

# 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.

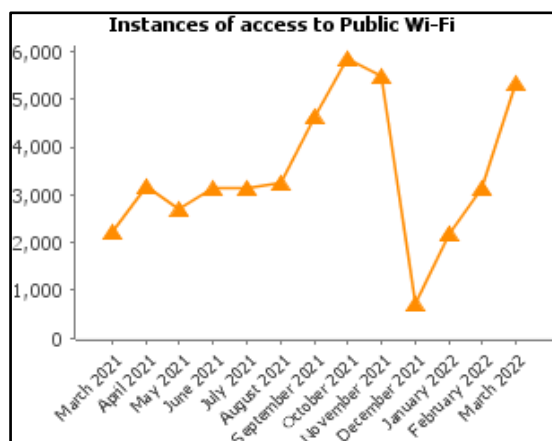


## CITY CONTEXT

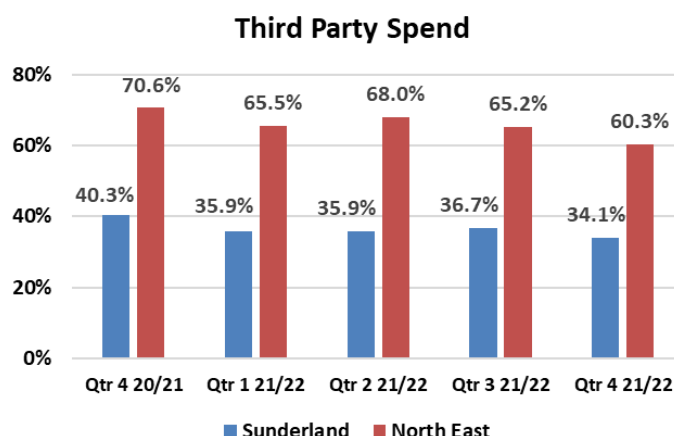
CURRENT DATA (LATEST AVAILABLE)	COMPARATIVE DATA	SUNDERLAND TREND
% Of properties with ultrafast broadband March 2022: 65.3%	UK 69.2%	Improving (March 2021: 64.6)
CO2 emissions estimates for Sunderland (per capita) 2019: 4.2 tonnes	NE 5.5, England 4.9	Improving (2015: 5 tonnes)
Employment rate Jan 2021 - Dec 2021: 68.9%	NE 70.2%, GB 74.8%	Declining (Jan 2020 - Dec 2020: 70.3%)
Proportion of workers earning below Living Wage Foundation rates 2020/21: 17.4% (provisional)	NE 19.6%, GB 17.2%	Improving (2016/17: 21.5%)
Median wage workers 2021: £513.10	NE £539 GB £613	Improving (2017: £493)
% Population NVQ Level 4 qualification 2021: 24.7%	NE 34.4% GB 43.5%	Declining (2017: 27.3%)
GCSE - % achieving a grade 4-9 in Maths & English 2020/21 (Teacher Assessed): 69.8%	NE 70.8%, England 72.2%	N/A (Exams & Teacher Assessed not comparable)
Level 3 (A level & equivalent) attainment by age of 19 in 2020/21: 50.3%	NE 53.5% England 59.8%	N/A (Exams & Teacher Assessed not comparable)
City Centre new homes Qtr. 4 2021/22: 0	N/A	No change (Qtr. 4 2020/21: 0)
People employed in the City Centre 2020: 13,348	N/A	Increasing (2016: 11,882)
Population of the City 2020: 277,846	N/A	Increasing (2016: 277,307)
Net Internal Migration 2020: -403	N/A	Declining (2016: -381)
New homes-built Qtr.4 2021/22: 248	N/A	Declining (Qtr.4 2020/21: 277)
Completed affordable homes Qtr.4 2021/22: 20	N/A	Declining (Qtr.4 2020/21: 41)

# COUNCIL LED ACTION & PROGRESS

2021/22 Timeline	Status
Increase in economic activity at the Port	Completed
Onsite development of Sunderland Station	Extended
New City Hall opens on Riverside Sunderland	Completed
Roll out of 5G city-wide (partnership secured)	Completed
Increased business take-up of low carbon initiatives	Extended
Deliver connected, automated logistics project	Extended



\*Wi-Fi was unavailable for a period in December due to unplanned maintenance



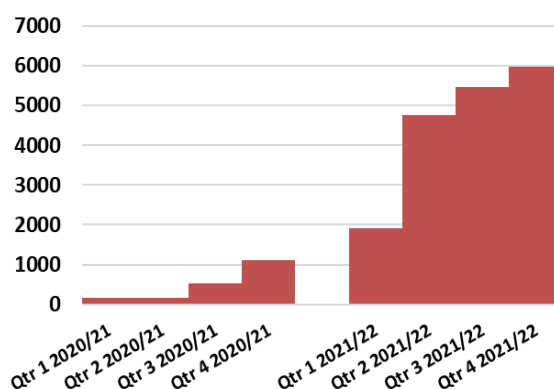
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**6**

Small and medium enterprises supported through Low Carbon Projects in Quarter 4

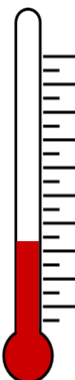
**Jobs created with the involvement of the Business Investment team (cumulative)**



**1,272**

people benefitting from Community Led Local Development as at the end of Dec 2021  
Target = 2,300 by June 2023

**City Centre Office Jobs**

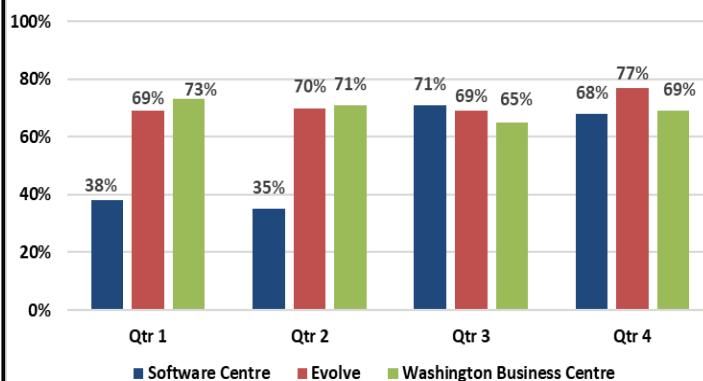


**2,000**  
(target)  
By March 2024

**772**

As at end of Mar 2022

**Business Incubator Occupancy**



**Empty properties back in use**



Apr 2021 – Mar 2022

## **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.

The proportion of Sunderland properties with ultrafast broadband had been on a continuous upward trend up to June 2021, reaching 65.1%. In August and December 2021, quality checks were undertaken resulting in the figure being reset at both points. The figure was 65.3% as at the end of 2021/22.

