

# DYNAMIC CITY

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

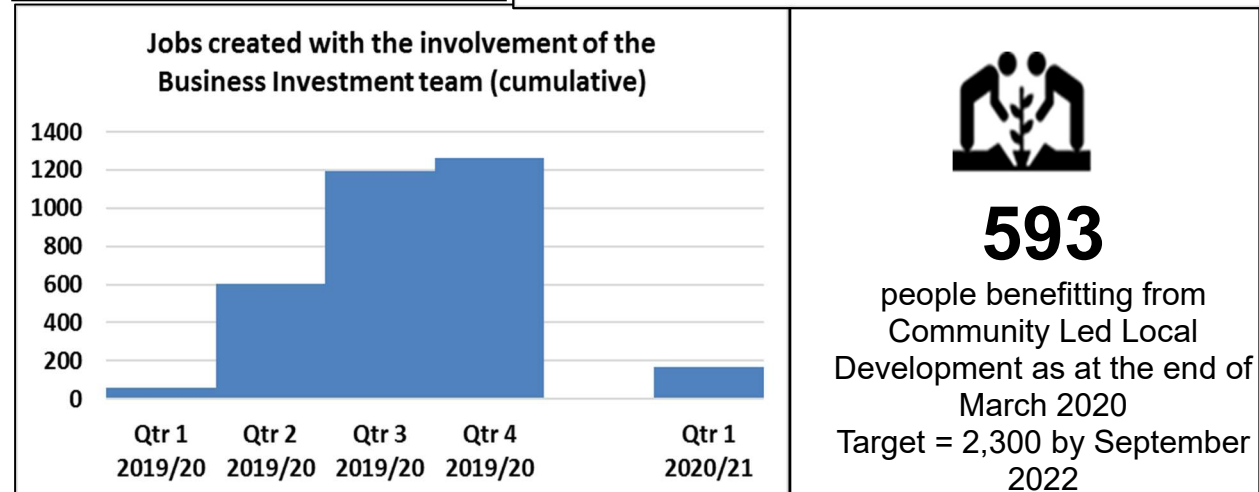
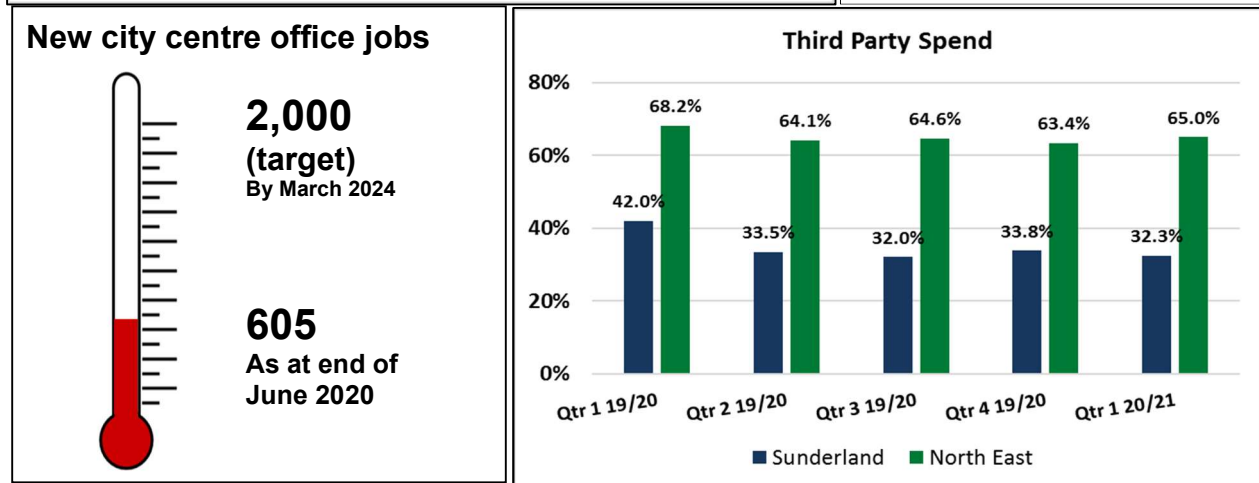
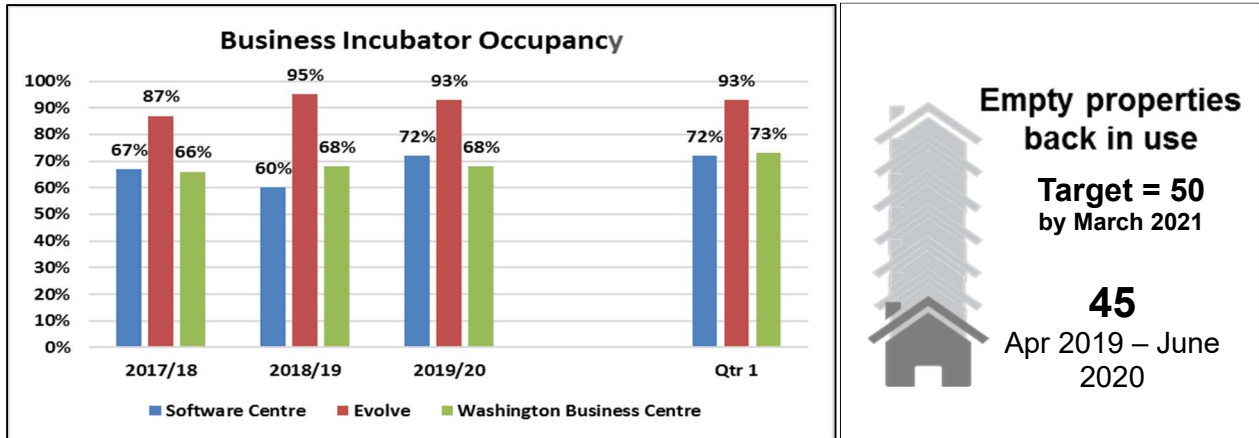


