

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.

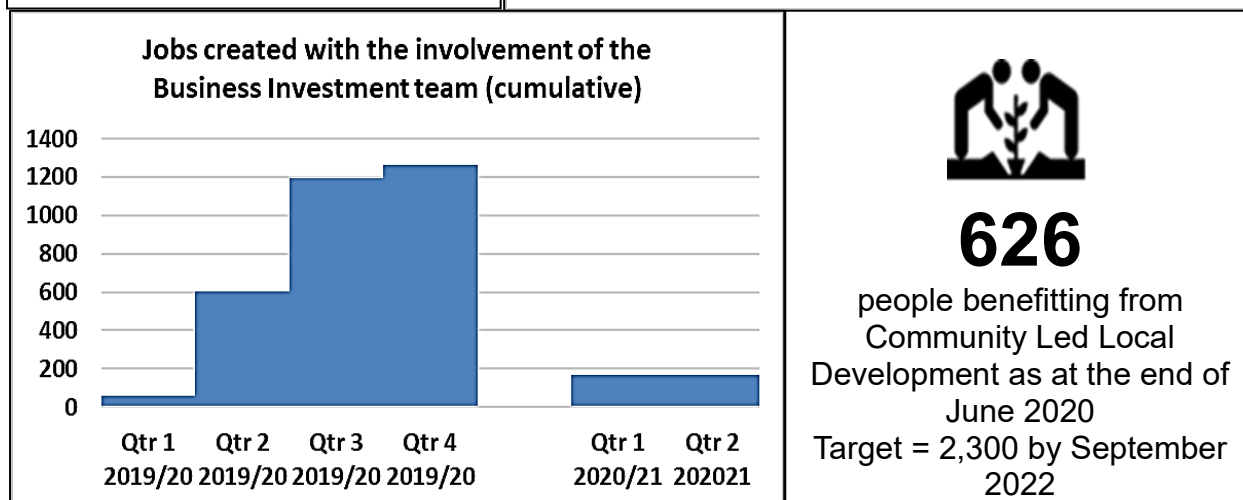
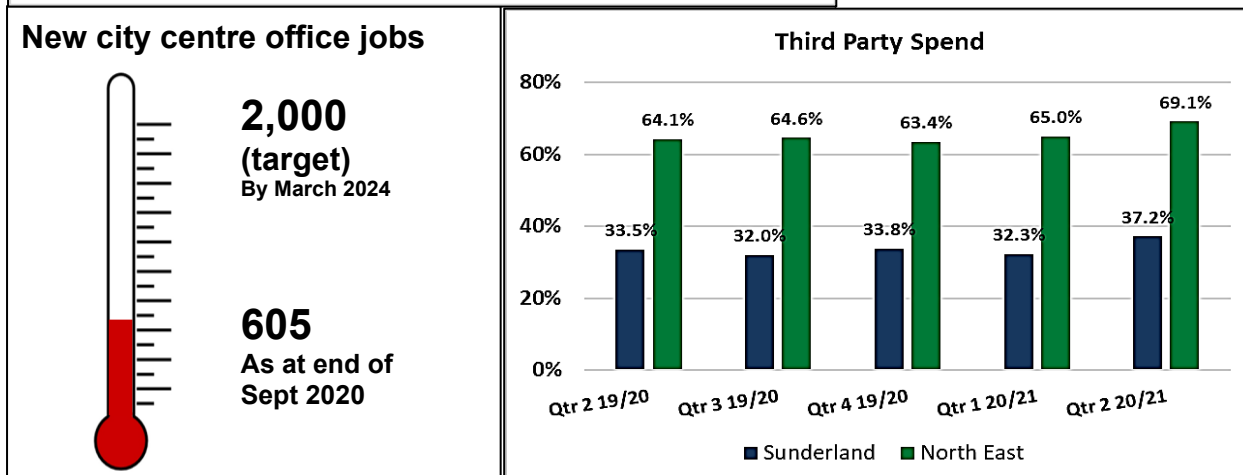
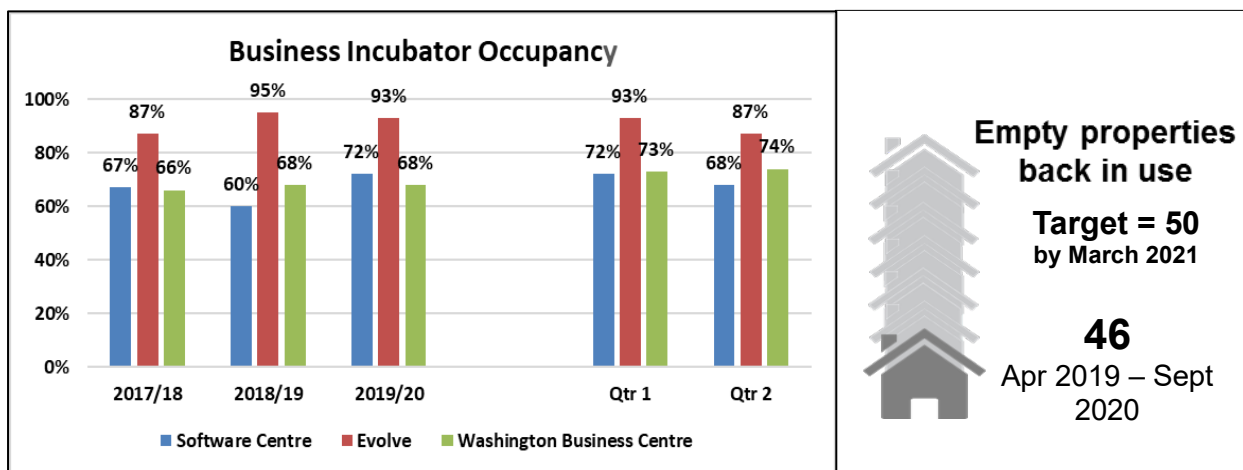