Since March 2021, instances of access to public Wi-Fi in the City Centre had been rising. A lower figure was recorded in December, due to unplanned maintenance resulting in full figures for the month being unavailable. The figure for March 2022 was 5,325 (more than double the March 2021 position of 2,223 instances).

The Connected Automated Logistics Project (CAL) has been extended due to labour shortages, and the project (which will see the automation of a 40-ton truck) is now expected to be completed by the end of Quarter 1 of 2022/23.

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. Transactions were up from 1,572 in Quarter 3 to 1,693 in Quarter 4, taking the total for 2021/22 to 5,236 (up from 1,488 in 2020/21).

We are actively working to become Carbon Neutral as a city by reducing our carbon emissions. Previously published data showed the CO2 emissions estimate for Sunderland per capita (tonnes per resident) 4.2 for the year 2019 - lower than both the North-East and England.

Completion of an increased business take-up of low carbon initiatives was expected to be achieved in 2021-2022 through the delivery of the Sunderland City Council (SSC) and Northeast (NE) Low Carbon projects. Project plans were originally based upon approximately a third of businesses seeking grants and two thirds seeking advice. As the project has progressed, almost all the businesses engaged are seeking financial assistance to support implementation activity. Take-up of the projects and associated grants has been impacted by Covid restrictions and has initially been slower than anticipated. As restrictions have eased, the number of energy audits conducted and, the number of grants awarded, has risen. The SCC project has been extended (to June 2023) with additional funding in the business support strand.

Through the Sunderland element of the Northeast Low Carbon Support Programme for small and medium-term enterprises (SME's), 17 SME's have been supported in Quarter 4, taking the total for the year to 65.

## **More and better jobs**

Our focus in our City Plan was on increasing 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. As the Coronavirus pandemic hit in 2020, and persisted into 2021, businesses and employment were impacted, and our aim now is to ensure that the city and its residents emerge from the Covid-19 pandemic in a strong and competitive position.

The latest figure for the employment rate for Sunderland relates to the calendar year 2021, in which the rate fell to 68.9% (124,900 aged 16+) compared to the calendar year of 2020 (at 70.3%). The Sunderland figure for 2021 is below the Northeast rate of 70.2% and the rate for Great Britain at 74.8%.

Through these challenging times for business, we've continued to ensure that our Council activity supports the local economy where possible. In 2021/22, 64.3% (£242m) of all Council third party spend was within the regional economy, and £33.6m of social value was secured through our procurement projects. The Council's total third party spend (in pounds) with regional suppliers has been increasing steadily since the 2018/19 financial year. In 2021/22, the spend with regional suppliers (excluding Sunderland) increased by a further £5.8 million.

The Port has had a very successful year for increasing its economic activity, as demonstrated by increased tonnage, which rose from 780,371 tonnes in the calendar year 2020 to 953,482 tonnes in calendar year 2021. The increased tonnage has also led to an increase in turnover from £5.967m in 2020/21 to £6.723m in 2021/22. Our aim of increased economic activity at the Port is being supported by funding from the Northeast Local Enterprise Partnership to enable 'shovel ready' sites on the Port Enterprise zones. Works so far have included road improvements (including re-alignment around the quays in the dock), an extension of the rail line across Endurance Park and the upgrade / construction of improved utilities. Alongside this a new crane was fully commissioned enabling heavy lifting capabilities to access the offshore market.

Progress continues at Hillthorn Business Park - the site is expected to deliver 620,000sq ft of industrial and advanced manufacturing space and approx. 1,600 jobs once fully developed. It will complement IAMP in supporting the needs of industrial, advanced manufacturing, storage and distribution business.

As a coastal city, local economic growth has also been supported through the Coastal Communities Fund Round 5 project, which included activity to support creative and cultural businesses.

### **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 - thus reducing the gap in the median wage between Sunderland residents and Sunderland workers (with the weekly median wage for Sunderland residents being £29.30 lower than that for workers as of April 2021).

Latest (provisional) published data shows there has been an increase to 17.4% (in the tax year ending April 2021) in workers living below the Living Wage Foundation rate, when compared with the tax year ending 2020 (at 16.1%). Overall, however, the latest figure still represents an improvement in the long term, with the figure for the tax year ending April 2017 at 17.4%. Local data shows there are 57 accredited real Living Wage employers in the city and 6,202 workers employed by them.

As the city and its residents emerge from the pandemic, we will seek to ensure residents have the skills to be in a strong and competitive position to access employment. We will continue to focus on tackling the barriers for those least able to access employment through initiatives such as Community Local Led Development (CLLD).

1,272 people had benefitted from CLLD as at the end of December 2021. Provisional figures indicate that a further 125 have benefitted in Quarter 4 (taking the total to 1,397), however, this figure is likely to increase when final figures are confirmed. Under our Community Wealth Strategy, we are seeking to identify and develop funded opportunities to support local business development, and as at the end of Quarter 4 have a project in delivery – developed through the NE Business Innovation Centre and funded through CLLD.

Previously published data shows that 24.7% of the Sunderland population had a Level 4 qualification in 2021 (compared with the Northeast at 34.4% and Great Britain at 43.5%). In the

summer of 2022 pupils will once again sit exams at GCSE and A-level after Covid disruption resulted in exams being replaced by teacher assessment.

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

As we recover 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 annual figures show the City Centre residential population at 3,089). Plans are progressing on the *Future Living Expo* that will provide events and experiences to engage visitors in new and sustainable ways of living. The Business Plan is in place including 'Green' and 'Smart' engagement programmes.

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 it is now home to the Council with the opening of City Hall. Previously published annual figures (for 2020) show 13,348 people employed in the City Centre. At the end of Quarter 4, 772 new city centre office jobs have been created since April 2019.