## CITY CONTEXT

	COMPARATIVE DATA	SUNDERLAND TREND
<b>Employment rate 2019/20: 70.3%</b>	NE 71.15%, GB 76%	Improving (2018/19: 70%)
<b>Median wage workers 2019: £526.80</b>	NE £533 GB £586.50	Improving (2015: £482)
<b>Population of the City 2019: 277,705</b>	N/A	Increasing (2018: 277,417)
<b>People employed in the City Centre 2018: 11,890</b>	N/A	Increasing (2015: 11,874)
<b>Net Internal Migration 2019: -511</b>	N/A	Improving (2014: -880)
<b>New homes-built Qtr.1 2020/21: 81</b>	N/A	Declining (Qtr.1 2019/20: 177)
<b>City Centre new homes Qtr. 1 2020/21: 0</b>	N/A	No change (Qtr.1 2019/20: 0)
<b>Completed affordable homes Qtr.1 2020/21: 23</b>	N/A	Declining (Qtr.1 2019/20: 29)
<b>% Population NVQ Level 4 qualification 2019: 27.4%</b>	NE 31.9% GB 40.3%	Improving (2016: 25.4%)
<b>% of residents with no qualifications 2019: 9.9%</b>	NE 9.4% GB 7.7%	Improving (2016: 10.2%)
<b>GCSE - % achieving a grade 4-9 in Maths &amp; English 2018/19: 58.6%</b>	NE 61.6% England 64.9%	Improving (2017/18 57.3%)
<b>Level 3 (A level &amp; equivalent) attainment by age of 19 in 2018/19: 49.8%</b>	NE 51.2% England 56.9%	Declining (2015/16: 52.5%)
<b>Higher apprenticeships 2018 /19:129</b>	N/A	Improving (2014/15: 65)
<b>Community Led Local Development – People benefitting Q3 2019/20: 106</b>	N/A	N/A
<b>% of properties with ultrafast broadband June 2020: 62.7%</b>	UK 61.2%	Improving (June 2019: 57.8%)

# COUNCIL LED ACTION & PROGRESS

2019/20 Timeline	Status
Digital Ambition in place for the city	Completed
1 <sup>st</sup> drive-thru rapid charging facility for electric cars	Completed
1 <sup>st</sup> Building on Vaux site	Completed
Empty properties strategy published	Completed
1 <sup>st</sup> building on IAMP operational	Completed



**More and better jobs** – Our focus has been on increasing the number of well-paid jobs in the city through promoting growth in target sectors including advanced manufacturing, Port activity, digital and software sector, professional sector (office jobs) and creative and cultural businesses. As at the end of March 2020 the employment rate had risen by 0.3%, however, as the Coronavirus pandemic hit the UK businesses began to be significantly impacted and benefits claimants began to rise in April 2020. It is anticipated that this will be reflected in the employment rate figures for the end of June 2020 when these are released. Re-profiling the cashflow for our major schemes has been of significant assistance to sub-contractors keeping businesses afloat. Also, work began in Quarter 1 to administer the Government's Covid-19 business grant programmes, with significant demand from businesses for support in very challenging times. We continue to ensure that our Council activity supports growth in the local economy. In 2019/20, 1,262 jobs were to be created by businesses following support by the Council's Business Investment Team and 166 in the first quarter of 2020/21 (the latter relates primarily to job creation identified retrospectively with limited creation in the Quarter). 65% of all Council third party spend was within the regional economy as at the end of Quarter 1 2020/21 and £48,365,548 of social value was secured through our procurement projects in 2019/20 and Quarter 1 combined.

**More and better housing** – Our focus under this City Plan commitment is to enable the delivery of more housing, including more large, family and high-status homes to stem outward migration from the city. This will be achieved through the delivery of key housing sites. Latest figures show a slowing of out migration from a net of -722 in 2018 to -511 in 2019. At the end of Quarter 1 of 2020/21 there are 630 additional properties in the city compared with Quarter 1 of 2019/20, of which 404 are in council tax bands C-G. Alongside this, we are committed to ensuring that the housing we have is of quality by bringing empty homes back into use, reducing properties with a category 1 hazard and ensuring sufficient affordable housing. There have been 104 completed affordable homes in 2019/20 and Quarter 1 of 2020/21 and we are on track to have 50 homes brought back into use by the end of 2021.