CITY CONTEXT

	COMPARATIVE DATA	SUNDERLAND TREND
Employment rate July 2019 – June 2020: 71.8%	NE 71.8%, GB 76.2%	Improving (July 2019- June 2020: 69.7%)
Median wage workers 2019: £526.80	NE £533 GB £586.50	Improving (2015: £482)
Population of the City 2019: 277,705.	N/A	Increasing (2018: 277,417)
People employed in the City Centre 2018: 11,890	N/A	Increasing (2015: 11,874)
Net Internal Migration 2019: -511	N/A	Improving (2015: -630)
New homes-built Qtr.2 2020/21: 110	N/A	Declining (Qtr.2 2019/20: 142)
City Centre new homes Qtr. 2 2020/21: 0	N/A	No change (Qtr.2 2019/20: 0)
Completed affordable homes Qtr.2 2020/21: 8	N/A	Declining (Qtr.2 2019/20: 30)
% Population NVQ Level 4 qualification 2019: 27.4%	NE 31.9% GB 40.3%	Improving (2015: 25.4%)
% of residents with no qualifications 2019: 9.9%	NE 9.4% GB 7.7%	Improving (2015: 10.2%)
GCSE - % achieving a grade 4-9 in Maths & English 2018/19: 58.6%	NE 61.6% England 64.9%	Improving (2017/18 57.3%)
Level 3 (A level & equivalent) attainment by age of 19 in 2018/19: 49.8%	NE 51.2% England 56.9%	Declining (2014/15: 52.5%)
Higher apprenticeships 2018 /19:129	N/A	Improving (2014/15: 65)
% of properties with ultrafast broadband Sept 2020: 63.3%	UK 62.8%	Improving (Sept 2019: 58.1%)

COUNCIL LED ACTION & PROGRESS

2020/21 Timeline	Status
Sunderland Industrial and Employment Strategy approved	Draft Strategy merged with LA7 COVID Recovery Planning.
50 Empty Homes brought back into use	On track
International Innovation Centre opens on IAMP	Deferred, commandeered as Nightingale Hospital
Roll out of 5G – City Centre	On track



