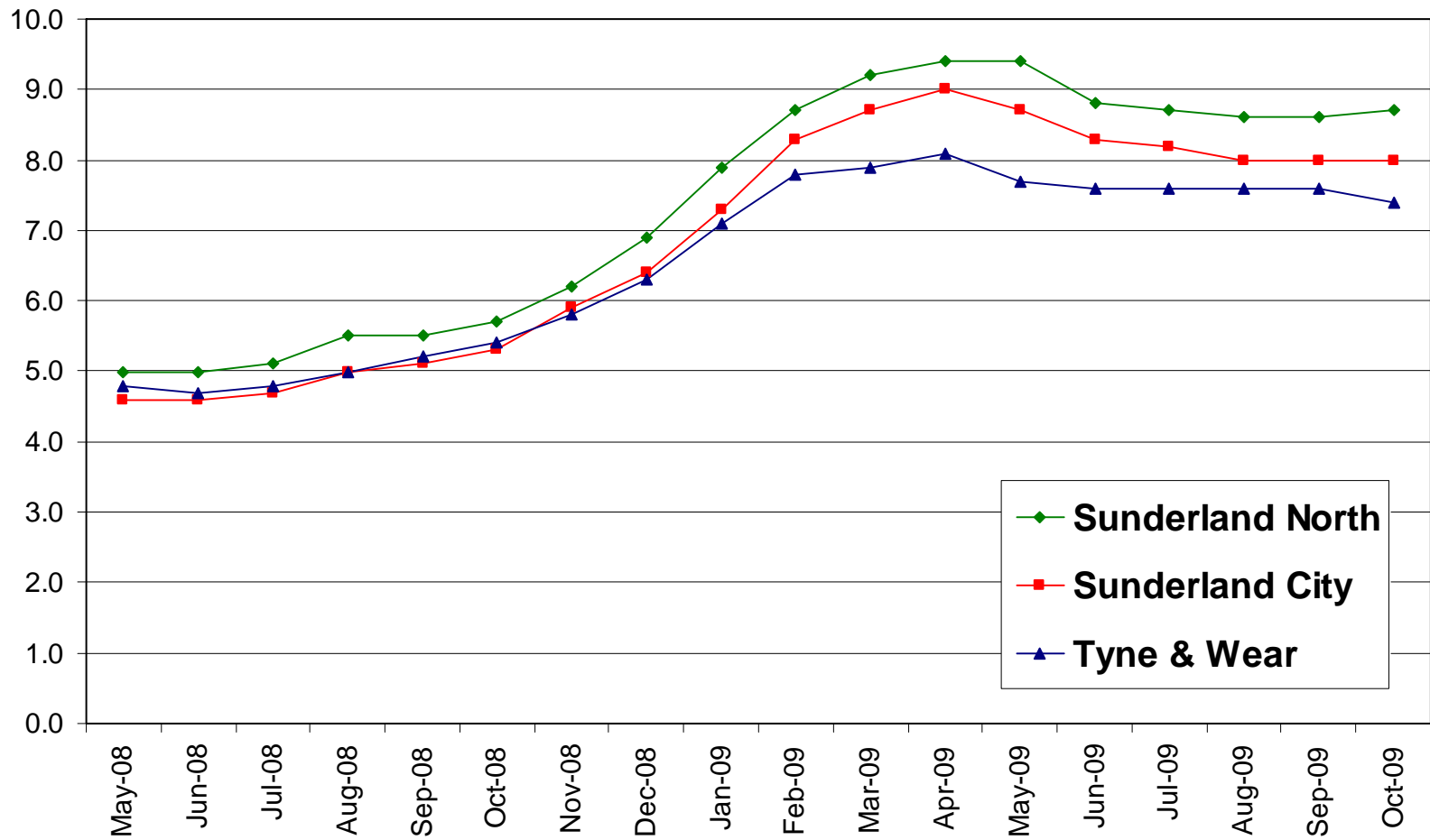
Andrew Perkin
Business Investment Team
Sunderland City Council

Local Area Plan - Agreed Priorities :

- Promote and develop un-used business units and attract new investment
- Help people to get a new or better job by providing suitable work-related training courses



