

# DYNAMIC SMART CITY

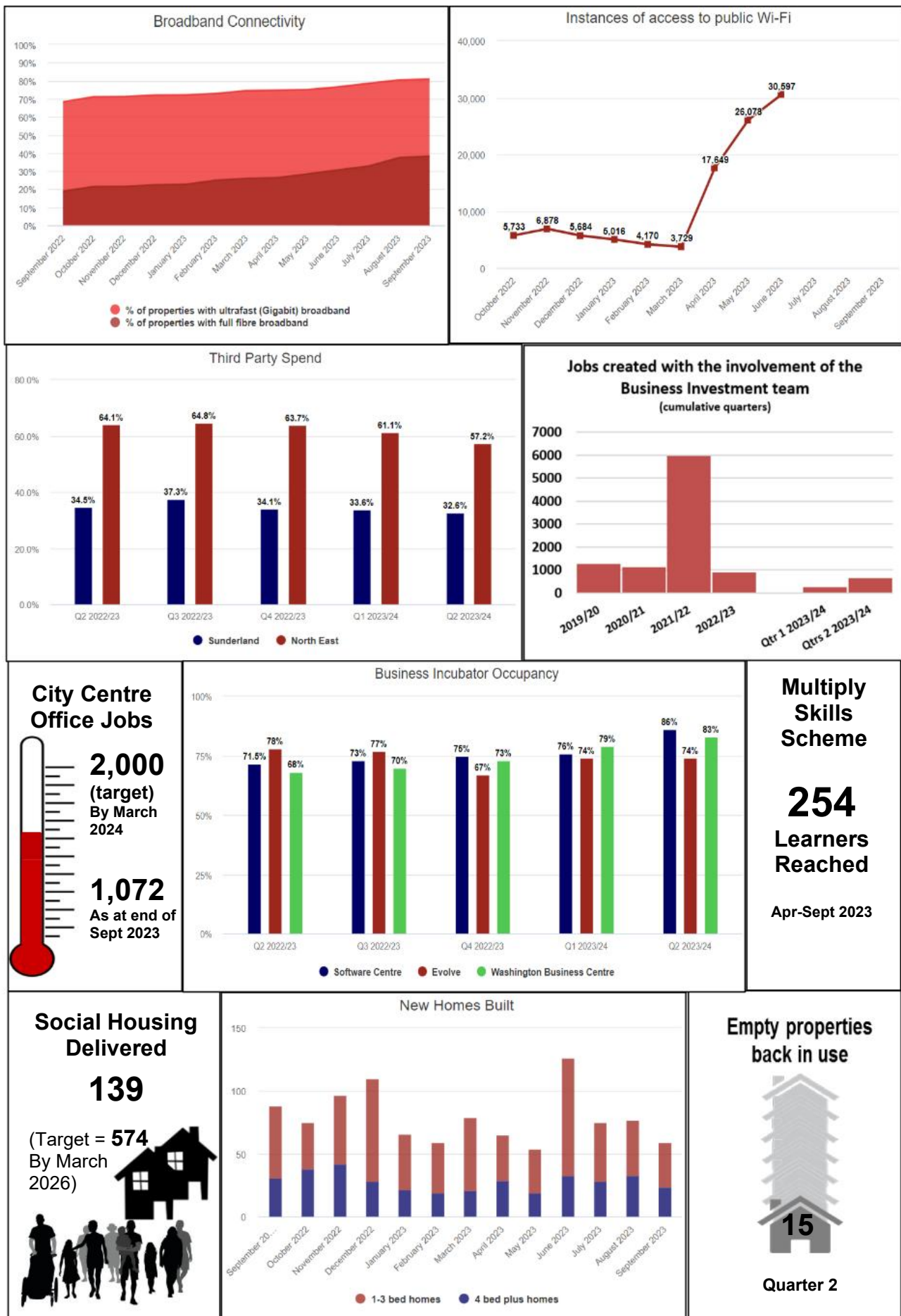
A lower carbon city with greater digital connectivity for all – more and better jobs – more local people with better qualifications and skills – a stronger city centre with more businesses, housing, and cultural opportunities – more and better housing.



## CITY CONTEXT

| CURRENT DATA (LATEST AVAILABLE)                                                         | COMPARATIVE DATA        | SUNDERLAND TREND                                                             |
|-----------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------|
| <b>Broadband - % of properties with Ultrafast September 2023: 80.9%</b>                 | UK 77.9%                | Improving (Sept 2022: 68.4%)                                                 |
| <b>Full fibre September 2023: 38.3%</b>                                                 | UK 56.7%                | Improving (Sept 2022: 19%)                                                   |
| <b>CO2 emissions estimates for Sunderland (per capita) 2021: 4 tonnes</b>               | NE 4.4, England 3.9     | Improving (2017: 4.5 tonnes)                                                 |
| <b>Employment rate Jul 2022 – Jun 2023: 73.7%</b>                                       | NE 71.2%, GB 75.6%      | Improving<br>(Jul 2021 – Jun 2022: 70.8%)                                    |
| <b>Proportion of workers earning below Living Wage Foundation rates 2021/22: 14.2%.</b> | NE 14.8%, GB 12.2%      | Improving (2017/18: 22.8%)                                                   |
| <b>Median wage workers Apr 2023: £594</b>                                               | NE £608 GB £683         | Improving (2019: £527)                                                       |
| <b>% Population NVQ Level 4 qualification 2021: 24.7%</b>                               | NE 34.4% GB 43.5%       | Declining (2017: 27.3%)                                                      |
| <b>GCSE - % achieving a grade 4-9 in Maths &amp; English 2021/22: 62.3%</b>             | NE 65.8%, England 71.7% | N/A<br>(Previous years not comparable due to changes in assessment)          |
| <b>Level 3 (A level &amp; equivalent) attainment by age of 19 in 2021/22: 49.7%</b>     | NE 53.9% England 60.7%  | N/A<br>(Exams & Teacher Assessed not comparable)                             |
| <b>City Centre new homes Qtr. 2 2023/24: 0</b>                                          | N/A                     | No change (Qtr. 2 2022/23: 0)                                                |
| <b>People employed in the City Centre 2022: 12,300</b>                                  | N/A                     | Increasing (2018: 11,890)                                                    |
| <b>Population of the City 2021 Census: 274,200</b>                                      | N/A                     | N/A<br>(Census figure not comparable with 2020 mid-year estimate of 277,846) |
| <b>Net Internal Migration 2020: -403</b>                                                | N/A                     | Declining (2016: -381)                                                       |
| <b>New homes-built Qtr.2 2023/24: 211</b>                                               | N/A                     | Declining (Qtr.2 2022/23: 320)                                               |
| <b>Completed affordable homes Apr-Sept 2023: 80</b>                                     | N/A                     | Improving (Apr-Sept: 75)                                                     |

# COUNCIL LED PROGRESS & ACTION



| 2023/24 Timeline                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------|
| Launch of the first phase of the Wi-Fi Messaging Platform/City-wide App                                                                     |
| Increase in the number and strength of creative and cultural businesses                                                                     |
| Increase in economic activity in the Port                                                                                                   |
| Continue to deliver the Community Wealth Building Strategy building on the Community Wealth Charter and Real Living Wage City accreditation |
| More local people benefitting from a stronger economy                                                                                       |
| Continued delivery of the Multiply Adult Numeracy Programme                                                                                 |
| Sunderland Station South Entrance Open                                                                                                      |
| Stables development opens                                                                                                                   |
| Sunniside Masterplan produced                                                                                                               |
| Riverside Multi-Storey Car Park Opens                                                                                                       |
| Holmeside Multi-Storey Car Park Opens                                                                                                       |
| Pre-opening programme activity for Culture House begins                                                                                     |
| Potters Hill Housing Phases 1 & 2 complete                                                                                                  |

### **A lower carbon city with greater digital connectivity for all**

Our ambition is to lead the way on digital transformation to make Sunderland a Smart City, and through our Smart Cities Strategy we will deliver a range of use cases for smart working and living - with high speed and resilient digital connectivity central to our plans. In 2022/23 there were continued advances in digital infrastructure that will continue further into 2023/24.

At the end of Quarter 2, the proportion of Sunderland properties with ultrafast broadband has increased to 80.9% (from 76.6% at the end of Quarter 1). There are now an increasing proportion of properties in Sunderland that have even faster and more reliable connectivity through full fibre broadband at 38.3% at the end of Quarter 2 (up on the 30.7% at the end of Quarter 1).

At 74,324 instances in Quarter 1 of 2023/24 (latest available figure due to transition to new recording arrangements), access was up by 61,409 on the 12,915 instances in Quarter 4 of 2022/23, and up by 61,265 on the same period in the previous year (at 13,059 for Quarter 1 of 2022/23). Work is progressing on Wi-Fi extension to Riverside Car Park and plans are in place for Wi-Fi expansion to other key development schemes as they progress. In Quarter 2 outdoor wi-fi went live across the two University Campuses enabling students (up to 2,500 daily) to seamlessly access their network. Installation of next generation wireless connectivity has also commenced at the 24 Community and Digital Hubs facilitated by UKSPF. Following a discovery period, in Quarter 1 technical development began on the first phase of the Messaging Platform/City-wide app. In Quarter 2 technical development continues and a complete security review has been undertaken to ensure the future safety of customer's data that will be gathered and held within the app.