More and better jobs – Our focus has been on increasing the number of well-paid jobs in the city through 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. Although the impact of the Coronavirus pandemic cannot yet be seen in the overall employment rate at 71.8% (for the full year of July 2019 to June 2020), the benefit claimant count rose to over 8% after April 2020 - where it remains at the end of September (figures for 2019/2020 were consistently below 5%). 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. From April to the end of September (when the schemes were closed) over 4,000 payments were made with a value of £45.5m. Alongside this, the Government announced additional business rates reliefs for eligible properties in the Retail, Hospitality and Leisure sectors as well as Nurseries. The Business Rates team have awarded reliefs with a value of almost £42m to 1,528 eligible properties. We continue to ensure that our Council activity supports growth in the local economy where possible. 67% of all Council third party spend was within the regional economy as at the end of Quarter 2 for 2020/21 and £9,698,121 of social value was secured through our procurement projects. Work on an Industrial and Employment Strategy for Sunderland was integrated into the development of the NECA Economic Strategy in late 2019/early 2020. It was agreed that a shared and coordinated focus should be taken across the Combined Authority geography in relation to the strategic approach to economic growth and employment issues. The NECA Economic Strategy was at final draft stage prior to the Covid-19 emergency. Its contents, including priorities and projects, were used to inform plans being taken forward in the recovery phase of the pandemic, at the wider LEP/LA7 level (Durham, Northumberland and Tyne & Wear / NECA and NTCA). The Council continues to engage closely in those discussions on an ongoing basis.

More and better housing – Our focus under this City Plan commitment is to enable the delivery of more new homes, including more large family and high-status homes, to help stem outward migration from the city and in turn positively impact on the city's population demographics. This will be achieved through the delivery of key housing sites. Progress has been made on both the Seaburn and Chapelgarth Housing sites. At Seaburn Phase 1 residential development works have commenced and at Chapelgarth the Phase 2 infrastructure planning application has been submitted. Figures previously published for out migration show a slowing from a net of -722 in 2018 to -511 in 2019. At the end of Quarter 2 of 2020/21 there are 537 additional homes in the city compared with Quarter 2 of 2019/20, of which 329 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 enough affordable housing. There have been 8 completed affordable homes in Quarter 2 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 - 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. The Work Discovery programme for the academic year 2019-2020 was due to conclude in July. Due to the pandemic it was not possible to deliver the full programme, however, prior to the lockdown in March 2020, 2 key sector days were held, 1 of which was for the digital sector (including 7 schools and 91 students) and the other for the construction sector (including 6 schools and 72 students).

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 lockdown on city centre businesses in Quarter 1 and a further challenge of operating under social distancing / COVID safe practices in Quarter 2. 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 further progress on the Sunderland Station planning.

A lower carbon city with greater digital connectivity for all - Our ambition was to lead the way on digital transformation to make Sunderland a Smart City, and this is now being realised with Sunderland recently announced as *Smart City of the Year 2020*. The Smart Cities Strategy will deliver a range of use cases for smart working and living with high speed and resilient digital connectivity central to our plans. The proportion of Sunderland properties with ultrafast broadband has seen a continuous upward trend, reaching 63.3% at the end of Quarter 2 – slightly above the UK (at 62.8%). With greater digital connectivity there also comes the opportunity to transform our travel patterns, thereby reducing overall emissions. Through our rapid charging station, we continue to support the use of electric vehicles in the city. The number of transactions fell to 220 transactions in Quarter 1 – most likely impacted by changes in travel brought about by the COVID pandemic. In Quarter 2 transactions have risen to 280, which is above the end of 2019/2020 Quarter 4 figure of 220. We are actively working to become Carbon Neutral as a city by reducing our carbon emissions: creating an energy efficient built environment; developing renewable energy generation and storage; developing low carbon transport modes; growing the city's green economy; reducing consumption and waste; adapting the policies and practices of our organisations; and adapting our behaviours. The Low Carbon Framework for the city and the Council action plan will be 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
Healthy Life Expectancy at birth 2016-2018 as at 2018/19: Female: 56.5 yrs. Male: 57.9 yrs.	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.)
Women who smoke at time of delivery Qtr. 1 2020/21: 13.4%	England 9.8% NE 13.4%	Improving (Qtr. 1 2019/20: 18.46%)
EYFSP Good level of development 2018/19: 72.6%	England 71.5%, NE 71.5%	Improving (2014/15: 66%)
Teenage pregnancy (under 18 conception rate) rolling year Qtr. 1 2019/20: 29.9	England 16.4, NE 24.1	Declining (Qtr. 1 2018/19: 26.2)
Admission episodes for alcohol-related (Broad) (Persons) 2018/19: 3,197 (per 100,000 pop)	England 2,367, NE 2,927	Declining (2014/15: 2,482)
Smoking prevalence: 2018/19: 16%	England 13.9%, NE 15.3%	Improving (2014/15: 21.5%)
The proportion of adults who are overweight or obese 2018/19: 66%	England 62.3%, NE 64.9%	Improving (2014/15: 70.8%)
Prevalence of overweight (incl. obese) among children in Year 6 2018/19: 39.2%	England 34.3%. NE 37.5%	Improving (2015/16: 39.8%)
% of people that are fairly active / active (Active Lives) 2018/19: 71.3%	England 78.6%, NE 76.2%	Declining (2015/16: 73.3%)
Litter - % of relevant land & highways with deposits that fall below an acceptable level Qtr. 2 2020/21: 0.99%	N/A	Improving (Qtr.2 2019/20: 7.33%)

