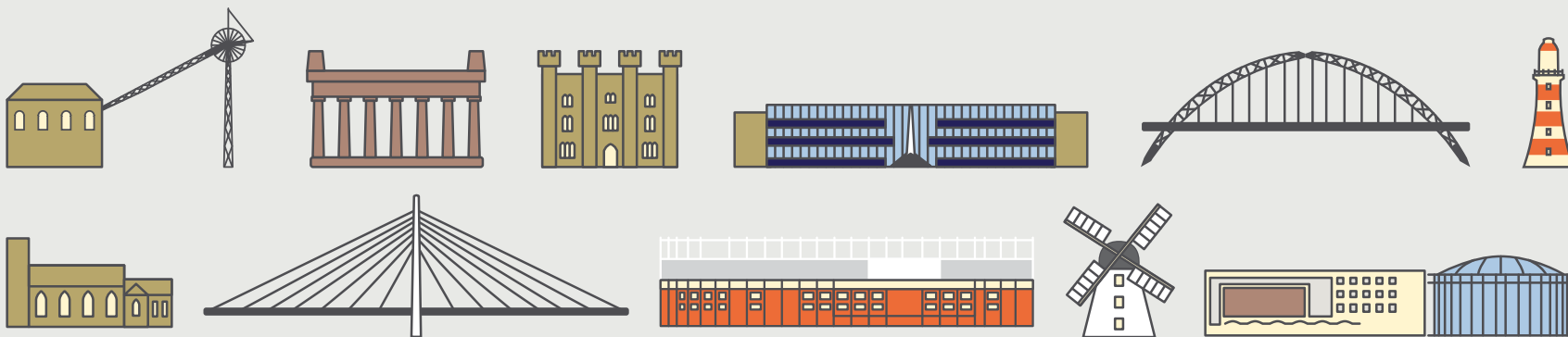
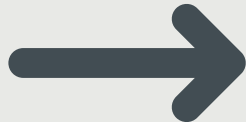




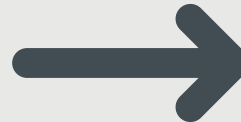
SUNDERLAND 2019-2030

DEVELOPING A CITY PLAN

Our
challenges



Draft vision
and values



Key
themes



OUR CHALLENGES

Migration out of the city continues



OUR CHALLENGES

Sunderland city centre
not functioning as an
economic motor



OUR CHALLENGES

Sunderland is very good at attracting inward investment but is less successful at growing Sunderland businesses



OUR CHALLENGES

The qualifications and skills which Sunderland's residents have don't match the needs of industry in the city



OUR CHALLENGES

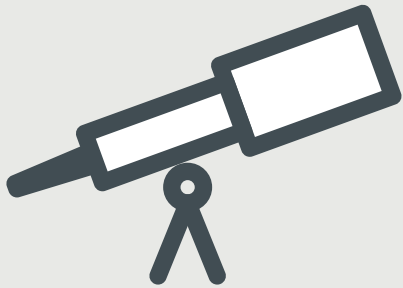
Health outcomes in Sunderland are still poor and health behaviours haven't yet changed sufficiently



OUR CHALLENGES

High levels of children in need
and in care





VISION

**By 2030 Sunderland will be a
connected, international city with
opportunities for all**



VALUES

**We innovate, we enable and
we are respectful**

THREE KEY THEMES



A DYNAMIC CITY



A HEALTHY CITY



A VIBRANT CITY



A DYNAMIC CITY

by 2030 we will have:

- more and better jobs
- more and better housing
- more local people with better qualifications and skills to enable them to participate in and benefit from a stronger economy
- a stronger city centre with more businesses, housing and cultural opportunities
- a lower carbon city with greater digital connectivity for all



A HEALTHY CITY

by 2030 we will have:

- access to the same opportunities and life chances
- more people living healthier longer lives
- people enjoy independent lives
- cleaner and more attractive city and neighbourhoods
- a city with great transport and travel links



A VIBRANT CITY

by 2030 we will have:

- 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

TIMELINE

- 100% schools engaged with the Active Charter
- Digital Ambition in place for the city
- 1st building on IAMP operational
- 1st drive-thru rapid charging facility for electric cars
- 1st building on Vaux site
- World Transplant Games take place
- Empty property strategy published
- £20m investment in sports facilities
- University Medical School open
- Launch Step-Up Sunderland

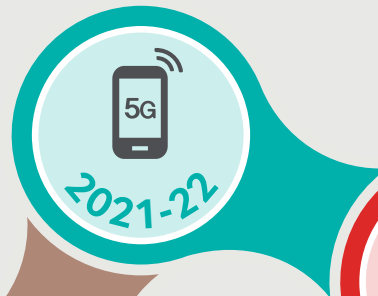
- Increase in economic activity at the Port
- On-site development of Sunderland Station
- New City Hall opens on the Vaux site
- Roll out of 5G
- SSTC3 (Northern Spire to City Centre) opens
- Increased business take-up of low carbon initiatives
- New primary school opens

- 2,000 new office jobs
- Heat and power network in the City Centre
- More and better homes in the City Centre
- New 4* hotel
- More resilient families in Sunderland
- More local people benefitting from a stronger economy
- Increase in the number and strength of creative and cultural businesses

- Best performing Key City in England
- Sunderland recognised as a centre of excellence in sport
- Sunderland will be a more dynamic, healthier and vibrant city



- Additional investment in cultural events and venues
- 50 empty homes brought back into use
- Innovation Centre opens on IAMP
- Assisted technology test-bed delivered
- New school for children with Autism opens
- Sunderland Industrial and Employment Strategy approved



- Better walking and cycling routes linking communities to riverside and seafront and green spaces
- Reduction in smoking in the city
- More people physically active
- Improvement in household recycling rates
- More people enjoying independent lives



- The gap between average wages in the city and regional average wages will be significantly reduced
- Sunderland recognised as a cultural destination of choice
- Key housing sites developed
- New pedestrian access across the river
- Better transport links between Washington and the City Centre and other areas



PERFORMANCE MEASURES



Annual health check

KEY MEASURES



Jobs and
employment



Environment
and safety



Health



Work/life
balance



Income
and wages



Transport



Deprivation



Digital



Skills,
education
and training



Housing



Crime and
disorder