The Council, along with partners across the city, is committed to playing its part in tackling the global challenge of climate change and to become a carbon neutral city by 2040. We will monitor progress against a target trajectory to 2040 to achieve our ambition. Latest published figures showed that progress is being made, with the latest CO2 emissions estimate for Sunderland per capita (tonnes per resident) at 4 for 2021 – reduced from 4.5 in 2017 and better than the North-East at 4.4 (England 3.9). Based on the target trajectory to 2040 set on the latest available figures, we aimed to reduce CO2 per Capita to 3.1 in the next outturn (for the year 2022).

The Council is committed to becoming net zero as an organisation by 2030, across all greenhouse gases, in addition to becoming carbon neutral. Latest (previously reported) data published in the 2021/22 Low Carbon Annual Report shows tonnes of CO2 emissions from LA operations for 2021/22 at 7,405 tonnes - up slightly from 7,094 in 2020/21 (during which

reductions were likely accelerated due to Covid restrictions). Over the longer term, the figure has been significantly reduced, from 22,000 tonnes (recorded in 2017/18). 2022/23 figures are expected to be published in the Low Carbon Annual Report (following December Cabinet).

The Council's Low Carbon Action Plan (first published in January 2021) was updated and published in July 2022. The updated Action Plan identifies a series of over-arching objectives under each of the strategic priorities of: *Our Behaviour, Policies and Practices*, *Energy Efficient Built Environment*, *Renewable Energy Generation and Storage*, *Low Carbon and Active Transport & Reducing Consumption & Waste*. The identified actions are wide ranging and align with the City Plan priorities across *Dynamic, Healthy & Vibrant City*.

Under the strategic priorities of *Our Behaviour, Policies and Practices* we seek to engage all our residents including our young people and our voluntary and community sector, as well as businesses, partners and employees of the Council in reducing carbon emissions. To do so we will develop communication and engagement assets providing reliable information on climate change causes and impact and opportunities to reduce carbon emission through behaviours. In Quarter 2, there were 65 pro-active communications via social media, and we have had 10 Green Champions actively engaged in promoting low carbon policies and behaviours within our workforce including workplace recycling, active & low carbon travel to work options and specific events such as the Clothes Swap. We will ensure that Carbon reduction is embedded in programme and project planning through the Integrated Impact Assessment Tool.

Under our Low Carbon Action Plan strategic priority of an *Energy Efficient Built Environment* we will embed carbon reduction in Council assets and maximise energy efficiency improvements to homes with key projects and programmes aligned under more and better homes (see Pg. 6/7)

Through our Low Carbon Action Plan strategic priority of *Renewable Energy Generation and Storage* we will deliver new opportunities in the city that will support growth in the green economy linked with our City Plan commitment to more and better jobs (see below)

A range of initiatives will encourage and enable *Low Carbon and Active Transport* aligned with our City Plan commitment to great transport links with low carbon and active travel opportunities for all (see Pg. 15/16).

Under our Low Carbon Action Plan strategic priority of *Reducing Consumption and Waste* we will increase the level of recycling through household waste and engage individuals, businesses and communities to increase wider re-use and recycling and reduce overall waste. This priority is aligned with our City Plan commitment to cleaner, greener and more attractive city for all.

## **More and better jobs**

Our vision in our City Plan is that Sunderland will be a well-connected, international city with opportunities for all. We aim to increase the number of well-paid jobs in the city by promoting growth in key sectors including automotive and advanced manufacturing, financial and customer services, digital and software, as well as increasing professional services in the city centre, and port related activity. The employment rate for Sunderland, at 73.7% (131,000 aged 16+) for July 2022 to June 2023, has continued to rise on the previous quarter (at 72.3%) and compared with the same period in the previous year (at 70.8%). The rate remains above the North-East (at 71.2%). The rate for Great Britain in the same period was (75.6%).

In Quarter 2, we supported key industry events in the automotive and manufacturing industries including the North-East Automotive Expo 2023, as a headline sponsor and by promoting the event through our communication channels. The event was expected to attract over 750 delegates from industry with over 100 exhibitors. Our related business media posts had a reach of 867 views on Twitter and 699 on LinkedIn. Other significant industry events supported / promoted included the EMCON Engineering & Manufacturing Network event (580 views on Twitter, 767 LinkedIn impressions (displays of information)) and the Cenex connected automated mobility event (384 Twitter views, 691 LinkedIn impressions).

Through our Low Carbon Action Plan strategic priority of Renewable Energy Generation and Storage we will deliver new opportunities in the city to support growth in the green economy. Figures for 2022/23 show 9,800 jobs in 41 businesses engaged in the green sector in the city - a 26.5% increase on 2021/22 (at 7,750 jobs and 37 businesses).

The Port continues to focus on increasing its economic activity, with a turnover of £2.431m and 181,427 tonnage processed in Quarter 2. At the end of September, the Port is forecast to generate a net trading profit of £679,000 for 2023/24.

We continue seek to enable more office jobs in the city. At the end of Quarter 1 a property search tool was launched to enable businesses to locate office and commercial workspaces to buy or for rent – including new modern purpose-built spaces such as that on Riverside. From the launch of the tool to the end of Quarter 2, there have been 1,573 views by 238 users.

We continue to ensure that our Council activity supports the local economy where possible. In Quarter 2, 57.2% (£64.805m) of all Council third party spend was within the regional economy, and £11,930,868 of social value was secured through our procurement projects.

### **More local people with better qualifications and skills**

Through the City Plan, the aim is to ensure that residents' skills and qualifications enable them to secure good jobs that match the needs of employers in key sectors thereby reducing the gap in the median wage between Sunderland residents and Sunderland workers.

Newly released provisional data shows that the median weekly wage was £11.90 more for Sunderland workers, than Sunderland residents in April 2023 - up on the £4.30 gap in 2022, though improved on the long-term trend figure for 2019 of £29.80. Figures for both (residents and workers) however, remain below the North-East and Great Britain with the median weekly wage for residents at £537 (NE £580, GB £642) and for workers at £594 (NE £608, GB £683).

The proportion of workers earning below the Living Wage Foundation rate, for the tax year ending April 2022, has reduced to 14.2% (provisional) from 17.4% (revised and confirmed) in the tax year ending April 2021 and from 22.8% in the tax year ending 2018. Local data shows that in Quarter 2 there were 31 accredited real Living Wage employers with headquarters in Sunderland (as well as further employers with a branch in Sunderland) and 9,179 employees employed by Living Wage employers with a HQ in Sunderland. In Quarter 2 work has continued to deliver the Real Living Wage action plan along with work with the voluntary and community sector (VCS) to enable them to secure real living wage for their workforce. A Real Living Wage network event is planned for November to engage further businesses working alongside Sunderland Business Partnership and the Sunderland BID team (an update will be provided in the Quarter 3 report).

Previously published data showed that 24.7% of the Sunderland population had a Level 4 qualification in 2021 (compared with the North-East at 34.4% and Great Britain at 43.5%). These statistics are sourced through the Annual Population Survey to produce an estimate. For the year of 2022 (the latest expected data release), the sample size has been deemed too small to produce a reliable estimate for Sunderland and therefore figures are not available. Validated GCSE results (published February 2023) for the academic year 2021/22 show that in Sunderland 62.3% of students achieved a grade 4-9 in Maths & English, lower than the North-East at 65.8% and England at 71.7%. Validated results for summer 2022 showed Level 3 (A-level and equivalent) attainment by the age of 19 at 49.7%, lower than the North-East at 53.9% and England at 60.7%. GCSE and Level-3 results for summer 2022 are not directly comparable with previous results due to changes in the way GCSE examinations were awarded due to Covid.

The national Multiply scheme, delivered through the UK Shared Prosperity Fund, aims to improve the numeracy skills of adults across the UK, based on the recognition that those with



numeracy skills are more likely to be in employment and have higher wages. In the first six months of 2023/24, the Multiply scheme has reached 254 learners in need of improving their maths skills with a 100% completion rate for learners concluding their courses in Quarter 2. Initial destinations data shows that in Quarter 2, 177 learners have achieved progression into further learning, employment or other progression, with destinations tracking being developed to understand progression over the longer term.

### **A stronger city centre with more business, housing, and cultural opportunities**

As part of our recovery from the COVID-19 pandemic our aspiration is that Sunderland city centre will drive transformational economic growth with Riverside Sunderland clearly demonstrating our investment ambition. In the long term there will be more people living and working in the City Centre.

Through Riverside Sunderland we aim to create a vibrant new city centre residential community of 1,000 sustainable new homes, promoting more city centre living (previously published figures showed the City Centre residential population at 3,089 mid 2020). Alongside the delivery of new homes, Expo Sunderland will provide events and experiences to engage visitors in new and sustainable ways of living.

Riverside Sunderland will also comprise of 1 million square feet of modern offices, commercial premises, and other employment space, creating new sites for businesses to grow and with the aim of workspace for 8,000 – 10,000 quality jobs. Figures for 2022 show 12,300 people employed in the city centre, an increase on the figure of 14,000 in 2021 (a greater level of rounding has been applied in the latest release (with previous 2021 figures adjusted accordingly) and figures should be considered in this context). At the end of Quarter 2, 1,072 new city centre office jobs have been created since April 2019. The Timeline action of Riverside car park opens is now complete.