COUNCIL LED ACTION & PROGRESS

2020/21 Timeline	Status
Assisted technology testbed delivered	Completed
New school for children with Autism opens	On track
Oral Health Strategy launched	On track

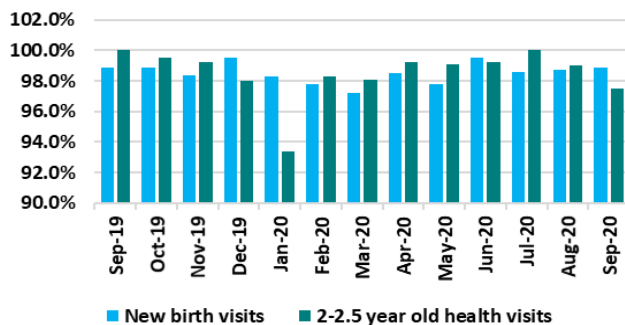
4,660

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.

*No active events in 2020/21 due to Coronavirus.



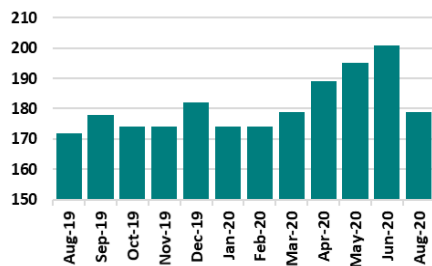
New birth and 2-2.5 yr old visits



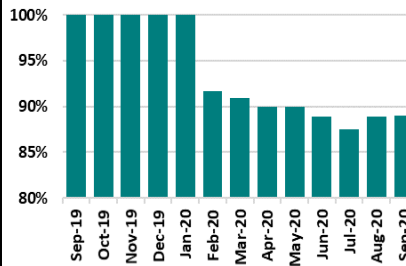
% smokers setting a quit date who successfully quit at 4 weeks



Successful completions - alcohol users (Adults)



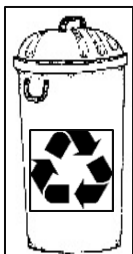
% successful completions - alcohol users (YDAP)



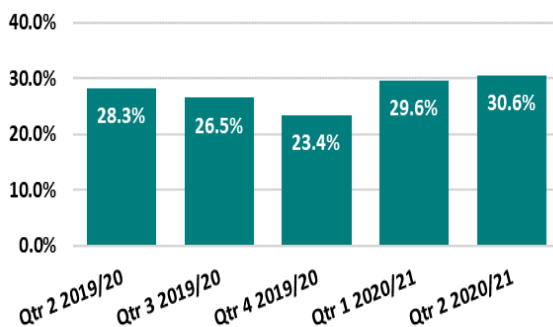
560 homes with assisted technology supporting independent living as at the end of Quarter 2.