**More local people with better qualifications and skills** – The City Plan sets out the challenge that the qualifications that residents have don't match the needs of industry in the city. Sunderland residents, therefore, are less able to access all the employment opportunities that are created in the city, with the weekly median wage for Sunderland residents being £29.80 lower than that for workers. Our plans focus on tackling the barriers for those least able to access employment and ensuring that more local people benefit from a stronger economy through initiatives such as Community Local Led Development. Towards the end of 2019/20 a new project proposal was developed for improving employment pathways and opportunities and a bid submitted. This has been on hold due to COVID 19 but is now being considered for progression. Support arrangements are in place through the ELEET Group to enable care leavers to access training and employment. We will also support and enable apprenticeship and work experience opportunities focused on skills and experience for the local economy.

**A stronger city centre with more business, housing and cultural opportunities** – The City Plan sets out the challenge that Sunderland City Centre is not functioning as the economic motor of the city. It identified the need to attract new jobs (office jobs in particular) to the city to increase the number of people employed there (at 11,890 in 2018) and for new homes to be built for city centre living. The challenge has been intensified by the COVID-19 pandemic due to the impact of government restrictions on city centre businesses in Quarter 1. We have, however, continued to make progress on our plans for a range of physical developments with key activity towards the delivery of key city centre housing sites completed and on-site construction commenced for the delivery of a new City Centre hotel. Through our everyday planning responsibilities, we continue to work to promote a desirable and vibrant retail and leisure offer ensuring no more food take-away premises.

**A lower carbon city with greater digital connectivity for all** - A focus of this commitment is the physical aspects of digital connectivity for both residents and business. High speed and resilient digital connectivity will support the City Plan ambitions under the commitment of more and better jobs by attracting digital companies, supporting the momentum in the software sector and enabling employment growth. The Digital Ambition for the City is now in place and the Smart Cities Strategy will deliver a range of use cases for smart working and living in the city. The significant progress made in this area resulted in three digital leaders' nominations for

the Council and four for the city overall. Nearly two thirds of all properties in the city have ultrafast broadband and this continues to increase. There is also a focus on reducing overall emissions, with transport known to be a significant factor in emission levels. A 2030 Shadow Board has been set up bringing together partners across Sunderland to develop a Low Carbon Framework for the city and this is to be in place by March 2021.

# HEALTHY CITY

Access to the same opportunities and life chances – more people living healthier longer lives – people enjoying independent lives – cleaner and more attractive city and neighbourhoods – a city with great transport links.



## CITY CONTEXT

	COMPARATIVE DATA	SUNDERLAND TREND
<b>Healthy Life Expectancy at birth 2016-2018 as at 2018/19:</b> <b>Female: 56.5 yrs.</b> <b>Male: 57.9 yrs.</b>	England 63.9 yrs. NE 59.7 yrs. England 63.4 yrs. NE 59.4 yrs.	Declining (2013-2015: 58.6 yrs.) Declining (2013-2015: 58.8 yrs.)
<b>Women who smoke at time of delivery Qtr. 4 2019/20: 21.7%</b>	England 10.5% NE 14.8%	Declining (Qtr. 4 2018/19: 16.2%)
<b>EYFSP Good level of development 2018/19: 72.6%</b>	England 71.5%, NE 71.5%	Improving (2013/14: 60%)
<b>Teenage pregnancy (under 18 conception rate) rolling year Qtr. 3 2018/19: 29</b>	England 16.7, NE 24.9	Declining (Qtr. 3 2017/18: 25.7)
<b>Admission episodes for alcohol-related (Broad) (Persons) 2018/19: 3,197 (per 100,000 pop)</b>	England 2,367, NE 2,927	Declining (2014/15: 2,482)
<b>Smoking prevalence: 2018/19: 16%</b>	England 13.9%, NE 15.3%	Improving (2014/15: 21.5%)
<b>The proportion of adults who are overweight or obese 2018/19: 66%</b>	England 62.3%, NE 64.9%	Improving (2014/15: 70.8%)
<b>Prevalence of overweight (incl. obese) among children in Year 6 2018/19: 39.2%</b>	England 34.3%. NE 37.5%	Improving (2015/16: 39.8%)
<b>% of people that are fairly active / active (Active Lives) 2018/19: 71.3%</b>	England 78.6%, NE 76.2%	Declining (2015/16: 73.3%)
<b>Litter - % of relevant land &amp; highways with deposits that fall below an acceptable level Qtr. 4 2019/20: 0.99%</b>	N/A	Improving (Qtr.4 2018/19: 8.67%)