Riverside Sunderland, along with the wider City Centre will benefit from a new heat and power network and we continue to progress our plans for a range of physical developments such as the onsite development of Sunderland station and new station hotel. In Quarter 4, there was on-site progress on the south entrance of Sunderland station with completion expected Spring 2023.

### **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 and high-status homes as well as more affordable homes. This will be achieved through the delivery of key housing sites, and in Quarter 4 phase 2 infrastructure works commenced on the key housing site at Chapelgarth and there was planning consent for the New Ashbrooke housing site (former Civic Centre).

Figures previously published for out migration showed a slowing from a net of -511 in 2019 to -403 in 2020. Whilst the latest 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.

Although there were fewer newly built properties in Quarter 4, compared with the same period in the previous year, overall, across the year of 2021/22, there have been more than in 2020/21. At the end of 2021/22, there are 964 additional homes across the city (including newly built properties *and conversions*) - of which 579 are in council tax bands C-G. There have been 20 completed affordable homes in Quarter 4, taking the total for 2021/22 to 50.

Alongside more homes, we are also committed to ensuring that the housing we have is of quality - with 4 empty properties brought back into use in Quarter 4 (taking the total for 2021/22 to 39), and 230 privately rented properties inspected for hazards (taking the total for 2021/22 to 616).

# HEALTHY SMART CITY

Reduce health inequalities enabling more people to live healthier longer lives – access to equitable opportunities and life chances – people enjoying independent lives – a city with great transport links – cleaner and more attractive city and neighbourhoods.



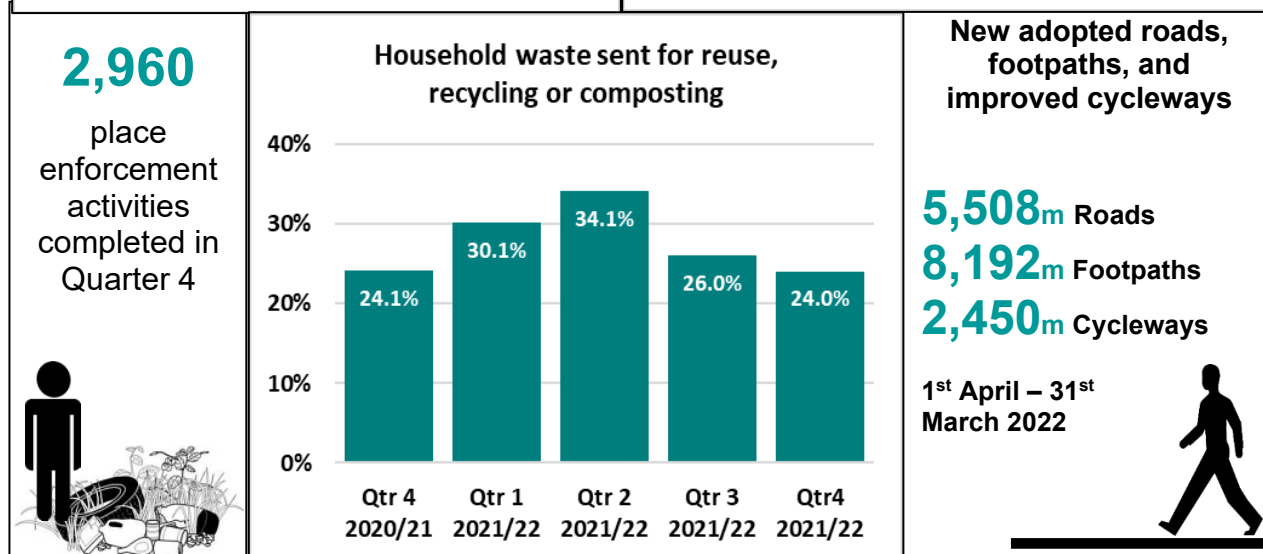
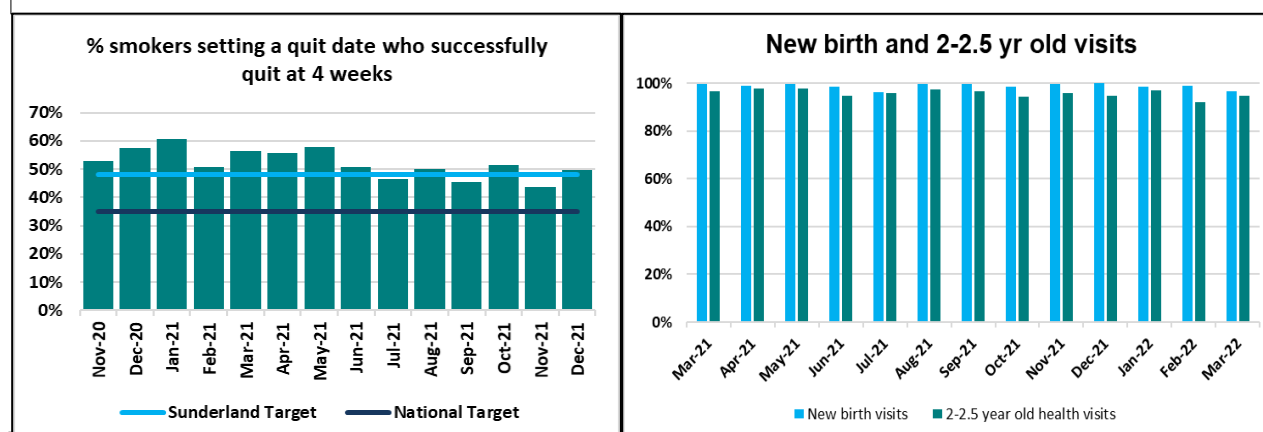
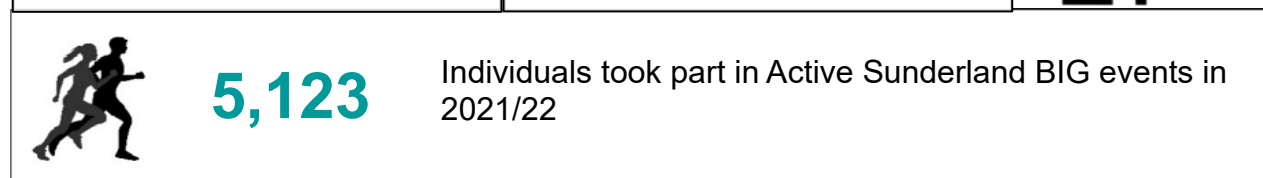
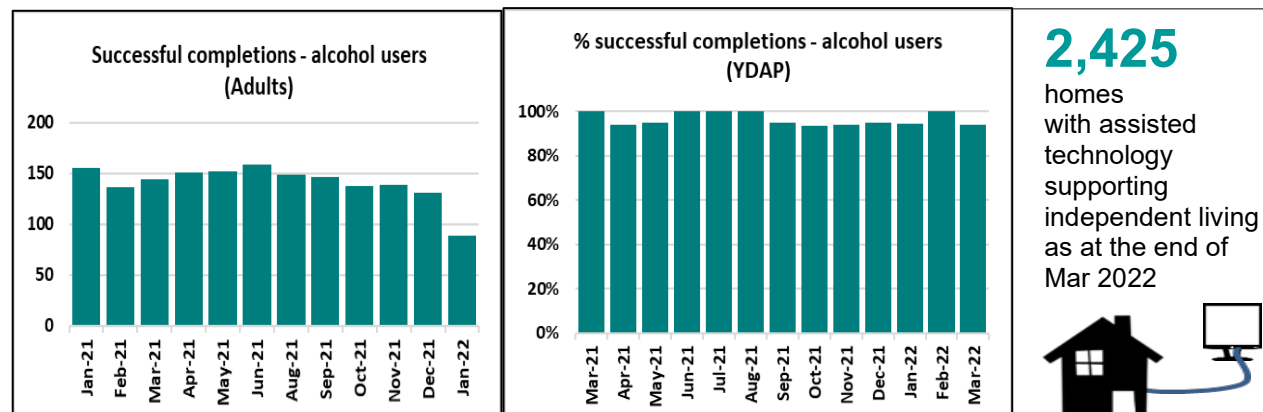
## CITY CONTEXT