Target 32% by April 2021



Household waste sent for reuse, recycling or composting



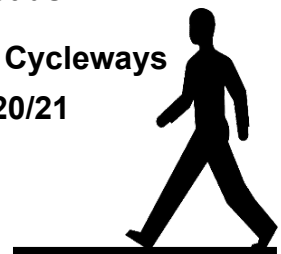
New adopted roads, footpaths and improved cycleways

598m Footpaths

535m Roads

2,800m Cycleways

Qtr.2 of 2020/21



Access to the same opportunities and life chances – We will take a life course approach to health and wellbeing starting with the early life stages of preconception to early years and adolescence under this commitment. During the height of the COVID-19 pandemic in Quarter 1 and following on into Quarter 2 as restrictions began to be lifted, new birth visits and 2.5-year-old checks continued to be carried out in timescale, with the target of 95% met. We seek to address inequalities in opportunities and life chances that exist across geographical areas through a community asset-based approach, as set out in our Neighbourhood Plans. 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, we were ready to support our communities through our Community Hubs. As the pandemic response needs of our residents changed (with those on the shielding list no longer shielding), we have continued to adapt our Community Hub delivery to reflect need, whilst remaining focused on our agreed Neighbourhood Plans.

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. Simultaneously, we have sought to increase physical activity with the ambition of Sunderland being recognised as a centre of excellence in sport. In Quarter 2, following a successful bid, plans have been developed for a major sporting event. A stage one bid has been submitted to British Cycling to host the British Triathlon in a year between 2023 and 2030 (application process now paused due to COVID but it is hoped it will restart in spring 2021). A bid is also being submitted to be a host city for the Pre-Games Training Camps in 2022 for the Commonwealth Games. As at the end of Quarter 2, 100% of schools in Sunderland were engaged in the Active Schools Charter. 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 population 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, 560 homes had the technology by the end of September 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+).

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 30.6% by the end of Quarter 2, we aim to improve this to 32%, or better, by April 2021. 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, has been maintained at less than 1%. To encourage communities to take greater responsibility for their environment, we are issuing sanctions where appropriate following enforcement investigations. 1,224 enforcement activities were carried out in Quarter 2, an increase on Quarter 1 (at 877). Environmental Enforcement Officers and Neighbourhood Wardens are using all the powers available to them to tackle environmental crime such as littering, dog fouling and fly tipping. In August 2020 a new environmental crime communication campaign was launched.

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. It is also about having the necessary infrastructure to enable active travel. In 2019/20 funding was confirmed for £27m investment in infrastructure. A feasibility study has now been completed for a pedestrian bridge across the River Wear and a pre-planning application request submitted. The previously constructed Northern Spire Bridge was already an award winner at the end of Quarter 2 and has since achieved the further accolade of

Infosteel Belgian Steel Bridge Award. The Northern Gateway transport infrastructure development has also been an award winner through the North East Institute of Civil Engineers (ICE) Awards. In Quarter 2 there were 598 metres of new adopted footways and 2,800 metres of improved cycleways.

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.



