SUNDERLAND CULTURE

National Glass Centre

Northern Gallery for Contemporary Art

SUNDERLAND MUSEUM & WINTER GARDENS

Arts Centre Washington

Culture START

CITYWIDE PROGRAMME

University of Sunderland

MACSunderland Music, Arts and Culture Trust

Sunderland City Council

Supported using public funding by ARTS COUNCIL ENGLAND

Funded by UK Government

About Sunderland Culture

We bring together some of Wearside’s most cherished cultural venues and activities and work to realise the ambition of a city brimming with creative potential.

Strategic Partners

University of Sunderland

MAC Sunderland
Music, Arts and Culture Trust

Sunderland City Council

National Partners

National Theatre

V&A

THE BRITISH MUSEUM

City Partners

sunderland empire
The West End of the North East

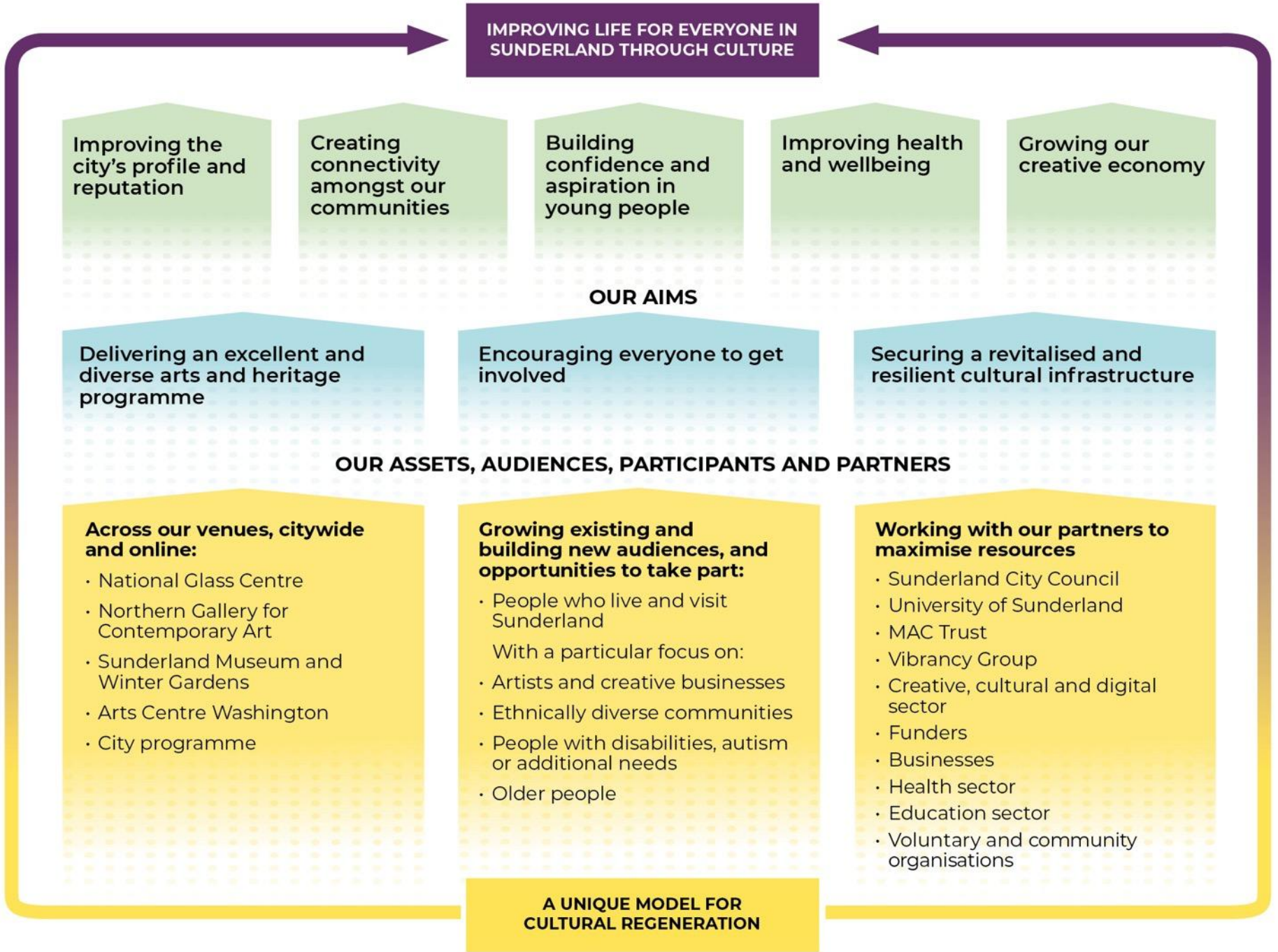
SUNDERLAND ALL TOGETHER CONSORTIUM CIO

gentoo

Sunderland's Business Improvement District

Sunderland College

together for children SUNDERLAND


IMPROVING LIFE FOR EVERYONE IN SUNDERLAND THROUGH CULTURE
Improving the city's profile and reputation
Creating connectivity amongst our communities
Building confidence and aspiration in young people
Improving health and wellbeing
Growing our creative economy
OUR AIMS
Delivering an excellent and diverse arts and heritage programme
Encouraging everyone to get involved
Securing a revitalised and resilient cultural infrastructure
OUR ASSETS, AUDIENCES, PARTICIPANTS AND PARTNERS
Across our venues, citywide and online:
· National Glass Centre
· Northern Gallery for Contemporary Art
· Sunderland Museum and Winter Gardens
· Arts Centre Washington
· City programme
Growing existing and building new audiences, and opportunities to take part:
· People who live and visit Sunderland
With a particular focus on:
· Artists and creative businesses
· Ethnically diverse communities
· People with disabilities, autism or additional needs
· Older people
Working with our partners to maximise resources
· Sunderland City Council
· University of Sunderland
· MAC Trust
· Vibrancy Group
· Creative, cultural and digital sector
· Funders
· Businesses
· Health sector
· Education sector
· Voluntary and community organisations
A UNIQUE MODEL FOR CULTURAL REGENERATION