# COUNCIL LED ACTION & PROGRESS

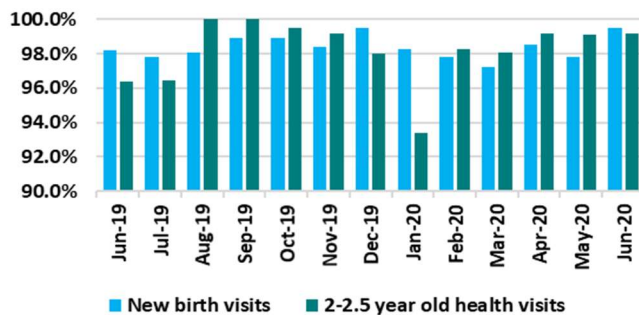
2019/20 Timeline	Status
100% schools engaged with Active Charter	Completed
University Medical School Opens	Completed
£20m investment in sports facilities	Completed
Launch Step-Up Sunderland	Completed

**4,660**

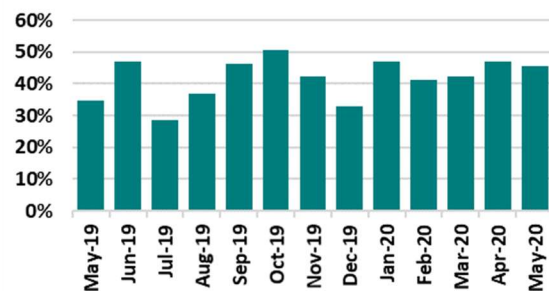
Individuals have taken part in Active Sunderland BIG events in the year to March 2020, an increase on the 3,331 seen in the previous year.



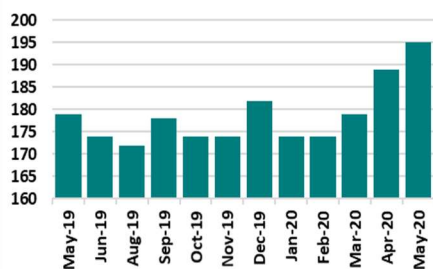
**New birth and 2-2.5 yr old visits**



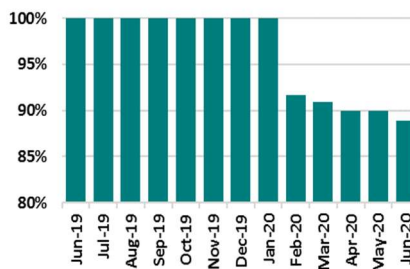
**% smokers setting a quit date who successfully quit at 4 weeks**



**Successful completions - alcohol users (Adults)**



**% successful completions - alcohol users (YDAP)**



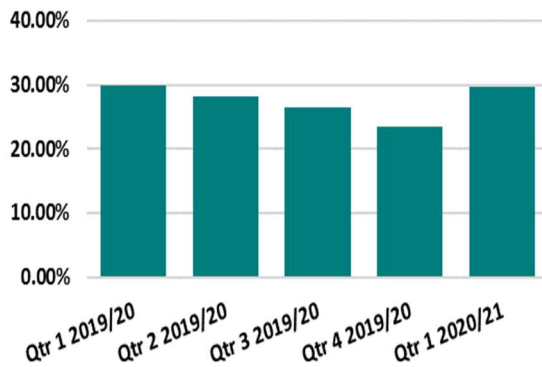
**305** homes with assisted technology supporting independent living.



**Target 32% by April 2021**



**Household waste sent for reuse, recycling or composting**



**New adopted roads, footpaths and improved cycleways**

**0m** Footpaths

**0m** Roads

**1,800m** Cycleways

Qtr.1 of 2020/21





**Access to the same opportunities and life chances** – We want children to have the best start in life and equal life chances through early years to teens. To address the rate of smoking in pregnancy, an enhanced smoking in pregnancy service was implemented in 2019/2020 as part of the new specialist Stop Smoking Service. During the height of the COVID-19 pandemic in April and throughout Quarter 1, new birth visits and 2.5 year-old checks continued to be carried out in timescale, within the target of 95%. Work has continued on the building of a new primary school and a new school for children with autism. We have disseminated to key stakeholders the key findings from the Health-Related Behaviour Survey (young people's healthy eating, leisure and physical activity behaviours). We are committed to residents of all ages, across all areas of the city, having equality of opportunity - but we know that deprived communities may have experienced more direct and indirect impacts from the COVID-19 pandemic because they already have greater vulnerability and may have had a compromised ability to respond to the extra impact of COVID-19. With the work done in 2019/20 to establish our Neighbourhood Plans, we were ready to support our communities through our Community Hubs, providing support to those referred through the NHS daily COVID-19 shielding referral list, and many more residents who were also identified as needing help.