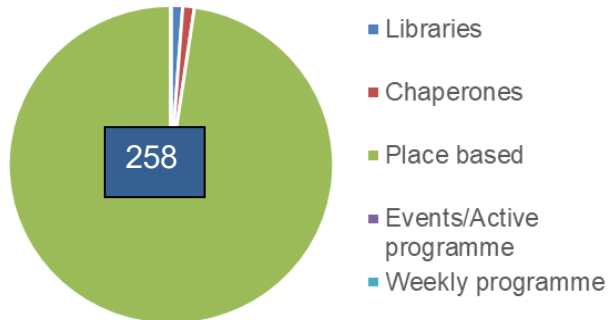
CITY CONTEXT

	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 2019: £500m	N/A	Improving (2015: £383m)
Crime (recorded incidents): (April – Sept 2020): 14,480	N/A	Improving (April - Sept 2019: 16,163)
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 Sept 2020: 8.3%	N/A	Declining (Sept 2019: 4.9%)
Residents supported by foodbanks Qtr.2 2020: 4,101	N/A	Declining (Qtr. 2 2019: 1,471)
Rate of children looked after (per 10k) Sept 2020: 113.6	England 65, NE 101, SN 103.6	Declining (Sept 2019: 109.4)
Rate of CYP subject to a child protection plan (per 10k) Sept 2020: 73.3	England 43.7, NE 63.1 SN 56.22	Improving (Sept 2019: 79.7)
Rate of Children in Need (per 10k) Sept 2020: 379.8	England 334.2, NE 445.1 SN 436.55	Improving (Sept 2019: 425.4)

COUNCIL LED ACTION & PROGRESS

2020/21 Timeline	Status
Additional investment in cultural events and venues	On track

Council supported volunteers Qtr 2 2020/21



New Indicator

100%

of retailers in the city to be engaged in the responsible retailers' scheme by March 2025 – scheme commenced.



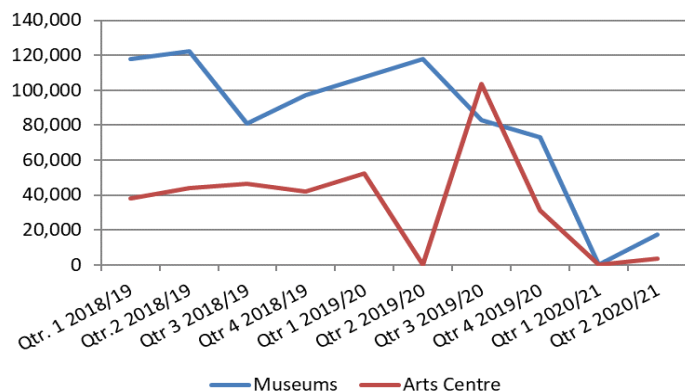
1
Event

facilitated by the Council on Council land / in council buildings in 2020/21
(243 in 2019/20)

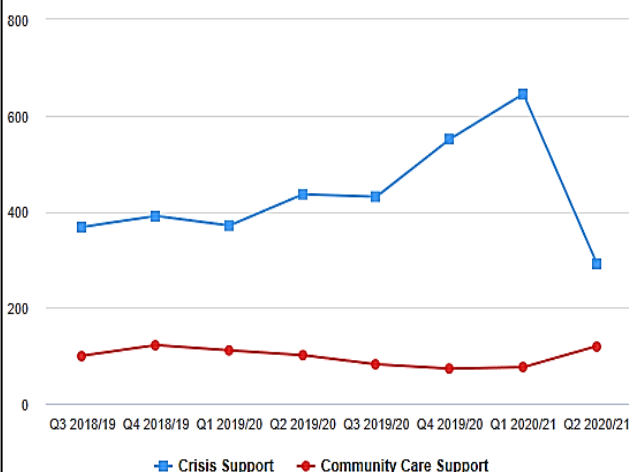
16 children and young people involved in participation activity in July - Sept 2020.



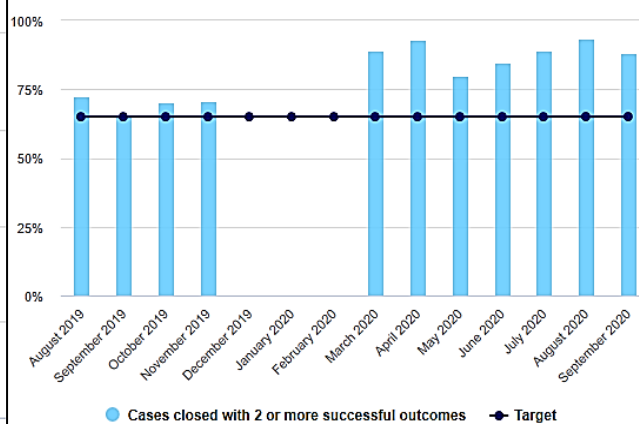
Museum & Arts Centre Visitors



Local Welfare Provision Awards



Early help cases closed with 2 or more successful outcomes



Figures not available December 2019 – February 2020

More creative and cultural businesses – To create vibrancy within the city one of the employment target sectors within the City Plan is the creative industries. The aim is to increase both the number and strength of creative and cultural businesses. With the COVID-19 restrictions in place for much of Quarter 1, the focus in Quarter 2 has been primarily on business recovery for those businesses able to re-open, with many cultural and creative businesses remaining closed.