Our venues and programme

SUNDERLAND
MUSEUM & WINTER GARDENS

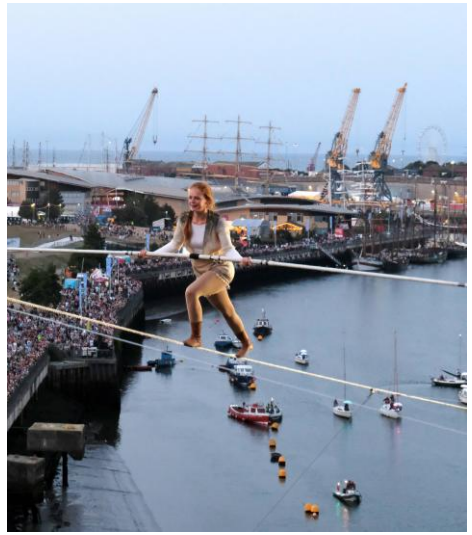
Northern Gallery for
Contemporary Art

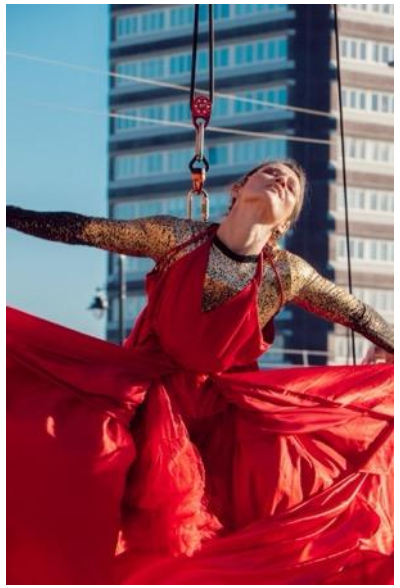
Arts
Centre
Washington

Citywide programme

National
Glass
Centre

Step Change 1: Improving the city's profile and reputation

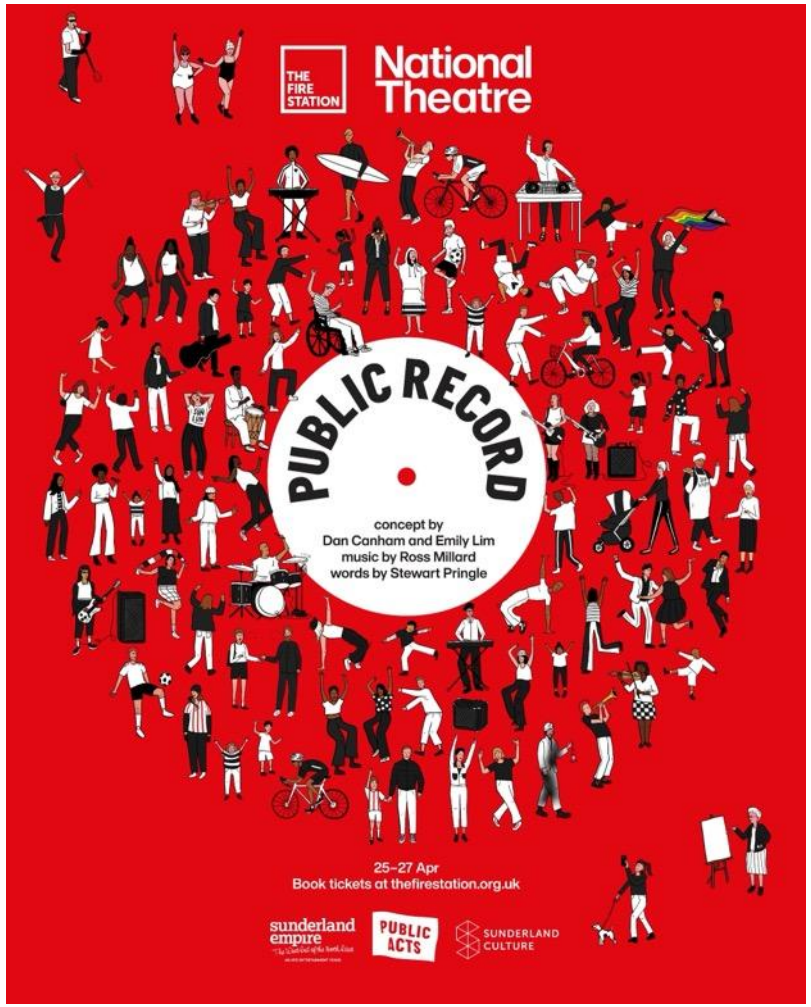




IWM IMPERIAL WAR MUSEUMS

14-18-NOW
WW1 CENTENARY ART COMMISSIONS

Step Change 2: Creating Connectivity Amongst our Communities



Step Change 3: Building Confidence and Aspiration in Children and Young People

- Track-record of ongoing high-quality work with Children and Young People
- Regular groups focused on art form (music, youth theatre, visual arts, heritage), health (social isolation and neurodivergence) and youth voice and climate-change.
- Schools provision (200-300 sessions per year)
- Projects and Partnerships - National Theatre, Sunderland Empire and Sunderland College
- Bright Lights – Annual Youth Arts Festival
- Culture Start – Place Partnership

YOUTH ARTS FESTIVAL 2025 BRIGHT LIGHTS

SPEAK UP

Special Interests Club

- Citywide Place Partnership Programme to reduce impact of child poverty
- A strong network of strategic, delivery and community partners
- Free and accessible community-based creative and cultural opportunities
  - Poverty Proofing
  - Child Poverty Cultural Alliance
  - The Culture Start Pledge

Programme Structure

Four Programme Strands	
1. Empower Schools & Community Organisations	Delivering activity with and by schools and community organisations. After-school clubs, youth-organisation commissions, delivery partner commissions, more than 240 community referrers for cultural opportunities.
2. Spark Creativity in Children	Taking activity to communities where they are: Holiday Programmes, under 12's programme, delivering wide-ranging creative activities and building confidence and creativity.
3. Ignite Futures for Young People	Ignite Bursaries for young people facing barriers to continued study or pursuing their talent. Future Creatives network – offering crucial first-experiences for young people with an interest in creative careers.
4. Securing Lasting Change	Poverty-proofing reviews and action-planning, evaluation programme with Institute for Economic & Social Inclusion, learning partnership.

Stats and Highlights

In Year 1:

2,359 engagements

141 creative sessions/ workshops

42 artists engaged

4 after-school clubs launched

3 holiday programmes delivered