**More people living healthier longer lives** – One of the key challenges for the city, is that health outcomes in Sunderland are still poor with healthy life expectancy at birth in Sunderland (at 57.9 years for males and 56.5 years for females) lower than the North East and England - and in decline. We know we need to impact on levels of smoking, alcohol consumption, obesity and inactivity and that the COVID-19 pandemic is likely to have impacted on behaviours in relation to these. Our plans continue to focus on areas where we can support people to make healthy choices. To tackle obesity, we have undertaken a high-level needs assessment to inform long term plans and in 2019/20 established a Sunderland Healthy Weight Alliance. Simultaneously, we have sought to increase physical activity with a targeted approach to encouraging greater activity for specific areas and groups. As at the end of 2019/20, 100% of schools in Sunderland were engaged in the Active Schools Charter. Alongside the new specialist smoking service, smoking brief advice in primary care has been implemented with the aim of further reducing smoking prevalence (latest figures showing an improvement). We continue to support and promote healthy choices by our own people through our Employee Wellness Programme.

**People enjoying independent lives** – Although 99% of people 18+ in the city live independently (without social care services) based on mid-year estimates, we remain committed to ensuring people in the city can enjoy independent lives. With the roll out of the assistive technology in the home offer, following the evaluation of the pilot at the end of 2019/20, 305 homes had the technology by the end of June 2020. Working with our partners, through the Sunderland Falls Group, we aspire to reduce the number of emergency hospital admissions due to falls (in people aged 65+). At the end of 2019/2020 a Strategy was in place and 5-year plan commenced for a Health and Social Care workforce to meet the needs of the city.

**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. With the level of household waste sent for reuse, recycling and composting at 29.6% by the end of Quarter 1 of 2020/21, we aim to improve this to 32%, or better, by April 2021. In Quarter 4 of 2019/20, the percentage of relevant land and highways assessed as having deposits of litter that fall below an acceptable level improved to less than 1%. In Quarter 1 of 2020/21, we have commenced further targeted activity on identified areas to ensure cleaner and greener streets. We are encouraging communities to take greater responsibility for their environments through a community responsibility communication plan and we are issuing sanctions where appropriate following enforcement investigations. 877 enforcement activities were carried out in Quarter 1 of 2019/2020. Over two thirds related to statutory notices relating to household bins as a result of targeted activity to respond to complaints from the public relating to mis-presentation of bins or bins left on public highways.

**A City with great transport and travel links** – Our emphasis within this City Plan commitment is about ensuring that people can move around the city with ease through improved transport routes - enabling access to key employment sites. In 2019/20 funding was confirmed for £27m investment in infrastructure with a delivery plan in place. It is also about active travel within the

city by having in place the necessary infrastructure of enough and appropriate cycle routes and walkways. In 2019/20 there were 1,421 metres of new adopted footways and 1,424 metres of improved cycleways. In Quarter 1 there have been a further of 1,800m of improved cycleways. We continue to promote active travel through Step-Up Sunderland with 2,370 people signed up to the initiative at the end of June 2020.



# VIBRANT CITY

More creative and cultural businesses - More residents participating in their communities - More visitors visiting Sunderland and more residents participating in cultural events and activities - More people feel safe in their neighbourhoods and homes - More resilient people.