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. At the end of Quarter 2 there were 556 registered volunteers available for volunteering activity and 258 volunteers were supported by the council to undertake volunteering activity in the Quarter. In January 2020 'Crowdfund Sunderland' was launched enabling people to financially support local projects and causes through an online platform. At the end of Quarter 2, 18 projects have been supported raising £188,734 for Sunderland projects since the launch.

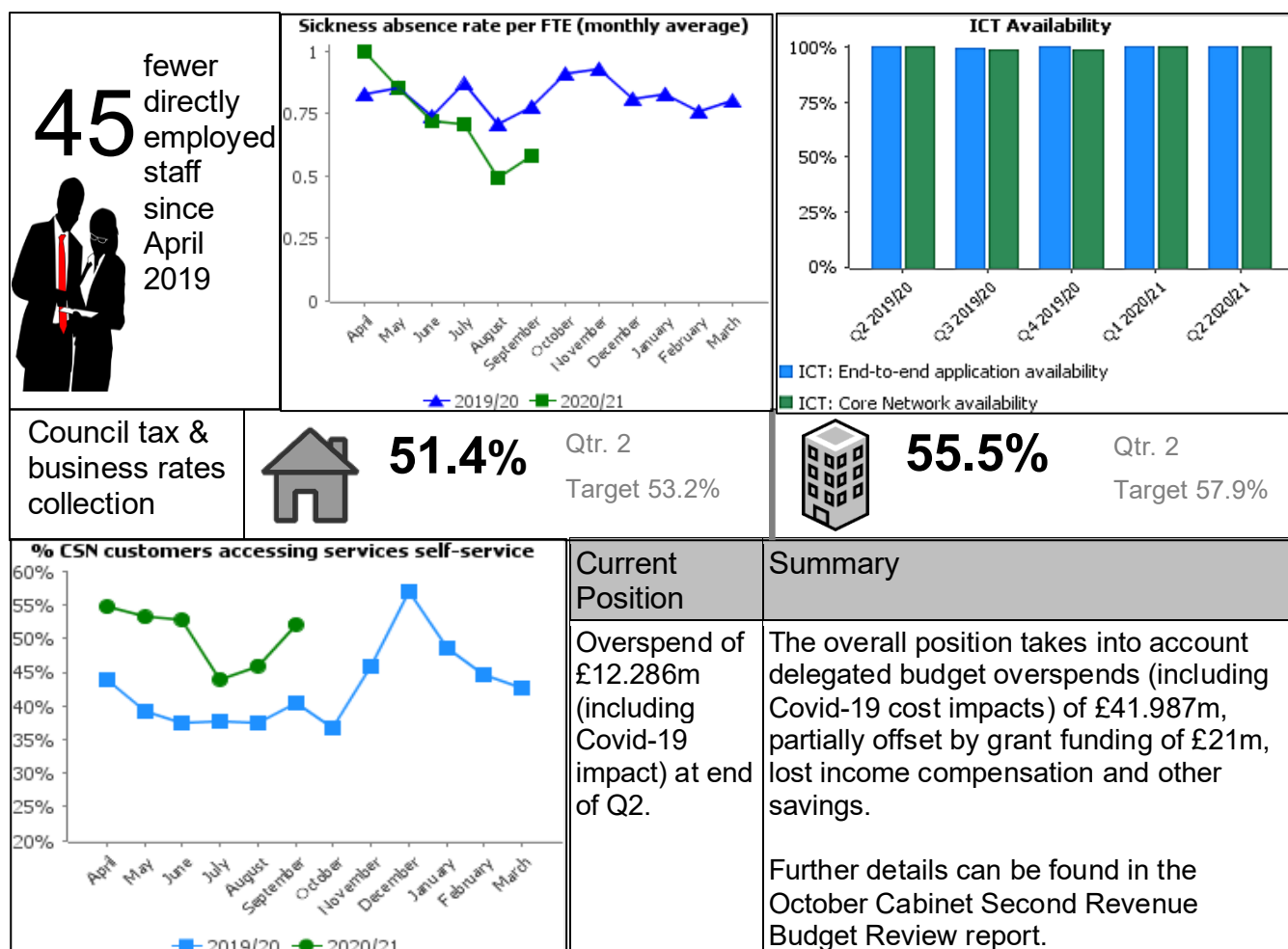
More visitors visiting Sunderland and more residents participating in cultural events and activities – Over recent years the number of visitors to the city has shown a continued upward trend. As the Coronavirus pandemic hit the UK in early 2020, however, cultural venues and events were particularly impacted due to the greater challenges of ensuring social distancing and safe delivery. Many remained closed / cancelled after other sectors began recovery. There were 17,201 visitors to the Museum and the Winter Garden in Quarter 2 (F Pit Museum remains closed). The Arts Centre Washington re-opened in September, with 3,349 visitors. There have, however, been ways other than physical visits, for people to enjoy culture, heritage and arts in Quarter 2. There were 1,806 views of Arts Centre Washington online exhibitions and 2,092 views of Museum and Winter Gardens online exhibitions, along with 5,161 views of Sunderland Stories (emerging writers' online monologues). The one event that was able to take place (across several sessions held in line with government guidelines) was the Summer Family Fun event which ran in July and August attracting 392 participants. The Houghton Feast at Home videos (as an alternative offer to the usual event) were viewed more than 34,000 times across Facebook and YouTube channels, reaching more than 78,000 people.