We continue to progress our plans for a range of physical developments in the city centre - such as Sunderland Station. In Quarter 2 progress was made with the completion of the South entrance.

### **More and better housing**

Through our City Plan we seek to ensure that Sunderland offers the opportunities that families and individuals need to achieve their ambitions – with a housing offer that reflects the homes that people aspire to live in. This includes larger family homes as well as more affordable homes. This will be achieved through the delivery of key housing sites.

Figures previously published for out-migration showed a slowing from a net of -511 in 2019 to -403 in 2020 (latest available data). Whilst the figure is higher than the five-year long-term trend figure of -381 for 2016, the 2016 figure was the lowest figure reached before figures declined substantially in 2017 (to -748) and then began reducing year on year.

In Quarter 2, there were 200 additional homes in the city - of which 118 are in council tax bands C-G (including new and conversions and taking into account deletions). There were 211 homes that were newly built in Quarter 1 (housing completions and Council tax registrations may take place in different periods accounting for further variations in figures).

Over the last three years there has been an increase in the number of completed affordable homes (from 101 in 2020/21 to 150 in 2021/22 and 178 in 2022/23). There were 37 completed affordable homes in Quarter 2 taking the total for the first half of the year to 80 (up on the 75 in the same period in the previous year). In Quarter 2 there have been 21 social houses delivered, taking the total to 139.

Alongside more homes, we are also committed to ensuring that the housing we have is of quality. 15 empty properties were brought back into use in Quarter 2, and 146 privately rented properties were inspected for hazards.

Under our Low Carbon Action Plan strategic priority of an Energy Efficient Built Environment we will embed carbon reduction in Council assets and maximise energy efficiency improvements to owner occupied and private, social and affordable rented homes. AN ECO (Energy Company Obligation) scheme delivery model has been established, to help households decarbonise and reduce their energy bills (via grants to fund energy-efficient updates to homes) with the first homes expected to benefit by March 2024. Through the Warm Homes Fund energy efficiency advice was provided to 66 fuel poor residents in Quarter 2, taking the total to 184 for the first half of the year.





# HEALTHY SMART CITY

Reduce health inequalities enabling more people to live healthier longer lives – equitable opportunities and best life chances for children – high quality support and social care that enables those who need it to live the life they want to live – great transport links with low carbon and active travel opportunities for all – cleaner and more attractive city and neighbourhoods.



## CITY CONTEXT

### CURRENT DATA (LATEST AVAILABLE) COMPARATIVE DATA

**Healthy Life Expectancy at birth 2018-2020 as at 2021/22**

**Female: 56.9 yrs.**

**Male: 56.1 yrs.**

England 63.9 yrs. NE 59.7 yrs.

England 63.1 yrs. NE 59.1 yrs.

### SUNDERLAND TREND

Declining (2014-2016: 59.3 yrs.)

Declining (2014-2016: 58.8 yrs.)

**Admission episodes alcohol-related 2021/22: 2,668** (Broad per 100,000)

England 1,734, NE 2,323

N/A

(Not comparable due to change in methodology)

**Smoking prevalence 2022: 13.2%**

England 12.7%, NE 13.1%

Improving

(2018: 22.2%)

**The proportion of adults living with overweight or obesity 2021/22: 73.9%**

England 63.8%, NE 70.5%

Declining

(2017/18: 69.2%)

**Prevalence of children living with overweight (Year 6) 2022/23: 41.5%**  
(incl. obese)

England 36.6%, NE 39.9%

Declining

(2018/19: 39.2%)

**% Of people that are fairly active / active (Active Lives – Public Health) 2021/22: 75.5%**

England 77.7%, NE 75%

Improved

(2017/18: 72%)

**Women who smoke at time of delivery Qtr. 1 2023/24: 12.7%**

England 8% NE 10.1%

Improving

(Qtr. 1 2021/22: 14.9%)

**EYFSP Good level of development 2021/22: 63.7%**

England 65.2%, NE 64.1%

Declining

(2017/18: 71.2%)

**Cared for children (rate per 10k) Sept 2023: 96.3**

England 70, NE 110  
SN 111.8

Declining

(Sept 2022: 95.9)

**CYP subject to a child protection plan (rate per 10k) Sept 2023: 74.8**

England 42.1, NE 62.6  
SN 59.4

Declining

(Sept 2022: 53.1)

**Rate of Children in Need (per 10k) Sept 2023: 393.9**

England 334.3, NE 470.7  
SN 452.9

Declining

(Sept 2022: 374.3)

**Teenage Pregnancy (under 18 conception rate): Qtr. 3 2021/22: 26.4**  
(rolling year)

England 13.1, NE 19.8

Declining

(Qtr. 3 2020/21: 21.7)

**Proportion of people (18+) living independently (without social care services) Qtr. 2 2023/24: 97.1%**

N/A

Declining

(Qtr.2 2022/23 98.2%)

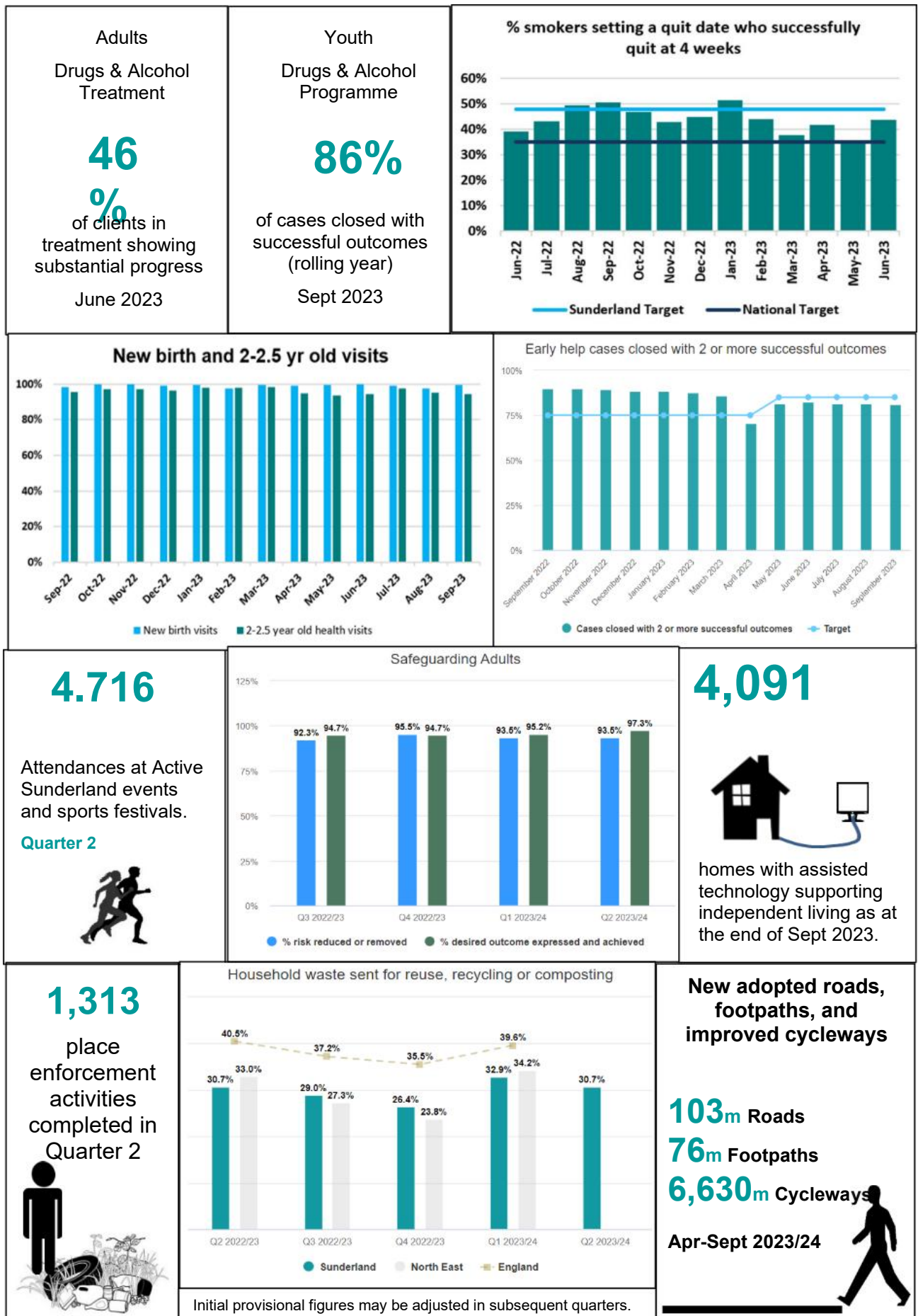
**Litter - % deposits that fall below an acceptable level Qtr. 2. 2023/24: 5%**

N/A

Improving

(Qtr.2 2022/23: 11.2%)