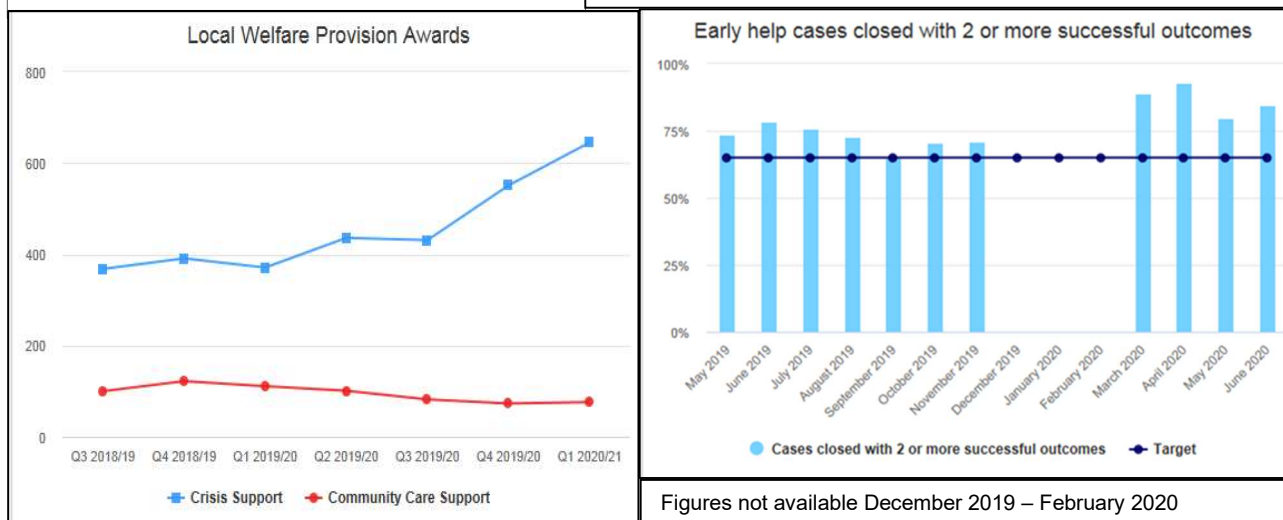
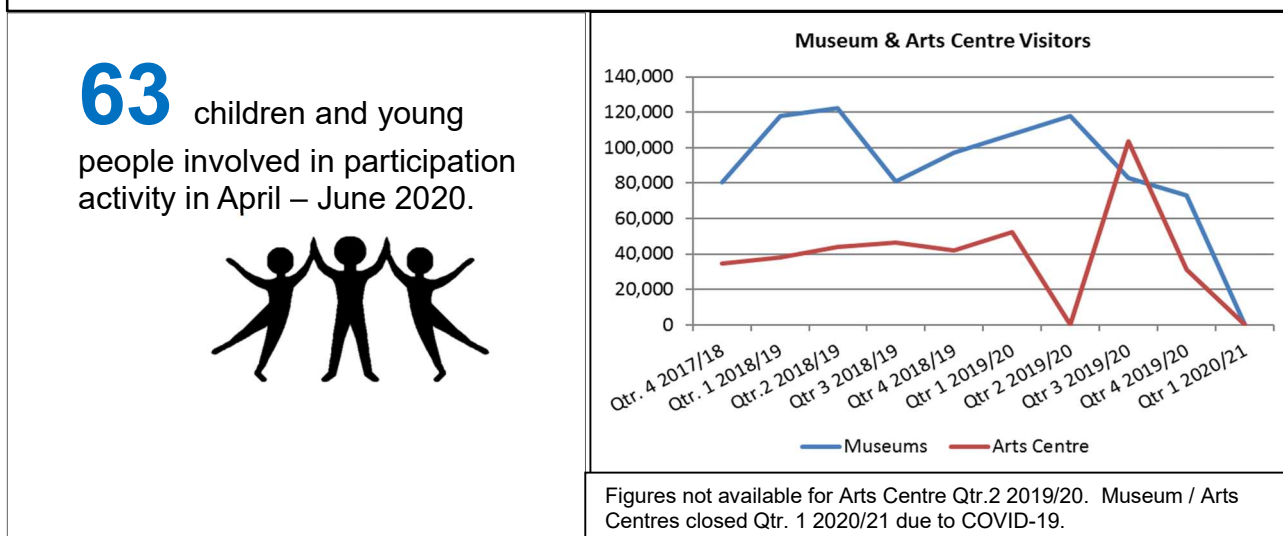
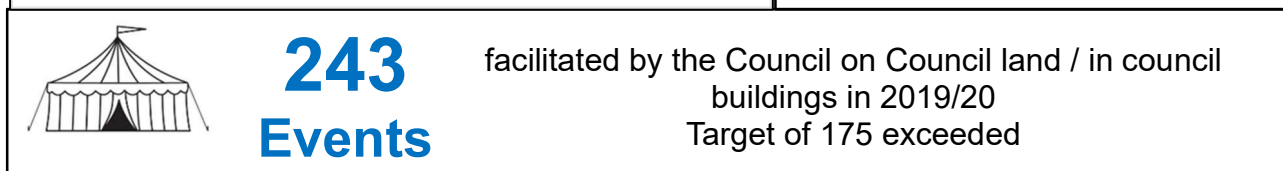
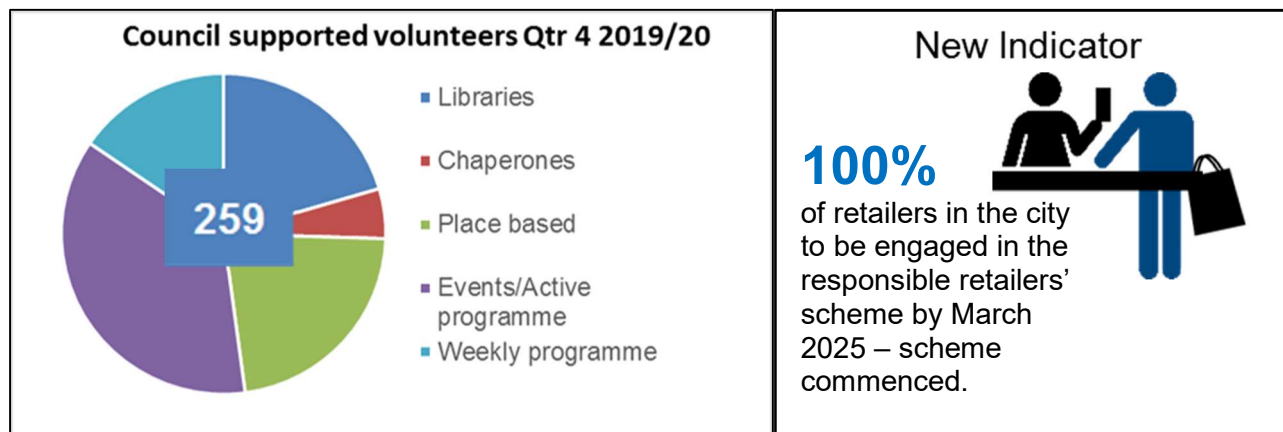