More people feel safe in their neighbourhoods and homes – This commitment relates both to people feeling safe from crime and 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. The survey was suspended during the COVID 19 restrictions put in place in early 2020, but since resumed and the next results are expected in Quarter 3. Recorded crime for July to September 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. We have adapted our services to enable targeted delivery in response to commercial, organised and other specialist response to crime, and targeted locality delivery based on data and intelligence. We hope to engage 100% of retailers in the city in our new Responsible Retailers Scheme.

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 early intervention or who are subject to a Child Protection Plan 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. Since the beginning of April to the end of Quarter 2, there have been 5,000 additional new claims for council tax support and housing benefit, with over 2,000 of these claims being eligible for some benefit. In addition to this, thousands of existing claimants reported changes in their individual circumstances which resulted in increased awards. The use of foodbanks more than trebled in Quarter 1 and this high usage continued across Quarter 2 (4,101 residents). Our Community Hubs continue 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 a Council we continue to deliver on the organisational change required to optimise productive and innovative working, to counteract financial uncertainty and respond to the new challenges brought by the COVID pandemic. We have been developing a new operating model to ensure that the council is as customer focused and effective as it can be. We have enabled more agile and paperless working through the adoption of digital technologies to enhance remote working and all our ICT users are now able to connect remotely. As at the end of Quarter 2, we have deployed 2,513 Windows 10 laptops and have 1,755 active Microsoft Teams Users. We are also investing in our digital technologies, particularly our website and digital platform to enable more and higher quality digital interaction with our customers, thereby promoting self-serve. During quarter 2 a new schools admissions portal was released, providing a better customer experience and enabling key data to be shared directly with schools alongside a number of new options/report it facilities on our website in response to Covid such as; the ability to report non-compliance with restrictions, schools reporting suspected and confirmed cases, track and trace collection of data from residents and business grant applications. In Quarter 2, 47% of our

Customer Service Network customers accessed services through self-serve – exceeding the target of 37%.

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 2, there were 45 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. In March we responded to the COVID-19 pandemic swiftly to enable our workforce to work from home where-ever possible – and this continued in Quarter 2. Business Rates Collection (at 55.5%) and Council Tax Collection (at 51.4%) are under the expected levels (of 57.9% and 53.2%) reflecting the impact of Covid-19 on our businesses and residents. There were 0 reports to the Information Commissioner's Office by the Council in Quarter 2.