# COUNCIL LED PROGRESS & ACTION



| City Plan Timeline 2023/24                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Over £1/4m council and Lawn Tennis Association investment in city's tennis courts in parks                                                                                       |
| Develop five area venues for participation in SWIM BIKE RUN activities                                                                                                           |
| Targeted programmes with new participation opportunities in least active areas                                                                                                   |
| Development of five safe and inclusive area-based sports play zones with investment from the Football Foundation and Sport England                                               |
| 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                                                                                                          |
| New Children's Home (Maple Cottage) opening                                                                                                                                      |
| New Edge of Care Accommodation (Claremont Terrace) opening                                                                                                                       |
| Implement a range of Adult Social Care automated telephony apps 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 |
| Support the implementation of Dementia and Smart Homes Grants as part of the Disabled Facilities Grant offer                                                                     |
| Enhance the Adult Social Care Direct Payment/Personal Budget Offer as a viable alternative to traditional support at home packages                                               |
| Partnership working to develop and implement a Trusted Assessor model to support Social Care                                                                                     |
| Bus Rationalisation Route completed                                                                                                                                              |
| Whitburn Road active travel cycle improvements completed                                                                                                                         |
| Electric Vehicle Strategy and Roadmap published                                                                                                                                  |
| Deliver electric buses and strategic rapid charging facilities                                                                                                                   |
| Continue e-Scooter trial                                                                                                                                                         |

## Equitable opportunities and the best life chances for children

We are taking a life course approach to health and wellbeing starting with the early life stages of preconception to early years and adolescence under this commitment. The latest available quarterly figure (Quarter 1 of 2023/24) for the proportion of women smoking at time of delivery at 12.7% (79 smokers of 622 maternities) is a reduction on the same period in the previous year at 14.9%. The Sunderland figure remains higher than the North-East at 10.1% and England at 8%. Quarterly rates may fluctuate based on the number of maternities, however, the latest full-year figure of 13.7% (for 2022/23) also shows a reduction (on the full year of 2021/22 at 14%).

Reducing the rates of tobacco dependency in pregnant women is a high priority for the Sunderland Smokefree Partnership and partners are working closely together on a range of programmes and initiatives to support pregnant women to stop smoking. This includes continuing to embed the Treating Tobacco Dependency in Pregnancy pathway as part of the NHS Long Term Plan and establishing community clinics in Family Hubs (2 clinics established). a pilot for Health Visitors to carry out CO monitoring at all mandated visits to pregnant women and families with young children, and the launch in July 2023 of a regional incentive scheme (shopping vouchers) to promote smokefree pregnancies. The latter follows an announcement in April 2023, of a national incentive scheme for all pregnant smokers by the end of 2024, with a strong evidence base for the effectiveness of financial incentives.

Latest local (unvalidated) data for Quarter 2 of 2023, indicates that 53.4% of Sunderland women who gave birth, initiated first milk as breast milk, with 48.2% breastfeeding at discharge. The proportion of infants being breastfed at 6-8 weeks was 27.6% for 2021/22 (Child Health Profile) below England (48.9%) and the North-East (35.7%). There is a range of ongoing work to support Sunderland being a Breastfeeding Friendly City and to increase the rates of breastfeeding, including the UNICEF accreditation journey for Growing Healthy Sunderland, STSFT Maternity and Neonatal as well as the Family Hubs.

At the end of Quarter 2, 99.5% of new birth visits and 94.3% of 2.5-year-old checks have been carried out in timescale based on local data, continuing the high levels of performance in previous quarters.

Previously published 2021/22 results for the Early Years Foundation Stage Profile (EYFSP) Good Level of Development showed that in Sunderland 63.7% of children achieved a good level of development – lower than the North-East (at 64.1%) and England (at 65.2%). In Sunderland and across the North-East and England fewer children achieved a Good Level of Development in comparison to the pre pandemic figures. The 2019/2020 and 2020/21 academic years publications were cancelled due to Covid-19. 2022/23 results are expected to be published soon and will therefore be included in the Quarter 3 of 2023/24 report.

Through support to families with children in need, and intervention in families with children subject to a child protection plan, we seek to increase resilience in families to give children the best life chances, and subsequently we monitor how often worries are raised about children that we have already tried to help. The latest rates of children in need, children subject to a child protection plan and cared for children have increased, however, the Sunderland rates for children in need and cared for children are better than both the statistical neighbour comparator and the North-East. At the end of Quarter 2, 18.3% of referrals to TFC were re-referrals within 12 months (target 23%), a decrease on the same period in the previous year (21.8%). 10.5% of children subject to a child protection plan had a repeat plan within 2 years (within target of 15%), a decrease on the same period in the previous year (at 14.6%). 81.1% of early help cases closed with successful outcomes (target 85%), 8.5% of Cared for Children have experienced 3+ placements within the last 12 months (target 10% or less) and 99.1% of Cared for Children had an up-to-date Personal Education Plan (target 95%). The City Plan Timeline action relating to new Children's Home (Maple Cottage) is now complete and home to two young people.

The rate of under 18 conceptions (teenage pregnancy rate based on conceptions per 1,000 women aged 15 -17) for Sunderland was 26.4 in Quarter 3 of 2021/22 (latest available data) – up on the same period in the previous year (at 21.7). This is above the England and North-East rates (of 13.1 and 19.8 - for Quarter 3 of 2022/2023). The rise was anticipated from local intelligence following reductions during Covid. Support in place includes delivery of relationships, sex and health education (RSHE), ongoing offer of the C-Card for young people age 13+ (366 issues in Quarter 2) and access to free emergency contraception (EHC) via pharmacies and school nursing (44 instance of supply to ages 19 and under of EHC via pharmacies in Quarter 2). Other support includes sexual health advice, targeted sessions delivered in schools, provision of access to free long-acting contraception with further work ongoing to widen choice for point of access, a young person's contraceptive nurse (specialist sexual health service), providing in clinic and outreach services (including emergency access) and an Options Advisor.

## **Reduced health inequalities enabling more people to live healthier longer lives**

Our City Plan recognises the need to ensure that health and wellbeing outcomes are significantly improved, with previously published healthy life expectancy at birth in Sunderland (at 56.1 years for males and 56.9 for females 2018-2020), lower than the North-East and England and declining (following the England & North-East declining trend). The Healthy City Plan is our Health & Wellbeing Board's joint Health & Wellbeing Strategy through which we will address health inequalities.

Health inequalities are influenced by complex factors known as wider determinants of health such as income, housing, the local environment, education, transport and access to good quality work. These factors interact and lead to poorer life expectancy and longer period in ill-health. Poorer health outcomes are experienced by those who have limited access to health care, experience poorer quality care, and have higher levels of risk i.e., smoking, alcohol misuse, etc. Within Sunderland, the Reducing Inequalities Delivery Group (subgroup of the Living Well Delivery Board) has a delivery plan focused on the four key priorities of the Health and Wellbeing Board which has been in place since 2021. These are: better understanding of our

population, asset-based community development ('residents as participants'), economic activity (skills, aspirations and wealth building) and health in all policies approach.

Alcohol is a complex issue within our society and no single approach will be successful in isolation. Alcohol remains one of the key drivers of health inequalities and one of the key causes of premature death and therefore it requires commitment and contributions from a range of partners across the city.

Hospital admissions for alcohol-related conditions (broad) were at 2,668 (episodes per 100,000) for Sunderland for 2021/22 (North-East average 2,323, England 1,734) – an increase on the previous year figure (longer term trend comparison not applicable due to changes in how the statistics have been compiled). A range of programmes and services are being delivered by the city council and partners, as part of a long term, 'systems wide approach' to reducing the harm caused by substance misuse. Our published partnership alcohol strategy (Calling Time: It's time to rethink drink) action plan coordinates the ongoing work to reduce alcohol harms. This includes a focus on prevention and the expansion of the Alcohol Care Team within the trust, the review of the Statement of Licensing Policy, the funding of dedicated posts within the treatment and recovery system and the promotion of alcohol harm awareness raising initiatives and campaigns.

Additional 3-year funding through the national substance misuse treatment and recovery grant has been invested across the city with the aim of increasing access into treatment by 20% and reducing drug and alcohol related deaths. Alongside the grant, a new performance framework came into effect for adult substance misuse treatment services from April 2023. For the new key performance indicator of *clients in treatment showing substantial progress*, the figure for Sunderland from the latest available data period of June 2023 was 46% (802 clients showing substantial progress of 1,784 in treatment), the England figure for the same period was 47%. Projects and programmes funded through the grant in the current year include dedicated roles within the treatment system for parents and carers, those experiencing homelessness, domestic abuse, and those with complex needs. Alongside these posts there are dedicated criminal justice workers based within the local Police service, and a post within the Hospital Trust's Alcohol Care Team. Other projects include the funding of harm reduction initiatives and awareness raising campaigns.

The rate for the three-year period 2018/19-2020/21 (latest available data) for under 18s alcohol admissions per 100,000 was 76 for Sunderland - an improvement on the previous rate of 82.4, (North-East rate 52, England rate of 55.4). Data from the recent 2023 Health Related Behaviour Survey indicates a reduction in alcohol consumption amongst young people - both Year 8 and Year 10 pupils, when compared to data from 2021. Consumption of alcohol in the previous 7 days amongst Year 8 pupils surveyed shows a reduction from 9% to 8%, and for Year 10 pupils a reduction from 26% to 22%. There has also been an increase in the proportion of pupils who indicated they either do not drink alcohol or have no intention to do so, with 58% of secondary pupils surveyed giving this answer compared to 55% in 2021.

For young people, needing substance misuse intervention, the key performance measure continues to be successful outcomes for closed cases (rolling year). At the end of September 2023, 89% of the Youth Drug & Alcohol Programme cases were closed with successful outcomes.