CURRENT DATA (LATEST AVAILABLE)	COMPARATIVE DATA	SUNDERLAND TREND
<b>Healthy Life Expectancy at birth 2018-2020 as at 2021/22:</b> Female: 56.9 yrs. Male: 56.1 yrs.	England 63.9 yrs. NE 59.7 yrs. England 63.1 yrs. NE 59.1 yrs.	Declining (2014-2016: 59.3 yrs.) Declining (2014-2016: 58.8 yrs.)
<b>Admission episodes alcohol-related 2020/21: 2,401</b> (Broad, Persons, per 100,000 pop)	England 1,500, NE 1,979	N/A (Not comparable due to change in methodology)
<b>Smoking prevalence: 2019/20: 14.6%</b>	England 12.1%, NE 13.6%	Improving (2015/16: 18%)
<b>The proportion of adults living with overweight or obesity 2020/21: 69.1%</b>	England 63.5%, NE 67.7%	Declining (2016/17: 67.7%)
<b>Prevalence of overweight (incl. obese) among children in Year 6 2019/20: 36.9%</b> (Local authority data not included in the release for 2020/21)	2019/20 England 35.2%, NE 37.5% 2020/21 England 40.9%, NE 44.2%	Improving (2015/16: 39.8%)
<b>% Of people that are fairly active / active (Active Lives – Public Health) 2020/21: 74%</b>	England 76.6%, NE 74.4%	No change (2016/17: 74%)
<b>Women who smoke at time of delivery Qtr. 3 2021/22: 15%</b>	England 8.8% NE 11.8%	Improving (Qtr. 2 2020/21: 15.4%)
<b>EYFSP Good level of development 2018/19: 72.6%</b> (2020/21 data release cancelled)	England 71.8%, NE 71.8%	Improving (2014/15: 66%)
<b>Teenage pregnancy (under 18 conception rate) rolling year: Qtr. 4 2020/21: 22.2</b>	England 14, NE 19.4	Declining (Qtr. 4 2019/20: 21.9)
<b>Proportion of people (18+) living independently (without social care services) Qtr. 4 2021/22: 98.2%</b>	N/A	No change (Qtr.4 2020/21 98.2%)
<b>Litter - % of relevant land &amp; highways with deposits that fall below an acceptable level Qtr. 4 2021/22: 16.4%</b>	N/A	Declining (Qtr.4 2020/21: 15.5%)



# COUNCIL LED ACTION & PROGRESS

2021/22 Timeline	Status
Deliver Sunderland Covid-19 Health Inequalities Strategy Action Plan (*2021/22 actions).	Completed*
New Primary School opens	Completed
SSTC3 (Northern Spire to City Centre) opens	Completed



## Reduce 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 recently published healthy life expectancy at birth in Sunderland (at 56.1 years for males and 56.9 for females 2018-2020), lower than the Northeast and England and declining.

The onset of the COVID-19 pandemic in early 2020, brought a new health challenge to the city. In response, our Public Health team led on managing outbreaks in line with the COVID-19 control plan and worked with environmental health and trading standards to provide advice and guidance on compliance with restrictions. The council provided local trace arrangements for positive COVID cases until all contact tracing ceased on 24 February 2022. When the local trace team closed, it had successfully reached 20,563 cases with a success rate of 82%. This compared to a 59% success rate across all similar local schemes in England.

In addition to the impacts of infection, we know that the pandemic will have had wider health implications in relation to behaviours that can cause harms to health such as smoking, alcohol consumption, inactivity, and poor diet (leading to obesity). We will continue to work, with our partners, on areas where we can support people to make healthy choices and stay active. In response to the Covid-19 we developed a Health Inequalities Strategy Action Plan, and the actions set out for 2021/2022 have been delivered with further on-going action incorporated into the Healthy City Plan and other health delivery plans.

An updated figure has been published for hospital admissions (adults) due to alcohol - at 2,401 for Sunderland, 1,979 for the Northeast average and 1,500 for England. Although the figures suggest a reduction (improvement) for Sunderland in comparison to previous figures, with a greater reduction for Sunderland, than for comparator data - due to changes in how the statistics have been compiled figures are not directly comparable with previous trends. In Quarter 4 activity has been completed to support a reduction in the misuse of alcohol through promoting the Dry January campaign.

Activity has also been completed to support a reduction in smoking in the city through the implementation of the Smoke Free Action Plan – including a focus on citywide health inequalities and wider determinants of health. Work has also been undertaken to ensure that pathways and interventions are established through drop-ins delivered by the 0-19 Service. In Quarter 3 (latest available data) 47.9% of smokers setting a quit date successfully quit at 4 weeks (183 successful quitters of 382 quit attempts).