## CITY CONTEXT

	COMPARATIVE DATA	SUNDERLAND TREND
Number of visitors to the City 2019: 9,490,000	N/A	Improving (2015: 8,001,000)
Overall spend of visitors to the City 2018: £475m	N/A	Improving (2014: £384m)
Crime (recorded incidents): (April – June 2020): 6,565	N/A	Improving (April - June 2019: 8,139)
Residents feelings of safety (local) Qtr. 4 2019/20: 96%	N/A	No change (Qtr. 4 2018/19: 96%)
The proportion of people who use services who feel safe 2019/20 (provisional): 79.7%	England 70%, NE 74.3%, SN 72.8%	Improving (2017/18: 78.6%)
Out-of-work benefits claimants June 2020: 8.2%	N/A	Declining (June 2019: 4.9%)
Residents supported by foodbanks Qtr.1 2020: 4,450	N/A	Declining (Qtr. 1 2019: 1,303)
Rate of children looked after (per 10k) June 2020: 109.8	England 65, NE 101, SN 103.6	Improving (June 2019: 111.8)
Rate of CYP subject to a child protection plan (per 10k) June 2020: 70	England 43.7, NE 63.1 SN 56.22	Improving (June 2019: 88.7)
Rate of Children in Need (per 10k) June 2020: 386.9	England 334.2, NE 445.1 SN 436.55	Improving (June 2019: 487.7)

# COUNCIL LED ACTION & PROGRESS

2019/20 Timeline	Status
World Transplant Games take place	Completed



**More creative and cultural businesses** – To create vibrancy within the city one of the employment sectors focused on within the City Plan is the creative industries. National statistics show that the UK's creative industries are developing jobs faster than other sectors, however, as these statistics are not available at a local level, our creative industries action plan will include the development of local growth measures. Our action plan will set out key activity to develop a regeneration programme to facilitate creative businesses in key geographic areas and support individual creative and cultural businesses to set up and grow.

**More residents participating in their communities** – This commitment is about residents, including children and young people, being able to engage with and participate in their communities. In 2019/20 we widened our volunteering opportunities to support more people to volunteer in a more diverse range of volunteering activities. Building on a strong programme of opportunities in our events and weekly programme of activities and a new volunteering platform we supported over 250 people to volunteer in each quarter of 2019/20. This put the council in a strong position to be able to respond to the needs of our communities through the Coronavirus pandemic with the support of our volunteers co-ordinated by our Community Hubs. 1,068 people were registered on the volunteer platform as at the end of June 2020.

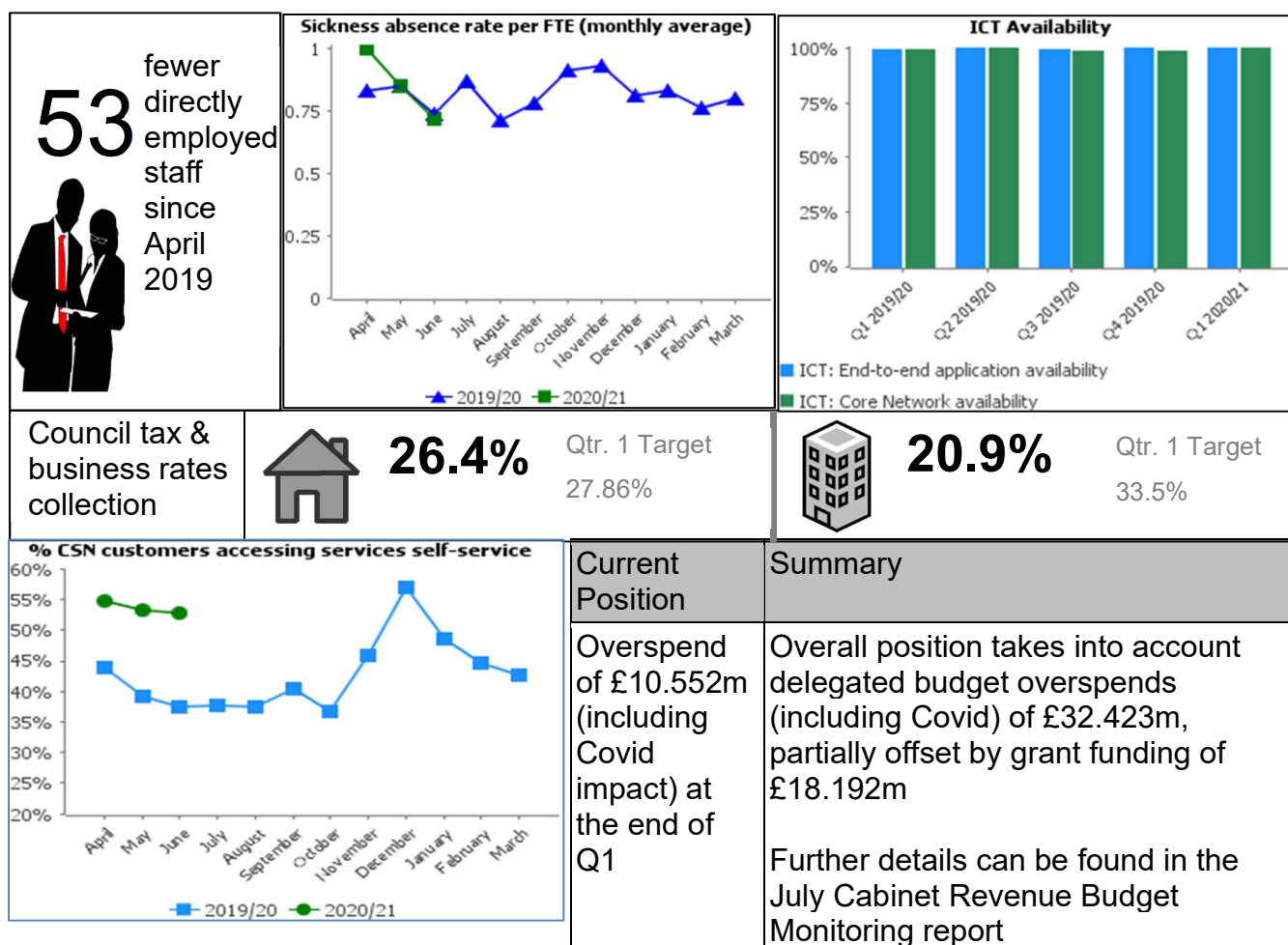
**More visitors visiting Sunderland and more residents participating in cultural events and activities** – Over the last four years the number of visitors to the city has increased year on year with increased associated spend. In 2019/2020 we continued to attract visitors through our events programme and sought to increase awareness of Sunderland as a city that can host high level events. As the Coronavirus pandemic hit the UK, cultural venues and events were particularly impacted due to the greater challenges of ensuring social distancing and safe delivery. Many cultural venues and businesses remained closed after other sectors began recovery. In 2019/20 the council exceeded its target for facilitated events, however, there were 0 events facilitated in Quarter 1 due to government restrictions in place. There were 266,440 visits to the Empire Theatre, 381,119 visits to Museums and the Winter Gardens and 186,854 visits to Arts Centre Washington in 2019/20, however, these venues were closed to visitors during Quarter 1 of 2020/21.

