Future High Street Fund

Riverside Sunderland



Investing in our city.



Future High Street Fund award

- Sunderland was one of just three cities to secure the **maximum £25m award** from the Future High Streets Fund
- Our bid set out a coherent and compelling case for investment.....
- Our bid was approved in full





Why we succeeded

- We have a clear plan: a robust city centre strategy and the Riverside Sunderland masterplan
- We have a bold vision: our plans will completely transform Sunderland city centre, doubling the population and adding 8-10,000 jobs
- We can do business with the private sector:
 £100m investment from Legal & General
- The change is already happening: investment is flowing into the city centre
- A climate of confidence and optimism: we have a positive, activist approach and we get things done
- We have realigned the council's capital programme: to support our city centre strategy



Our strategic goals for the city centre

- Consolidating: the prime retail pitch
- Enriching and diversifying: the city centre experience
- Animating: Keel Square as the hub of the city centre
- Placemaking: reconnecting the city centre to the river and the landscape



Our approach to the FHSF bid

- A targeted approach using the FHSG grant where it will make most difference as part of a much larger city centre investment plan
- Two flagship projects
 - The Culture House
 - Crowtree Place
- Contribution to other key priorities
 - St Mary's Boulevard
 - Elephant Tea Rooms
 - Keel Square hotel fit-out
- The FHSF projects will act as a catalyst for change elsewhere in the city centre, including the redevelopment of Sunderland station



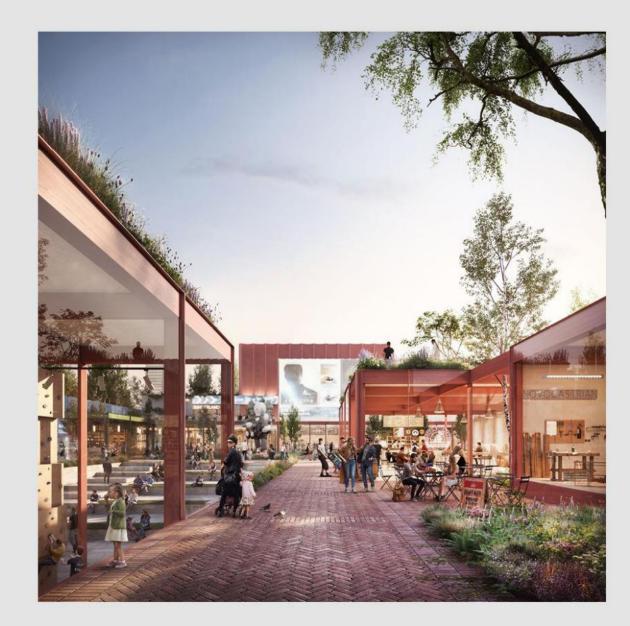
The Culture House

- A £28m project to create the UK's best new library – opening in 2024
 - £14m FHSF investment to be matched by the City Council
- A flagship building in the Keel Square
 - a living room at the heart of the city
- A new home for the City Library, local studies and archive collections with a focus on family learning
- Spaces for meeting, making, creating and learning
- 500,000 visitors a year



Crowtree Place

- A new commercial leisure development on the site of the former leisure centre
- An attraction to complement and diversify the existing city centre offer
- FHSF funding will be used to clear and prepare the site for development



The Bigger Picture

Covid recovery

- There's no going back to the way we used to be
- We need to welcome change and reimagine the city centre

Coming soon

- City Hall
- The Auditorium
- Keel Square Hotel



The Bigger Picture

- Riverside Sunderland:
 Phase 1 and beyond
 - Vaux neighbourhood
 - Housing Expo
 - Central business district
 - High-level bridge
 - Eye infirmary
 - St Mary's Boulevard
 - The Culture House
- Elsewhere in the city centre
 - Crowtree Place
 - Sunderland Station
 - Elephant Tea Rooms