Latest figures for the proportion of adults who are living with overweight, or obesity, show a reduction from 73.5% in 2019/20 to 69.1% in 2020/21 (though figures remain above the Northeast and England). Progress is being made against key actions in the Healthy Weight Action Plan (based on a whole system approach) and the Healthy Weight Declaration was formally signed and adopted in February 2022. The Sunderland Weight Management programme commenced in August 2021 and has already exceeded its aim to support 1,500 residents in the first year (ending June 2022), having received 1,686 referrals by the end of March 2022.

Latest available data published by Public Health England, shows there were 74% of people in Sunderland who were active or fairly active in 2020/21, in line with the Northeast figure of 74.4% (2% behind England at 76%). There were 482,674 Leisure Centre attendances in Quarter 4 (taking the total for 2021/22 to 1,634,494) and 320 new sign-ups to the Sunderland Step up App (taking the total for the year to 841). There were 11,164 visitors through the turnstiles of Football Hubs with 2,254 games played (taking the totals for the year to 186,071 through turnstiles, and 7,714 games). We continue to promote healthy choices by our own people through the Employee Wellness programme, with enhanced communication arrangements and readiness for City Hall completed in 2021/22.



Latest data previously published in September 2021, for the three-year period of 2018-2020, shows the suicide rate for Sunderland increased (in line with the national trend) to 14.4 per 100,000 (age 10+) from 12.4 (for 2017-2019), and is above the England rate of 10.4 and Northeast rate of 12.4. Due to the gap between the reporting period and the publication of Suicide rates data (based on suicides determined through Coroner's inquest), the Northeast Real-Time Data Surveillance System figures (based on suspected suicides from Police reports) is fundamental to understanding and response.

These local live figures show that Sunderland had the highest level in the region of suspected suicide in 2020 and 2021, but following significant local collaborative work focusing on prevention, Sunderland has shown the greatest decrease in the region January to May 2022. Key actions completed include refocusing on the Suicide Prevention partnership, re-establishing a new action plan, embedding a suicide coordination arrangement in place to ensure progress against plans, and significant work in primary care. Alongside this, training for self-resilience has been delivered to residents, workplaces, schools, and wider partnerships. The training programme included SOS Support on Suicide, Emotional Resilience, Mental Health for Managers, Mental Health First Aid and Introduction to Mental Health. In 2021, 190 people were trained, and figures on numbers trained to the end of September 2022 will be available in November. As a Council we are progressing work towards signing up to the Mental Health Concordat.

### Access to equitable opportunities and life chances

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 figure on women who smoke at time of delivery (for Quarter 3 of 2021/22) is 15% (104 smokers of 694 maternities). This is 0.4% lower than the same period in the previous year.

At 30.3% for Quarter 3 of 2021/22 (latest available data) for the proportion of infants being breastfed exceeded 30% for the first time (based on local records commencing 2012/13), though performance remains below the England position of 48.8% (Northeast figures unavailable). This follows on from work led through the Best Start in Life Working Group to promote a culture of breastfeeding and maternity services achieving UNICEF Baby Friendly accreditation. Work has been undertaken to identify barriers to breastfeeding using the results of the Infant Feeding Research Project and actions have been taken in relation to the 0-19 Service.

Latest available local data (for March 2022), shows a 96.5% of new birth visits and 94.6% of 2.5-year-old checks have been carried out in timescale. Validated national statistics for the earlier period of Quarter 3 of 2021/22, shows performance was better than for England and the North-East. There was no update on the Early Years Foundation Stage Profile (EYFSP) Good Level of Development as the 2020/21 data release was cancelled.

The rate of under 18 conceptions (teenage pregnancy) for Sunderland has risen to 22.2 for 2021/22 (compared with 21.9 for 2020/21) and is above the England and North-East rates (of 14 and 19.4) – with intelligence on the impact of Covid and increased conceptions now starting to show in the data. A revised and focused action plan is being developed based on feedback from the Teenage Pregnancy Action Group. The Children and Young People's Sexual Health Services enhanced offer is in place to provide access to contraception and pregnancy advice options.

Under this commitment 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.

## People enjoying independent lives

Although 98% 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.

In Quarter 4 work was completed in respect of the Health and Social Care Workforce Strategy with the implementation of the Integrated Health and Social Care Team. Action was also taken to complete and implement the findings of Recovery at Home reform.

With the roll out of the assistive technology in the home offer, 2,425 homes had the technology by the end of March 2022. Building on this 'Smart homes' approach for independent living, progress has been made on the Digital Catapult affordable warmth testbed with the deployment of solutions. The additional technology will enable the identification of homes that have become cold or damp. In Quarter 4 work was also completed to develop and implement a remote care offer for reablement, to compliment assisted technology and traditional care packages as an individual or blended approach. The new offer is based on a telephony application to ensure that people receive the equipment they need, and it continues to meet their needs subsequently.

83% of people who use services have control over their daily lives based on latest figures for 2019/20 (there is no update expected for 2020/21 (latest expected data) as the survey was cancelled due to Covid-19). The survey has been completed for 2022, and figures will be published later in the year via the Adult Social Care Outcomes Framework, along with figures from the Short & Long Term (SALT) statistical return.

Previously published data on the rate of emergency hospital admissions due to falls in people aged 65+ (per 100,000), showed an increase from 2,628 in 2019/20, to 3,164 for 2020/21 for Sunderland and figures were above both the Northeast (at 2,311) and England (at 2,023). With a partnership plan in place, agreed through the Aging Well Delivery Board, we are continuing our prevention work. This has included grant funding allocated for the delivery (via 7 voluntary and community sector organisations) of strength and balance activities for the over 65's commencing April 2022.

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

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. A key Sunderland Strategic Transport Corridor is the dual carriage way link between the A19 and the Port of Sunderland and a key area of progress in 2021/22 was the opening of the 2km link between the Northern Spire and the city centre.

Alongside vehicle transport routes, great travel links is also about having the necessary infrastructure to enable active travel. In Quarter 4 there were 4,068m of adopted roads, 5,312m of adopted footpaths and 100m of new or improved cycleways (taking totals for 1<sup>st</sup> April 2021 to 31<sup>st</sup> March 2022 to 5,508m adopted roads, 8,192m adopted footpaths and 2,450m improved cycleways).