In October 2023, the Department of Health and Social Care (DHSC) published its policy paper 'Stopping the start: our new plan to create a smokefree generation', which includes a key proposal to raise the age of sale of tobacco year on year so anyone born on or after 1 January 2009 will never be able to legally buy tobacco. It also includes proposals to introduce restrictions on vapes to tackle youth vaping and a package of measures to help smokers to quit, including a commitment to double the grant for local authority stop smoking services for the next five years and to strengthen enforcement of illicit products. The DHSC has launched a consultation, and a response will be submitted from the Council and the Health and Wellbeing Board to support these measures, which will help Sunderland to reduce smoking rates to 5% by 2030 as set out in our City Plan.



The recently published figure for smoking prevalence in 2022 confirmed a continued reduction to 13.2% (having previously reduced from 22.7% in 2017 to 15.2% in 2021), with a 1.7 percentage point reduction in the gap between Sunderland and England (with the gap now at 0.5 of a percentage point, having previously reduced from 7.8 to 2.2 percentage points between 2017 and 2021).

A range of programmes and services are being delivered by the city council and partners, as part of a long term, 'systems wide approach' to supporting the smokefree agenda. These are reflected in the Smokefree Partnership Action Plan which has been refreshed for 2023-2026 covering eight key strands of tobacco control, including building capacity and skills to support smokers to quit; reducing exposure to tobacco smoke; ensuring effective year-round media and comms; and tobacco regulations and enforcement. As smoking prevalence reduces, the Specialist Stop Smoking Service, will target the remaining population of smokers, which includes those with the most complex needs, though high quality evidenced based specialist support. The service can also refer on to the network of Universal stop smoking services across the city and provide self-help tools such as a Smokefree App for a more flexible offer. In Quarter 4 of 2022/23 (latest available data) 49.5% of smokers setting a quit date successfully quit at 4 weeks (115 successful quitters of 291 quit attempts). This combines Specialist Stop Smoking Service (SSSS) and Universal NHS Stop Smoking Services data.

Latest data for 2021/22 reports 73.9% of adults in Sunderland are living with overweight or obesity, this is higher than the previous figure of 69.1% and above the North-East (70.5%) and England average (63.8%). Latest national data, for the academic year 2022/23, shows that 41.5% of children in Year 6 were living with overweight (including obesity). This is a reduction from 45% in 2021/22 (the highest rate ever been recorded in Sunderland). In 2022/23 the Sunderland figure is higher than the North-East (at 39.9%) and England (at 36.6%).

Impacting on healthy weight requires a system wide approach to the physical and food environment and our healthy weight strategy incorporates a range of plans and actions to change the environment. A range of services are also being delivered by the city council and partners. In 2021 Sunderland secured national funding to deliver a Tier 2 Adult Weight Management Service – commencing August 2021 and funded to December 2022. The programme was evaluated, and local public health funding has been agreed to continue for a further 2 years, targeted at 3 geographical areas each year, where need is greatest (people will be able to access from across the city). There were 59 people self-referring onto the programme in Quarter 1 and 24 in Quarter 2. Figures on the numbers completing the programme at 18 weeks will be available from Quarter 3.

Alongside this, there has been the ongoing delivery of the Change 4 Life Sunderland Offer. In Quarter 2, 43 school sessions were delivered, engaging 1,575 school children. There were 6 Change for Life Sunderland programmes delivered with a 100% successful completion rate. At the end of Quarter 2, 16% of educational settings are accredited at Bronze standard in the Sunderland Healthy Schools Awards, 1% at Gold standard and 3% at Emerald standard.

Through our Low Carbon Action Plan we want to ensure that the council's allotment policy maximises opportunities for local food growing by residents and facilitates community growing projects supporting healthy eating. In 2020, an audit was carried out, identifying abandoned allotment plots. Since then, it is estimated that 100 plots have been brought back into use with approximately 2,986 plots in the city (Council & private) across 99 sites.

Data for 2021/22 previously published by Public Health England, shows that 75.5% of people in Sunderland were active or fairly active – an increase of 1.5 percentage points on the previous 2020/21 figure of 74% and an increase of 3.5 percentage points on the long-term trend comparison period of 2017/18. Sunderland is now better than the North-East figure of 75% (England 77.7%).

There were 604,243 Leisure Centre attendances in Quarter 2, and 4,716 attendances at Active Sunderland participation events and sports festivals. In Quarter 2 Sunderland hosted the British



leg of the World Triathlon Championship series and alongside this we have been working with British Triathlon to create new opportunities to participate in swim, bike run events and Go Tri. Overall, the event attracted over 2,000 participants with 182 elite athletes and 29,000 spectators. The economic impact for city is estimated at £2.1m with 5 hours broadcast on BBC television and a social media reach of 1.9m. With funding from the Lawn Tennis Association, we are investing in tennis facilities in the city. In Quarter 2, the refurbishment of 17 tennis courts has been completed and Everyone Active is providing activation sessions to encourage use of the refurbished courts. There have been 1,770 online bookings in Quarter 2 and 80 coached sessions were made available. In Quarter 2 there were 82,855 visitors through the turnstiles of Football Hubs and planning has commenced for five safe and inclusive based sports play zones with investment from the Football Foundation and Sports England. We are working with Street Games to facilitate new opportunities in targeted areas. This includes working with 12 community organisations to capitalise on funding opportunities to increase physical activity opportunities for young people. We are targeting the least active areas for new active participation opportunities including planning for a new multi-use games area, expanding the walking programme to include new walks and working with key leisure partners to ensure engagement with residents in areas of greatest need.

Previously published validated data for the three-year period of 2019-2021, showed the suicide rate for Sunderland reduced to 14.2 per 100,000 (age 10+) from 14.4 (for 2018-2020), though it remained above the England rate of 10.4 and Northeast rate of 13. The Public Mental Health Concordat for Sunderland was endorsed and signed off by the Office for Health Improvement and Disparities in January 2023 - this framework and action plan will support work to improve mental health wellbeing, which will contribute to the suicide prevention agenda. Suicide prevention training (A Life Worth Living) is available, through Washington Mind, for people who live and work in Sunderland. In Quarter 2, there have been 3 adult suicide prevention training courses delivered to 45 participants and 2 young person's suicide prevention courses delivered to 30 participants. Alongside this, Sunderland's Suicide Prevention action plan has recently been refreshed for the period of 2023-2026 and reflects priorities as identified in the new national suicide prevention strategy 'Suicide Prevention Strategy for England: 2023 to 2028'. Sunderland's Suicide Prevention action plan will be shared with the Living Well Delivery Board in November for final sign off.

The Council continues to support healthy workplaces through the Better Health at Work Awards with introductory meetings with all businesses signed up and additional support offered where needed. At the end of Quarter 2, there were 48 businesses actively participating in the Better Health at work Awards. Alongside this, regular meetings of the Sunderland Workplace Health Alliance enables businesses to engage on the health, work and wellbeing agenda, supported by the Council. At the end of Quarter 2, 155 businesses have been recruited with the Workplace Health Alliance Scheme.

### **High quality support and social care that enables those who need it to live the life they want to live.**

The Adult Social Care Strategy 2022-2024 sets out the vision for Adult Social Care in Sunderland and the three key priorities of: supporting people to live independently, supporting people to regain independence and helping people to live with support. 97.1% of people aged 18+ in the city live independently (without social care services) and we remain committed to ensuring people in the city can enjoy independent lives.

To achieve our vision, and deliver on our priorities, we aim to be a leader on the developing of technology enabled care and deployment of smart technology to work alongside other models of care. The Adult Social Care Digital Strategy is currently being developed for publication in Autumn 2023.

At the end of Quarter 2, 4,091 homes had assisted technology to support their care / independent living and work has been completed on a Smart Home to showcase the associated technology, along with dementia and smart homes grants as part of the Disabled Facilities Grant

offer. Eligibility criteria and a supporting online tool is being developed. A three-month trial of the approach will be undertaken with people supported by in-patient and community dementia services. Following work completed earlier in the year during Dementia awareness week, the Dementia Action Plan is now in place.

As part of the digital offer, we will implement a range of Adult Social Care automated telephony Apps to support welfare checks, reviews and customer feedback. Apps are live for community equipment, reablement and wheelchairs. 36.6% had responded to automated review call in Quarter 2.

Partnership work is progressing to ensure safe and timely hospital discharge with residents and carers central to discharge planning and receiving quality and timely advice and information. Scoping work has commenced on the process for hospital work going forward. In 2022/23 (latest available data) 78.9% of older people (65 and over) were still at home 91 days after discharge from hospital into rehabilitation services.

Work has been progressed to review, develop and expand the Adult Social Care early intervention and prevention offer with tender documents published for early intervention and prevention services and carers, with the scope expanded to include those residents with and without statutory needs.

Latest available published data on the rate of emergency hospital admissions due to falls in people aged 65+ (per 100,000), showed a decrease from 3,164 in 2020/21, to 2,710 for 2021/22 for Sunderland though figures remain above the North-East (at 2,531) and England (at 2,023). Although the Sunderland figure decreased over the last year, the North-East and England figures increased in the same period.