£21,600 awarded in bursaries

5 arts organisations and cultural venues engaged in Poverty Proofing

53 staff received training in Poverty Awareness

Step Change 4: Improving health & wellbeing

- Creative Health Programmes for adults with dementia, neurodivergent young people, people at risk of social isolation.
- Developing conversations with Public Health re social prescribing partnership

Step change 5: Growing our creative economy

- 47 bursaries totalling £21,600 via Culture Start
- Future Creatives programme launching May 2025
- Unlock programme, 2024:
  - 41 grants, from £220 - £2500
  - 46 creative businesses supported

2024-25 in numbers

KPI	Value	KPI	Value
Visitors	**489,509***	**Artists/Freelancers**	**188**
Participants	**42,779**	**Exhibitions & Events**	**118**
School visits	**10,346**	**Volunteer Hours**	**331**
Web visitors	**895,278**	**Creative Enterprise Grants/Support**	**45 (C. £60K)**
Social Media	**101,969**	**Ignite Bursaries for young people**	**47 (C. £20K)**

* **SMWG** 238,901**. ACW** 160,539**. NGC** 80,384**, NGCA** 9685

Looking Ahead

- Continued progress towards establishing *Glassworks: Sunderland* with support programme for artists and audiences in development
- Continued close partnership with partners including ongoing programme at ACW and delivery of pre-redevelopment programme at SMWG
- Exploring collaboration with Culture House Sunderland: The National Centre for Creative Smart Cities
- Working closely with University of Sunderland on an expanded Northern Gallery for Contemporary Art exhibition programme
- Explore and develop new city-wide partnerships
- Continuation of Culture Start programme and partnership

Glassworks: Sunderland

- A critical intervention which aims to enabling the retention skills, talent and production facilities in Sunderland.
- A creative-community driven centre of excellence
- Developing model which responds to contemporary realities around sustainability, skills and enterprise
- Glass at the core with ceramics and capacity for other practices to provide resilience and community
- A catalyst and anchor for Sunniside’s creative-led regeneration.

Engagement with Glass Community

Ongoing consultation includes:

- Focus groups
- Tours of the Glassworks building
- Architect-led design workshops
- Technical design consultation
- National survey distributed via local and partners - circa 150 responses
- Upcoming: further focus-groups and access workshops

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