Sunderland North - Key Facts : Unemployment Position



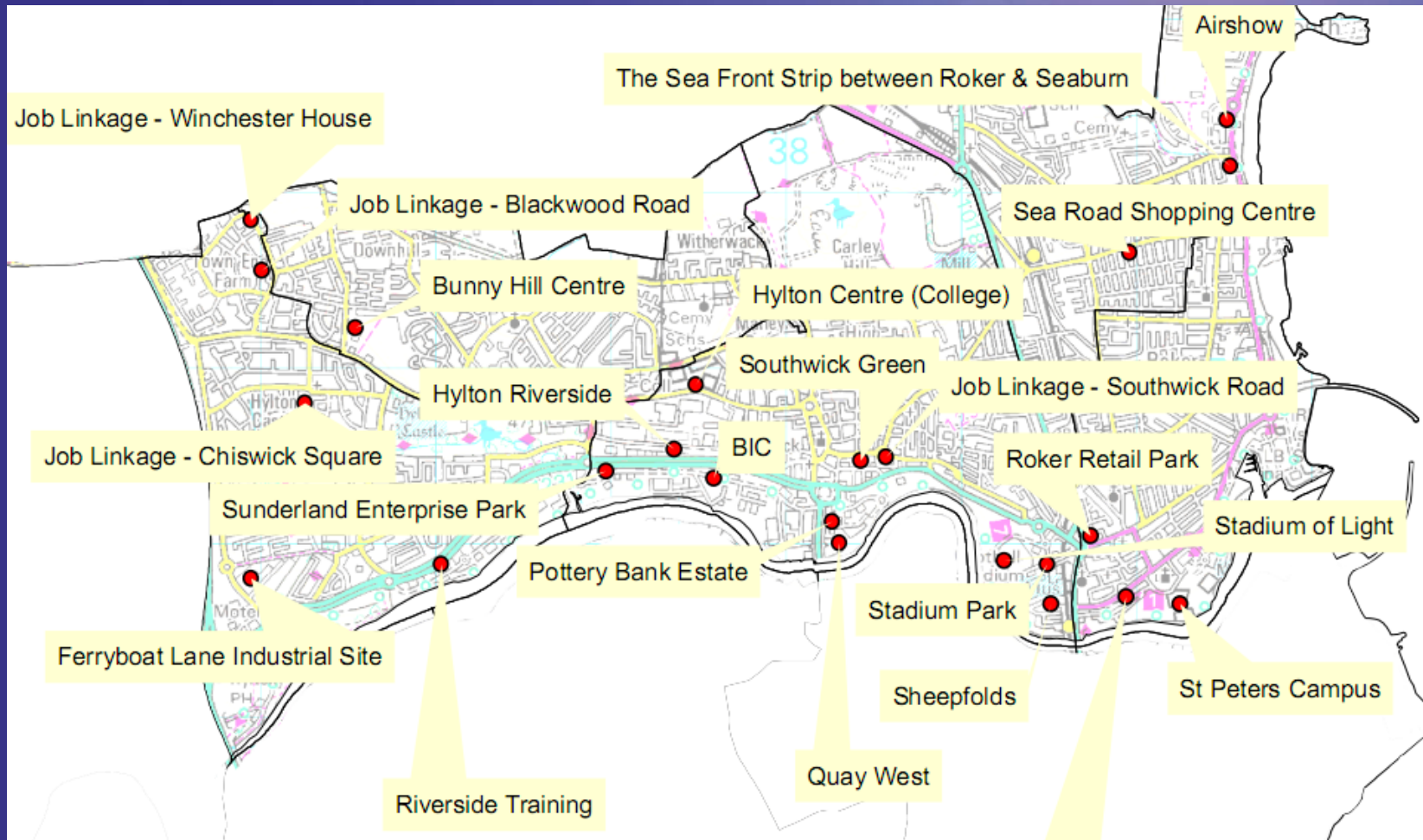
Sunderland North: A Diverse Area

- Unemployment:
 - Fulwell 2.9%
 - St Peters 5.5%
 - Castle 7%
 - Southwick 9%
 - Redhill 10.4%

Benefit Claimant 22.2%

Economically Inactive

Key Facts



Priority 1:

Build on strengths of the area and attract business investment

- Sunderland Enterprise Park
- North-East Business Innovation Centre
- St Peters Campus, University of Sunderland
- St Peters Gate Business Centre
- Stadium of Light
- National Glass Centre
- Stadium Village Development framework
- Quay West Riverside Village
- A19/A1231 Junction Improvements



Priority 1:

Build on strengths of the area / attract business investment Opportunities

- Working Neighbourhoods Fund – Visible Workspaces – Support the creation of new business workspace
- Seafront Regeneration Strategy and Marine Walk Masterplan - Sea Change Project



- 2018 World Cup Host City Bid
- Sunderland Retail Park
- SSTC / River Crossing

Priority 2:

Provide co-ordinated advice and support to business

Priority 3:

Co-ordinate work of advice and business support agencies

- Solutions for Business – national initiative – aims to Simplify Business Support services – common branding
- Sunderland Business Support Network
- Business Link – primary access point



Priority 4:

Work with Employers to develop relevant training packages to meet skills shortages

- Employment Skills Survey 2009
- Working Links
- SAFC Foundation

Priority 5:

Provide in-work support to those gaining new jobs

- Job Linkage
- Libra Partnership
- Welfare Rights support



Priority 6:

Provide access to educational activities for all adults and raise aspirations and skills in relation to employability

- Wide range of educational opportunities for adults
- Family, Adult and Community Learning Service
- Job Linkage – Information, Advice and Guidance Service



Priority 7:

Co-ordinated approach to enterprise support and development

- Business Link Start-Up Support
- Working Neighbourhoods Enterprise Workstream – Sunderland Enterprise Consortia, inc. SNCBC, Gentoo, Fiscus and NE-BIC
- Neighbourhood-based Enterprise Talent Scouts and Business Advisors
 - Offer practical advice and information, enterprise coaching and assistance
 - Start-Ups include builder, entertainer, an artist and a design consultant



Any Questions?