70.5% of people who use services have control over their daily lives based on latest provisional figures for 22/23 (North-East 80.2%, England 2021/22 (latest available) 76.9%) an improvement on the previous year (at 76.4%). In the same period 73.6% of people who used services in Sunderland felt safe (North-East 74.3% England 2021/22 (latest available) 69.2%) also an improvement on the previous year (at 72.5%). In Quarter 2, 93.5% of Adult Safeguarding cases were completed with the risk reduced or removed. In 79.6% of completed cases the individual was asked about the desired outcome and for those where this was expressed, in 97.3% of cases the outcome was achieved.

### **Great transport links with low carbon and active travel opportunities for all**

We are committed to ensuring that people can move around the city with ease through improved transport routes (accessible to key employment sites) and enabling low carbon and active travel.

Key to this is having in place the necessary infrastructure. In Quarter 2, there were no new adopted roads (2023/24 total remains at 103m), no new adopted footpaths (2023/24 total remains at 76m) and 5,000m of new or improved cycleways (taking the total for 2023/24 to 6,630).

Progress is being made on our commitment to better routes for active travel. Phase 1 of the Whitburn Road cycle scheme (Tram Shelter to Roker Ravine Bridge) has been completed and Phase 2 (Roker Ravine Bridge to Bungalow Café) commenced on site September 2023. Design works and engagement with Active Travel England has been undertaken for two further active travel schemes, subject to funding agreement.

Through our rapid charging station, we continue to support the wider use of electric vehicles in the city. There were 2,568 transactions at electric vehicle rapid charging units in Quarter 2 of 2023/24, up on the 2,088 in Quarter 2 of 2023/24. 2023/24 will see the expansion of the infrastructure to support electric vehicles with new residential community hubs in place by the end of the year.

Under the Low Carbon Action Plan strategic priority of Low Carbon and Active Transport we are encouraging take-up of active, sustainable travel options through a range of initiatives including Better Points. The Better Points App rewards users for walking, cycling and other low carbon and active travel through points that can be exchanged for a range of rewards. At the end of Quarter 2 there were 1,401 Sunderland users registered on the Better Points App.

952 children have taken part in cycle training as at the end of September 2023 and 2,062 school children have taken part in pedestrian training as at the end of August 2023 (latest available data).

We are also seeking to ensure that our own behaviours enable and encourage active and low carbon travel. In 2022/23, 9% of the Council's fleet were electric vehicles and we seek to increase this in our commitment to carbon reduction. In 2022/23 there were 32 bike orders through the Council's cycle to work scheme. The Council's employee travel survey for 2022/23 found that of those employees who commute to work via car, 9% commuted using an electric vehicle, up on the 5% who reported commuting to work by electric vehicle in the 2021/22 survey and we are supporting our employees to choose to use public transport with reduced costs for 41 employees through a salary sacrifice scheme (2022/23).

### Cleaner and more attractive city and neighbourhoods

Our focus here is on promoting environmental responsibility amongst residents to achieve a cleaner and more attractive city.

The percentage of household waste sent for reuse, recycling or composting in Quarter 2 was 30.7% (8,886 tonnes recycled, reused or composted of 28,957 tonnes of total household waste). Comparator figures are shown in the chart. We are working with the South Tyne and Wear Waste Management Partnership (STWWMP) to change residents' behaviours around recycling and contamination of recycling. The South of Tyne and Wear Waste Management Partnership has a joint communications plan in place which includes regular recycling updates, links to national messaging and a You Tube video to show the recycling process from collection to processing. Education and enforcement officers are working out in the community undertaking engagement and education activity with residents on presenting recycling and/or waste correctly. The Waste and Recycling Visitor education centre at Campground has increased activity with schools and community organisations across the city and developed online activity to assist those unable to access the facility directly,

In Quarter 2 Plastic Free July took place - a global movement aimed at enabling people to be "*part of the solution to plastic pollution*". We supported plastic free July locally with our own social media communications campaign, through which children and young people shared their art work and thoughts on reducing plastic pollution. The communications campaign was seen on 3.1K social media accounts. The campaign was an opportunity to further raise awareness of the Sunderland Refill Scheme, a means of choosing an alternative to single use plastic. As at the end of Quarter 2 Sunderland has approximately 120 refill stations.

At the end of Quarter 2, the percentage of relevant land and highways assessed as having deposits of litter that fall below an acceptable level was 5%, lower than Quarter 1 (at 15%) and lower than the same period in the previous year (Quarter 2 of 2022/23 at 11%). The % of relevant land and highways that is assessed as having levels of dog fouling that fall below an acceptable level was 0.4% and graffiti was 2.17%. In Quarter 2 service requests within timescale were as follows: litter debris & leaves 99.4%, graffiti & flyposting 90.1%, animal fouling 95.5%, grass cutting 94.6%, shrubs & hedges 87.7% and fly tipping 94.3%. Performance for all areas was better than the target set for the service.

We are issuing sanctions where appropriate following enforcement investigations. In Quarter 2, 1,313 enforcement activities had been carried out. The enforcement activities included 234 investigations, 884 warning letters, 2 Community Protection Warnings, 13 Section 47 notices (businesses), 120 Section 46 notices (residents) and 60 other notices / activities. Both section

46 and 47 notices relate to the storage, disposal and presentation of waste under the Environmental Protection Act 1990.

Sunderland is one of six local authorities in the North-East joining forces with environment organisations to plant trees across the region as part of the North-East Community Forest – improving the natural environment and creating healthier and happier places. The North-East Forest initiative aims to plant up to 500 hectares of trees by 2025, with a long-term goal to increase canopy cover across the North-East to 30% by 2050 – almost double the current national average. Contributing to this, we set out to deliver 13 hectares of new tree planting in Sunderland in the 2022-23 planting season (exceeded with 21.9 hectares planted). New planting sites will be identified by the end of October 2023 for the 2023/24 season. A Tree management strategy is in place with the award of a 3-year contract ensuring arrangements for inspection regimes, timely identification of hazards, response to complaints and other tree monitoring and management requirements.

# VIBRANT SMART CITY

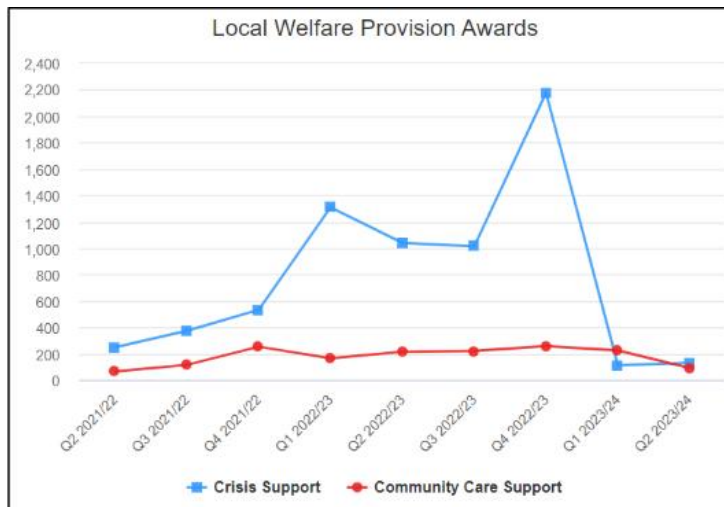
More resilient people – more people feel safe in their homes and neighbourhoods – more residents participating in their communities – more people visiting Sunderland and more residents informing participating in cultural events, programmes, and activities.



## CITY CONTEXT

| CURRENT DATA (LATEST AVAILABLE)                                                  | COMPARATIVE DATA      | SUNDERLAND TREND                         |
|----------------------------------------------------------------------------------|-----------------------|------------------------------------------|
| Proportion of households considered to be fuel poor 2021: 13.8%                  | England 13.1%, NE 14% | Declining<br>(2017/18: 12%)              |
| Residents supported by food banks: Qtr.2 2023/24: 6,319                          | N/A                   | Improving<br>(Qtr. 2 2022/23: 6,718)     |
| Crime (recorded incidents) Apr – Sept 2023: 15,640                               | N/A                   | Declining<br>(Apr – Sept 2022: 14,607)   |
| Residents' feelings of safety (local) Oct 2022 – Sept 2023: 94%                  | Northumbria Force 94% | Improving<br>(Oct 2021 – Sept 2023: 93%) |
| Recorded incidents of Anti-Social Behaviour (ASB) Sept 2023: 104                 | N/A                   | Declining<br>(Sept 2022: 85)             |
| Proportion of residents proud to live in Sunderland (Residents Survey) 2022: 43% | N/A                   | Not available                            |
| Number of visitors to the city 2022: 8,512,000                                   | N/A                   | Declining<br>(2018: 9,180,000)           |
| Overall spend of visitors to the city 2022: £510m                                | N/A                   | Improving<br>(2018: £475m)               |

# COUNCIL LED PROGRESS AND ACTION



**28**  
Events

Events facilitated by the Council  
Quarter 2 of 2023/24

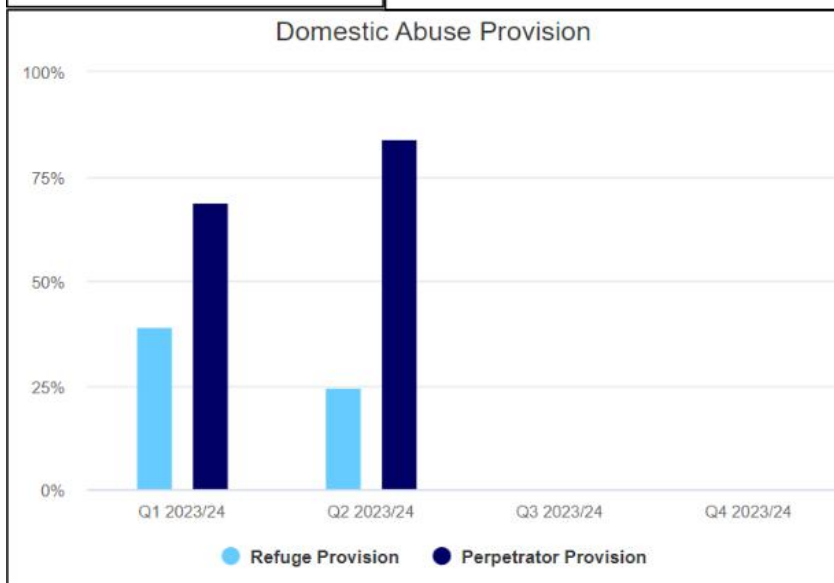
**37**

Activities delivered  
by the Heritage  
Partnership

Quarter 2 2023/24



Figures not available for Arts Centre Qtr.2 2019/20. Museum / Arts Centres closed Qtr.1 & Qtr. 4 2020/21 due to COVID-19.