79.8% of schools received child pedestrian training (pedestrian training, Go Smarter, Road Safety talks or Safety Works) between April 2021 and March 2022 (4,903 children). 70% of schools received cycle training (Bikeability Levels 1, 2 & 3) in the same period (2,055 children).

## 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 4 was 24% (6,782 tons recycled, reused or composted of 28,193 tons of total household waste), with

the total for 2021/22 at 28.8% - maintaining the level achieved in 2020/21 (though below the aspiration of 32%). The new Household Waste Recycling Village is open with increased site recycling performance and Joint Municipal Waste Strategy (South of Tyne and Wear Waste Management Partnership) review has been completed (based on the Resource and Strategy for England).

At the end of Quarter 4, the percentage of relevant land and highways assessed as having deposits of litter that fall below an acceptable level was 16.4%, an increase compared with Quarter 4 of 2020/21 (at 15.5%), though within the target of 20%.

To encourage communities to take greater responsibility for their environment, in Quarter 4 we commenced delivery on a communications and education plan and have also completed '*Love where you live*' campaigns across each of the locality areas in the city. The impact of communication and awareness raising activity has been evaluated to refocus future activity based on the findings.

We are also issuing sanctions where appropriate following enforcement investigations. In Quarter 4, 2,960 enforcement activities had been carried out – 291 more than in the same period in the previous year (at 2,669). The enforcement activities included 333 investigations, 1,469 warning letters, 10 Community Protection Warnings, 23 Section 47 notices (businesses) and 927 Section 46 notices (residents). Both section 46 and 47 notices relate to the storage, disposal and presentation of waste under the Environmental Protection Act 1990.

# 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

**Rate of cared for children (per 10k)  
March 2022: 100.6**

England 67  
NE 108  
SN 105.7

Improving  
(Mar 2021: 113.8)

**Rate of CYP subject to a child  
protection plan (per 10k) March  
2021: 60.2**

England 41.4  
NE 67.2  
SN 56.1

Improving  
(Mar 2021: 75.5)

**Rate of Children in Need (per 10k)  
March 2022: 388.1**

England 321.2  
NE 461.2  
SN 415.3

Improving  
(Mar 2021: 426.4)

**Residents supported by food banks  
Qtr.4 2021/22: 5,817**

N/A

Declining  
(Qtr. 4 2020/21: 5,595)

**Crime (recorded incidents): 2021/22:  
27,982**

N/A

Declining  
(2020/21: 27,422)

**Residents' feelings of safety (local)  
Qtr. 3 2021/22: 95%**

N/A

Improving  
(Qtr.3 2020/21:94%)

**The proportion of people who use  
services who feel safe 2019/20:  
79.7% (no survey undertaken in 2020/21)**

England 70.2%  
NE 74.7%  
SN 72.8%

Improving  
(2015/16: 71.5%)

**Number of visitors to the city 2020:  
4,377,000**

N/A

Declining  
(2016: 8,240,000)

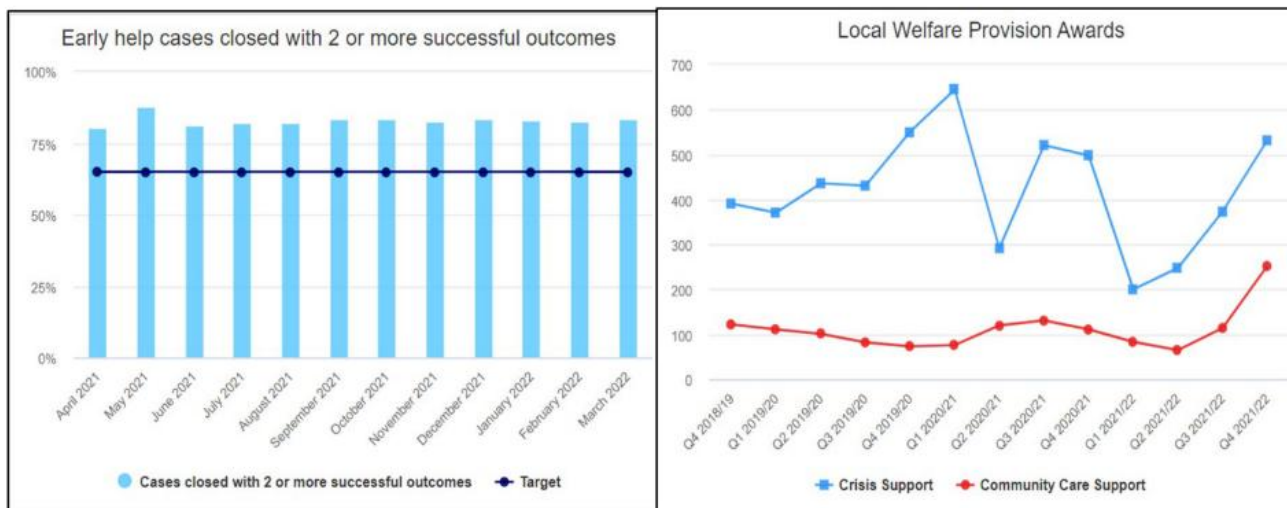
**Overall spend of visitors to the city  
2020: £219m**

N/A

Declining  
(2016: £399m)

# COUNCIL LED ACTION & PROGRESS

2021/22 Timeline	Status
Commission new domestic abuse services model	Completed
Deliver Safer Streets (including female safety)	Extended



**52 Events** facilitated by the Council, on Council land / in council buildings in 2021/22

**3,019** children and young people involved in TFC consultation activity that informs the design, delivery, or evaluation of services in April 2021 – January 2022

**Museum & Arts Centre Visitors**

Quarter	Museums	Arts Centre
Qtr 1 2018/19	120,000	40,000
Qtr 2 2018/19	120,000	45,000
Qtr 3 2018/19	80,000	45,000
Qtr 4 2018/19	100,000	40,000
Qtr 1 2019/20	110,000	50,000
Qtr 2 2019/20	120,000	10,000
Qtr 3 2019/20	100,000	100,000
Qtr 4 2019/20	80,000	30,000
Qtr 1 2020/21	10,000	10,000
Qtr 2 2020/21	20,000	10,000
Qtr 3 2020/21	10,000	10,000
Qtr 4 2020/21	70,000	10,000
Qtr 1 2021/22	50,000	20,000
Qtr 2 2021/22	50,000	20,000
Qtr 3 2021/22	50,000	20,000
Qtr 4 of 2021/22	50,000	40,000

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

**36** Activities delivered by the Heritage Partnership

**Quarter 4 2021/22**

**Council supported volunteers Qtr 4 2021/22**

Category	Count
Libraries	20
Chaperones	30
Place based	100
Events/Active programme	10
Weekly programme	19

**New Indicator**

**100%** of retailers in the city to be engaged in the responsible retailers' scheme by March 2025.

## More resilient people

We will support families to enable them to be resourceful to respond to challenges and achieve the best possible outcomes for their children. The rates of children in need, children subject to a Child Protection Plan, and Cared For children, have all reduced compared with the same period in the previous year.