**More people feel safe in their neighbourhoods and homes** – This commitment relates both to people feeling safe from crime and also vulnerable adults who use our services feeling safe. Overall, our residents feel safe in their local area, with the percentage consistently at 96% or above since 2012/13 based on the Northumbria Police Survey. Furthermore, recorded crime for April to June 2020 has reduced when compared with the same period in the previous year. We are committed to disrupting criminal and anti-social behaviour through intervention and enforcement. In Quarter 1 we have completed activity in relation to a multi-agency co-located hub and enforcement functions across the city. The additional resource will enable the Council to maximise enforcement powers available. We hope to engage 100% of retailers in the city in our new Responsible Retailers Scheme with the scheme guidelines and implementation plan now agreed.

**More resilient people** - We will support families that require early help, where children are subject to Child Protection or are Looked After. The rates for children who require this intervention are reducing and we are committed to continuing the progress we have made through the delivery of the Together for Children Learning and Improvement Plan. We will support our people to be more resilient. We know that our communities have been greatly affected by the COVID-19 pandemic, with increased hardship experienced by some and the use of foodbanks more than trebled in April to June of 2020. Our Community Hubs have worked with local community groups and volunteers across the city to support our communities in these times of need.

# ORGANISATIONAL HEALTH

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



**Council** – As an organisation, we have a challenging but exciting cultural change journey ahead. The council needs to continually improve and be innovative in our approach to counteract austerity and financial uncertainty. Directly employed people figures (excluding schools) enables an understanding of how the organisation has changed as the Council has moved to new delivery models and reduced costs. At the end of Quarter 1, there were 53 fewer directly employed staff compared with April 2019. We are committed to ensuring that we have a productive and healthy workforce, maintaining lower levels of sickness absence. We responded to the COVID-19 pandemic swiftly to enable our workforce to work from home where-ever possible, maintaining productivity by enabling shielding and self-isolation whilst employees continued to work.

We are developing a new operating model to ensure that the council is as customer focused and effective as it can be. We continue to enable more agile and paperless working through the adoption of digital technologies and have enhanced the ability to work remotely through the deployment of laptops and the adoption of tools such as Microsoft Teams. We are also investing in our digital technologies to enable more and higher quality digital interaction with our customers,

thereby promoting self-serve. Business Rates Collection (at 20.9%) is under the expected level (of 33.5%) for the end of Quarter 1. The collection rate reflects the impact of Covid-19 on our businesses with deferments being agreed on a case by case basis enabling payments to be made by the end of the financial year in order to help city businesses. Council Tax collection (at 26.4%) is slightly under the expected rate (of 27.9%), reflecting the impact of Covid-19 on our residents. There were 0 reports to the Information Commissioner's Office by the Council in Quarter 1.