**14** retailers signed up to  
the **Responsible Retailers'**  
**Scheme**.



**16**  
Test Purchases  
carried out.

Quarter 2 2023/24



| 2023/24 Timeline                                                                                     |
|------------------------------------------------------------------------------------------------------|
| More resilient families in Sunderland                                                                |
| Maximise Household Support Grant to vulnerable groups across the city                                |
| Develop Fuel Poverty Plan and partnership approach to Cost of Living Crisis support programme        |
| Develop Community Digital and Health Hubs from the Warm Spaces approach                              |
| Implement the Housing Strategy and Homelessness and Rough Sleeper Prevention Strategy                |
| Develop the council's first rough sleeper accommodation                                              |
| Refresh Sunderland's Domestic Abuse and Violence Against Women and Girls Strategy 2023-2026          |
| Tackle anti-social behaviour and perceptions of crime in the City Centre through the SAIL project    |
| Development of multi-cultural and community events across the city                                   |
| Open Elemore Park café and garden centre and secure investment for wider park developments           |
| Establish the Sunderland VCS Alliance as an independent Community Interest Organisation              |
| World Class music events staged in the city                                                          |
| Sunderland's Heritage collections, archives and buildings enjoyed by residents                       |
| New national/international events - Host British leg of the 2023 World Triathlon Championship series |
| Seaburn Masterplan reviewed                                                                          |

### Residents who are more resilient to ongoing challenges including the cost-of-living crisis

We know that our communities have been greatly affected by the COVID-19 pandemic, with hardship continuing for some in the face of challenges presented by the rise in the cost of living. The number of residents supported by the 6 food banks that report figures to the Council (Sunderland Foodbank, its Distribution Centres and 5 Independent food banks) rose continually over the two years of 2021/22 and 2022/23 peaking at 9,893 for Quarter 4 of 2022/23. In 2023/24 figures have fallen to 6,427 in Quarter 1 and 6,319 in Quarter 2, however, it is anticipated that figures will rise again in Quarter 3 reflecting seasonal trends in which there is higher need over the winter months.

In Quarter 1 there were 130 Crisis Support Awards (Local Welfare Provision) up on the 112 made in Quarter 1. In Quarter 4 of 2022/23 there were 2,175 awards, however, the figures are not comparable as Crisis Support Awards during 2022/23 included awards made under the Council's Household Support Fund. There were 91 Community Care Support Awards made in Quarter 2 - reduced on the 224 made in previous quarter (Quarter 1 of 2022/23) and reduced on the 214 awards made in the same period in the previous year (Quarter 2 of 2022/23).

Latest figures for Fuel Poverty are for 2021 with 13.8% of households considered to be fuel poor – higher than the England figure (at 13.1%) but lower than the North-East (at 14%). This is a small decrease of 0.8% percentage points compared to the figure for 2020. The 2023/4 timeline activity of develop Fuel Poverty Plan and partnership approach to Cost of Living Crisis support programme, was completed in the previous quarter with the Financial Wellbeing Strategy agreed by Cabinet in June 2023, and delivery plan in place.

There were 59 Warm and Welcoming spaces open in July 2023 with 68,236 people accessing those facilities during the lifetime of the initiative (from 1st October 2022 until 30st July 2023 when the funding for the Warm and Welcoming Spaces Programme came to an end). Additional resources have been secured from UKSPF and ICB and matched with SCC funding for continued work alongside the VCS, enabling the sector to continue to enhance delivery of essential local support services and activities to meet the needs of the most vulnerable residents, and help to grow the 'Links for Life' (Social Prescribing offer) in the city. The Links for Life delivery model encourages a collaborative approach to delivering services. The Sunderland Voluntary Sector Alliance is a key partner and available to support the voluntary and community sector to embrace this way of working and strengthen services at a neighbourhood level. Alongside the Links for Life model is the delivery of 24 digital hubs with all capital works expected to be completed by the end of November 2023.

As at the end of September 2023, the average number of days in temporary accommodation for those presenting as homeless was 121 days. The Homelessness Strategy has been approved by Cabinet and the Housing Strategy reviewed with related work completed to develop a supporting action plan to focus on reducing health inequalities. Work has been progressed to develop the council's first rough sleeper accommodation. The Housing Service has identified 3 schemes to provide accommodation and support for clients who are homeless or have experienced rough sleeping. These will provide 34 units of accommodation with support, for clients with various levels of support needs and at various places on the journey from the street to independent living. The schemes are now expected to open in mid-2024 or early 2025.

We have been working to maximise the Housing Support Fund for vulnerable groups with payments expected to be made in Quarter 3.

### **More people feeling safe in their homes and neighbourhoods and businesses benefitting from the city's safe and secure environment**

In Quarter 2, the percentage of residents surveyed who felt very or fairly safe was 94% - a 1% improvement on the same period in the previous year and consistent with the Northumbria Police Force average (94%). Crime for April 2023 to September 2023 at 15,640 recorded incidents) has increased when compared with the same period in the previous year (14,607 recorded incidents).

In April 2022, the council successfully launched a holistic Domestic Abuse Services model to meet its statutory obligations under the Domestic Abuse Act 2021. The service provides safe accommodation with specialist onsite support, specialist outreach support for survivors and children, early intervention, perpetrator intervention and support, a sanctuary scheme and a complex needs dispersed accommodation and support service. In Quarter 2, 24.3% of refuge referrals were accommodated, 84.2% of eligible domestic abuse perpetrator referrals accessed support services and 5 children accessed treatment / support services. Refuge referrals may be rejected for a range of reasons including: if the client /survivor does not want support or they decline the accommodation offer, if they are identified as unsafe to work with, have previous convictions for offences such as arson / violence or their needs can be better met elsewhere. Where appropriate they will be signposted to other domestic abuse or housing services. In terms of the availability of suitable accommodation, a sufficiency review is underway of current provision assessed against the Department of Levelling-Up, Housing and Communities (DLUHC) quality standards for safe supported accommodation provision (including refuge). This will support a capital business case to develop a new model of refuge provision that is better enabled to meet the demands and complexity of domestic abuse victims/survivors and their children across Sunderland.

Sunderland's Domestic Abuse and Violence against Women and Girls Strategy is being refreshed, for completion by March 2024. A whole system approach to training will be explored with partners to equip those on the frontline to recognise abuse in its varying forms and with a focus around active bystander and how to challenge unacceptable behaviours and language.

We are committed to disrupting criminal and anti-social behaviour through intervention and enforcement with 25 intelligence led pro-active disruption activities carried out in relation to licensing between April & September 2023. We hope to engage 100% of retailers in the city in our Responsible Retailers Scheme - with a further 14 retailers signing up in Quarter 2. We continue to work to prevent sales of age-restricted products and illicit tobacco / alcohol. Trading standards will carry out a visit following receipt of a complaint and additionally in Quarter 2 we carried out 16 test purchases.

In Quarter 2, 810 young people have attended a prevention bus session. The bus visits schools and communities across the city and is a partnership effort to help ensure young people have healthy, happy lives and are not left behind. Staff on the bus provide support on topics such as bullying, online safety, mental health, sexual health, drug & alcohol issues and careers advice.

A key aim of our prevention activity is to prevent young people entering the criminal justice system. In Quarter 4 of 2022/23 (latest available data), there were 128 first time entrants (per 100,000 population aged 10-17) to the Criminal Justice System, better than the North-East figure of 146 and the England figure of 172.

### **Residents feeling proud of the city and the place where they live with more people active and participating in their communities**

This commitment is about residents, including children and young people, being able to engage with and participate in their communities and feeling proud of where they live.

Through our external communications we can increase awareness of the activities and opportunities in Sunderland that enable individuals to engage in their communities. Through our *#WeAllMakeSunderland* Civic Pride communication campaign we have been sharing and celebrating the stories of the people and places that make Sunderland. We continue to engage people through Sunderland UK social media channels. Our audience continues to grow with 31,110 Facebook and 42,170 Twitter followers as at the end of Quarter 2.

We continue to seek opportunities to support people in Sunderland to contribute to their communities and the city through volunteering. In Quarter 1 this included: 338 people volunteering on place-based activities, and more on other volunteering opportunities.