The following Children's Service's key delivery targets have been met as at the end of Quarter 4: % of early help cases closed with successful outcomes (at 83.4%), % of all referrals with a decision within 24 hours (at 97%), % of children subject to a child protection plan receiving a statutory visit within 20 working days (at 97%), % of Cared for Children that have an up to date Personal Education Plan (at 99.8%), % of Cared for Children that have experienced 3+ placements within the last 12 months (at 8.3%) and % of care experienced young people aged 17-21 in touch with the service within 8 weeks of previous contact (at 87.8%).

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. During the first few months of the pandemic the use of foodbanks more than trebled and high usage continued throughout 2020/21, and into 2021/22. At 5,817 residents supported in Quarter 4 of 2021/22, the figure is higher than the same period in Quarter 4 of 2020/21 (at 5,595).

Although the need for Crisis Support Awards fell at the beginning of 2021/22 (at 200 for Quarter 1), figures then started to rise across the year reaching 532 for Quarter 4 of 2021/22 (compared with 498 for Quarter 4 of 2020/21) and the indications are that figures are continuing to rise into 2022/23. Whilst the aim is to reduce the need for crisis support, by supporting people to manage on an ongoing basis, it is recognised that the rise in the cost of living may push an increased number into crisis. Across 2021/22 Community Care Support has continued to be awarded, with figures also rising across the year and reaching 252 by Quarter 4 of 2021/22 (compared with 111 in 2020/21).

## More people feeling safe in their homes and neighbourhoods

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 to mid 2020 when figures fell slightly to 94% (based on the Northumbria Police Survey). Latest available data is for Quarter 3 of 2020/21 at 95%. Crime in 2021/22 (at 27,982 incidents) has increased compared with the previous year (27,422 incidents).

We are committed to disrupting criminal and anti-social behaviour through intervention and enforcement with 14 intelligence led pro-active disruption activities carried out in relation to licensing in Quarter 4 (62 in 2021/22). We hope to engage 100% of retailers in the city in our Responsible Retailers Scheme by March 2025. Engagement has commenced with retailers based on a targeted pro-active approach and in response to underage sales offences and other interventions.

A newly commissioned Domestic Abuse Service commenced on 1<sup>st</sup> April 2022 and is now being mobilised in accordance with the new specification.

The Safer Streets programme, managed through the Safer Sunderland Partnership, aimed to make public spaces including transport, parks and the night-time economy, safer and more inclusive – particularly for women and girls. The scheme was initially planned to the end of March 2022, however, further funding has enabled the programme to be extended into 2022/23.



## **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 Quarter 4, there were 179 active volunteers across a range of volunteering activities including place-based activities, Libraries, Volunteer Chaperones, Events & Active Sunderland and other weekly programme activities. The greatest proportion was place based.

By January 2022 (figures for February & March 2022 not available) there had been 3,019 children and young people involved in Together for Children consultation activities during 2021/22. This engagement will inform the design, delivery or evaluation of services.

'Crowdfund Sunderland' enables people to financially support local projects and causes through an online platform. In 2021/22 there have been 14 projects raising £111,587.

We continue to engage people through Sunderland UK social media channels, with a continuous increase in followers over the year. Facebook followers have increased by 980 (from 23,111 at the end of 2020/21 to 24,091 at the end of 2021/22). Twitter followers have increased by 1,202 (from 39,902 at the end of 2020/21 to 38,700 at the end of 2021/22).

## **More people visiting Sunderland and more residents participating in cultural events, programmes, and activities**

In previous years the number of visitors to the city (and associated spend) has shown a continued upward trend (visitor numbers increased from 8,240,000 in 2016 to 9,490,000 in 2019 and spend from £399m to £500m in the same period). 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. Visitor numbers reduced from the 9,490,000 achieved in 2019 to 4,377,000 in 2020 and visitor spend reduced from the £500m in 2019 to £219m in 2020. Many cultural and visitor attractions remained closed / cancelled after other sectors began recovery.

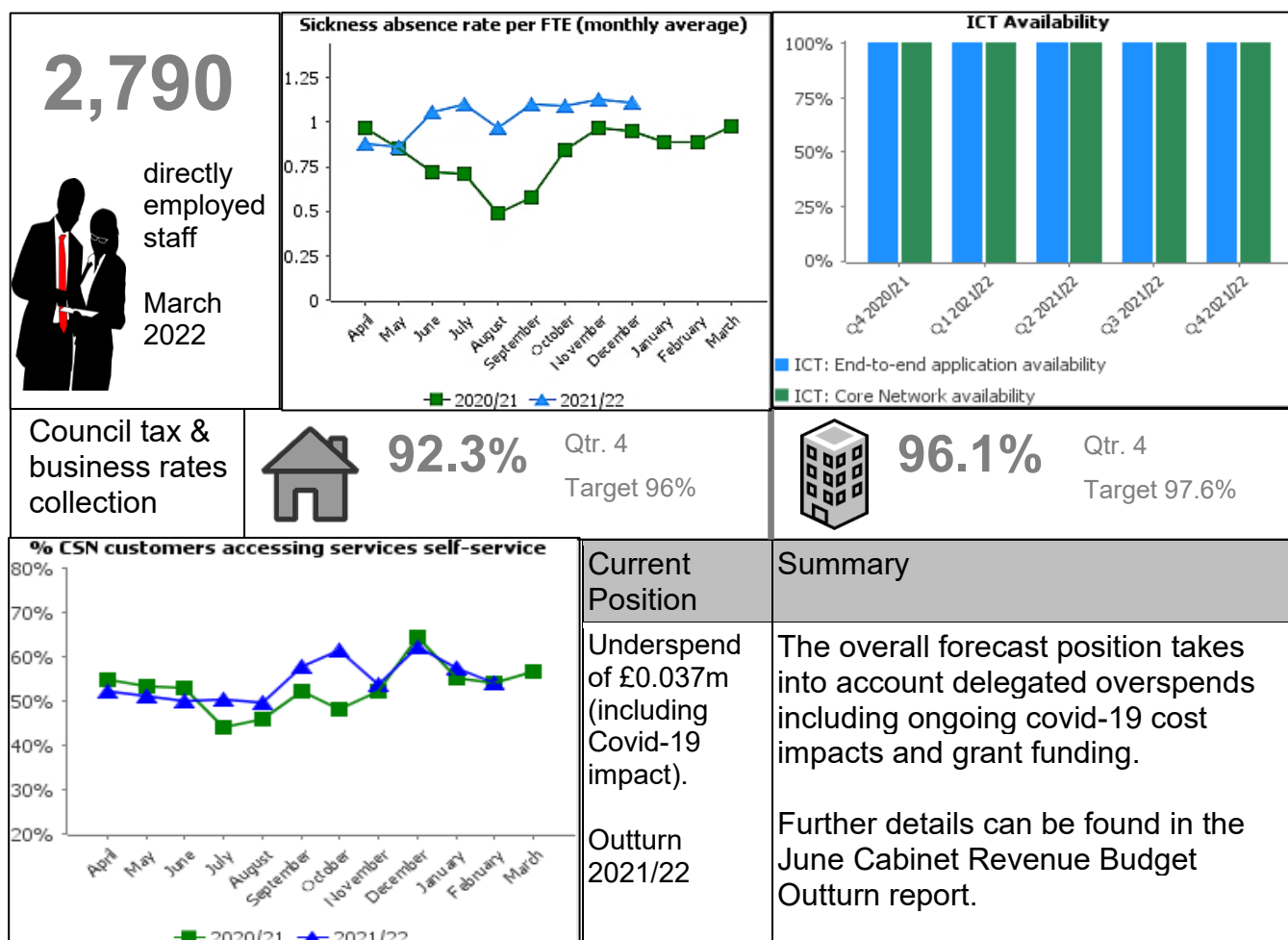
Sunderland Empire Theatre re-opened its doors on 2<sup>nd</sup> September 2021, attracted 28,556 visitors to the end of September, a further 80,621 visitors in Quarter 3 and 103,060 visitors in Quarter 4. The Museum and Winter Gardens and Washington Arts Centre re-opened mid-way through Quarter 1. In Quarter 4 the Museum and Winter Gardens received 49,583 visitors taking the total for 2021/22 to 184,976, the Washington Arts Centre received 38,219 visitors (taking the total to 83,926) and the National Glass Centre received 35,510 (taking the total to 117,839).

36 activities were delivered by the Heritage Partnership in Quarter 4 taking the total to 131 activities for the year. There were 60 organisations engaged in the Heritage Partnership Practitioners Network as at the end of 2021/22.

In Quarter 2, Libraries opened all sites and in Quarter 4 there were 40,794 library issues (including physical books, eBooks / e-Audio and e-Magazine) taking the total to 159,237 for 2021/22 with 313 new members in Quarter 4 (894 in 2021/22). In Quarter 4 there were 38,008 digital subscriptions (120,523 in 2021/22) and the Books at Home delivery service saw 416 interactions (1,677 in 2021/22).

# ORGANISATIONAL HEALTH

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



## Good organisational health and strong financial management

At the end of Quarter 4, there were 2,790 directly employed staff, 61 more than in April 2019. We are committed to ensuring that we have a productive and healthy workforce, maintaining lower levels of sickness absence and ensuring we are an employer of choice.

Business Rates Collection (at 96.1%) and Council Tax Collection (at 92.3%) are under the expected levels (of 97.6% and 96%) reflecting the impact of Covid-19 on our businesses and residents.

We are committed to maximising external funding and financing opportunities. In Quarter 4, £3,989,768 has been secured through funding bids approved for a wide range of projects supported by the following programmes/funders: Self and Custom Build Scheme Phase 2 (One Public Estate/DLUHC/Cabinet Office); GP Social Prescribing Feasibility Study (DfT); Northern Spire Park Energy Feasibility Study (NELEP Energy Accelerator Programme/BEIS Heat Network Delivery Unit); Trees for Climate project (DEFRA); Queen's Green Canopy funding competition; Social Housing Decarbonisation Fund Wave 1 (BEIS); Cyber Security Resilience Fund (DLUHC), Historic England; Warm Homes Fund (Affordable Warmth Solutions),

Partnerships for People and Place (DLUHC); Link Together (Heritage Fund); Digital Connectivity Infrastructure Accelerator Pilot (DCMS); and Changing Places Toilets Programme (DLUHC).

There were no reports to the Information Commissioner's Office (ICO) by the Council in Quarter 4.

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

As a Council we continue to deliver on the organisational change required to optimise productive and innovative working, to counteract financial uncertainty and ensure we are a Council ready for the future.

Located in the heart of the Riverside regeneration area, our City Hall is now fully operational and delivering on new ways of working for a modern future Council. The enabling of agile working through building design, facilities and technology is ensuring that staff can be in the right place at the right time to meet our customer needs, and the City Hall mobility hub is enabling sustainable travel options for our business purposes.

We are developing a new operating model to ensure that the council is as customer focused and effective as it can be with all 16 Corporate Support services under review with improvement activity underway, simplifying, automating, and digitising processes and transitioning to a self-help model.

The adoption and enhancement of digital technologies continues, all users have now transitioned to Microsoft Teams and traditional network shares have been decommissioned.

We continue to invest 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 4, additional 'report it' functionality was added to the Elected Members Platform and the Customer Account was released on the Council's website with significant take-up to date. The Together for Children website has now been developed in the new platform as has the Council's intranet which will enable access for all frontline employees that do not have an ICT account. In Quarter 4, 55.7% (235,496) of our Customer Service Network customers accessed services through self-serve – exceeding the target of 46%.