Through the Changing Places programme work has progressed to improve facilities (changing places) in eight community locations (including 4 leisure centres and 2 parks) to enable people with complex needs to participate in their communities. All eight new changing places will be completed by the end of March 2024.

### **More people visiting Sunderland with businesses thriving and more residents participating in cultural events and activities**

Prior to 2020, the number of visitors to the city (and associated spend) showed a continued upward trend (visitor numbers increased from 8.24m in 2016 to 9.49m in 2019 and spend from £399m to £500m in the same period). As the Covid-19 pandemic hit the UK in early 2020 however, cultural venues and events were particularly impacted due to the greater challenges of ensuring social distancing and safe delivery. In 2020, visitor numbers reduced to 4.38m and visitor spend to £219m. With Covid continuing to impact across 2021, figures remained low but improved, at 5.73m visitors and £314m visitor spend. Latest available figures, for 2022, show that visitor numbers increased to 8.51m visitors and £510m spend. Following on from the two-year post-covid Tourism Recovery Plan, a new 10-year Tourism Strategy will take forward tourism for Sunderland. Through our City Plan we have committed to delivering new national and international sporting events and staging world class music events to attract visitors and for residents to enjoy.

Sunderland Empire Theatre re-opened its doors on 2<sup>nd</sup> September 2021, following Covid-19 restrictions with 212,237 visitors in 2021/2022. In 2022/23 there were 320,649 visitors with figures exceeding the two years prior to Covid (with visitor numbers at 266,440 in 2019/2020 and 304,314 in 2018/19). In Quarter 2 of 2023/24 there have been 43,756 visitors. Though the figure is down on the 49,910 visitors in Quarter 2 of 2022/23, figures for the first half of 2023/24 (at 152,681) are up on the first half of 2022/23 (at 112,549).

The Museum and Winter Gardens and Washington Arts Centre re-opened mid-way through Quarter 1 of 2021/22 and received 184,979 visitors in the year 2021/22 and 270,954 visits in 2022/23. In Quarter 2 of 2023/24 there have been 82,928 (down on the 155,127 visits in Quarter 2 of 2022/23).

In Quarter 1, 55 organisations engaged in the Heritage Partnership Practitioners Network and 37 activities were delivered by the Heritage Partnership.

The National Glass Centre received 43,287 visitors in Quarter 2.

In Quarter 2 there were 56,193 library issues (including physical books, eBooks / e-Audio and e-Magazine), 363 new adult members, 7,687 digital subscriptions and 381 interactions with the Books at Home delivery service.

# ORGANISATIONAL HEALTH

Good organisational health – strong financial management – productive and innovative working – a council ready for the future



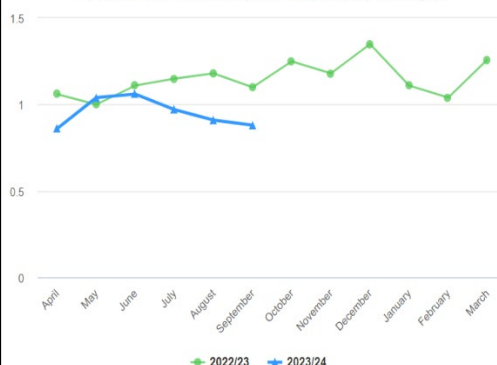
2,714

directly  
employed  
staff

Sept 2023



Sickness absence rate per FTE (monthly average)



ICT Availability



Council tax &  
business rates  
collection



51.3%

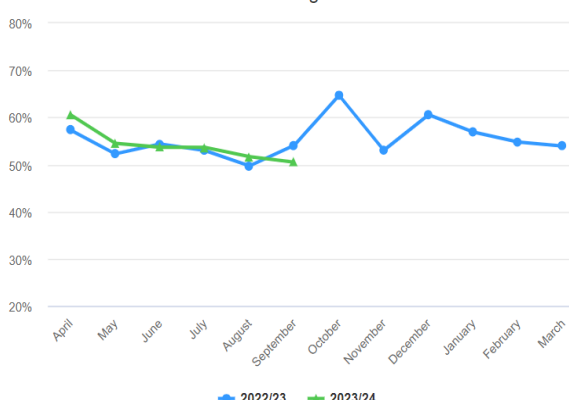
Qtr. 2  
Target 52.1%



56.4%

Qtr. 2  
Target 58%

% CSN Customers accessing services via self-service



Current  
Position

Forecast  
overspend of  
£1.197m

Quarter 2

Summary

The forecast position takes into account delegated overspends and includes the estimated impact of the proposed national pay award.

Further details can be found in the October Cabinet Second Revenue Budget Review report.

## Good organisational health and strong financial management

We will ensure good organisational health through well planned services (set out through service planning arrangements) that are clearly aligned to our overall vision and ambitions, as set out in our City Plan. We will ensure that this is supported through the delivery of effective corporate functions including those relating to governance, health & safety, effective business processes (such as information management), digital adoption and ICT.

Through strong financial management we will ensure we are in a good and sustainable budget position, maximising external funding and financing opportunities aligned to the City Plan. We have in place efficient income collection arrangements ensuring that the council has access to all the maximum available resource to deliver services.

At the end of Quarter 2, there were 2,714 directly employed staff (32 more than in Quarter 2 of 2022/23) with a forecast budget position of a £1.197m overspend.

In previous periods the impact of Covid-19 became evident in Business Rates and Council Tax collection levels. Whilst our targets reflect the high levels of collection we aimed for pre-pandemic, we recognise there are ongoing challenges for our residents and going forward in 2023/24 we seek to achieve a level no lower than within 5% of the target. At the end of Quarter 2, the Business Rates in year collection rate was 56.4% (target 58%) and Council Tax in year collection rate was 51.3% (target 52.1%).

In Quarter 2, £9,464,045 has been secured through funding bids for approved projects and programmes supported by the following funding initiatives: £74,049 Fostering Recruitment and Retention NE Pathfinder (initial grant only) (DfE), £900,109 Family Network Pilot (Year 1 funding), £26,807 BioDiversity Net Gain grant (2022-23 grant), £1,184,543 Brownfield Land Release Fund (Farrington Row), £1,950,000 Brownfield Land Release Fund (Carley Hill/Cricketer's Hill), £5,000 Secure Connected Places - Beta Testing Stipend, £68,796 Swimming Pool Support Fund Revenue Phase, £60,000 LATF Round 3, £3,390,879 Sunderland Open Network Ecosystem project, £332,000 Tennis Court Refurbishment programme, £1,341,617 NE Fostering Recruitment Pathfinder and £130,245 Local Energy Advice Demonstrator project.

There were no reports to the Information Commissioner's Office (ICO) by the Council in Quarter 2.

### **Productive and innovative working and a council ready for the future**

As a council we continue to deliver on the organisational changes required to optimise productive and innovative working, and ensure we are a council ready for the future. In pursuit of this we are committed to thinking differently to embrace new ways of working, with our values at the heart of everything we do: *'We innovate, We enable, We respect'*. We want to support our employees to be as healthy and happy as they can be, and therefore able to be their most productive and innovative in delivering services to the communities of Sunderland.

The monthly sickness absence rate per FTE at the end of Quarter 2 is slightly lower than at the end of the same period in the previous year (1.1 September 2022, 0.88 September 2023), however, the current 12 month forecast, at 10.1 days as at the end of September 2023, remains above the target of 9 days absence per FTE per year. Following the reorganisation of the Council's structures, revised management information is in place for monitoring within Directorates. A regional benchmarking exercise has been undertaken in relation to sickness absence levels across the seven North-East Local Authorities and with 1 other organisation. For the period of the benchmarking exercise (year to 31<sup>st</sup> March 2023), the organisations were ranked from 1 to 8, 1 being lowest (at 11.16 days per FTE) to 8 being highest (at 15.33 days per FTE). Sunderland had a rate of 12.2 days per FTE and was ranked 5<sup>th</sup>.

We continue to promote health and wellbeing for our employees through our three-year Employee Health and Wellbeing Strategy (2022-2025) and annual action plan. A range of advice, support services and workplace-based health and wellbeing activities are available to our employees. In Quarter 2 there were 411 attendances at healthy choice sessions delivered by the Council's Employee Wellness Coordinator. There are now 1,210 employees registered on the Vivup Portal with 463 active users in Quarter 2. Through the platform employees can get Health & Wellbeing support via a free to use Employee Assistance Programme as well as access shopping & entertainment vouchers, to make their money go further supporting financial resilience.

We continue to develop a new operating model to ensure that the council is as customer focused and effective as it can be. Alongside this, the adoption and enhancement of digital technologies continues, for smart working focused on efficient and effective customer outcomes. Work has progressed to ensure that our frontline employees (often working in the most customer facing roles) are digitally enabled and connected. At the end of Quarter 2, 375 frontline workers have been digitally enabled with a kiosk ICT licence alongside the creation of 9 touch down zones across the city providing connectivity and access to ICT equipment to learn,



work and access information. We have also been working hard to deliver on automation to enable self-service with 48% of the workforce now able to self-manage their personal information as well as digital developments to improve the customer experience in processes for Revenues & Benefits, Bereavement Services and Local Services. In Quarter 2, 52% (50,446) of our Customer Service Network customers accessed services through self-serve – exceeding the target of 46%.

