

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.

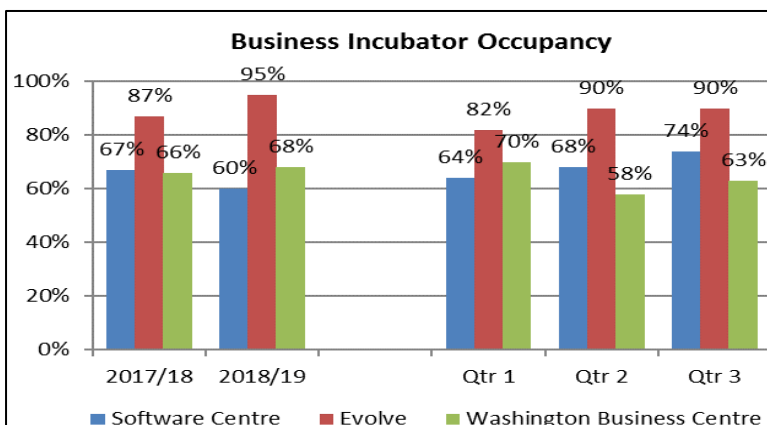


CITY CONTEXT

	COMPARATIVE DATA	SUNDERLAND TREND
Employment rate Oct 2018 – Sept 2019: Sunderland 69.3%	NE 71.2%, GB 75.7%	Declining (Oct 2017- Sept 2018: 70.9%)
Median Wage workers 2019: Sunderland £526.80	NE £533 GB £586.50	Improving (2016: £480)
Population of the City (mid-year estimate 2018): 277,417	N/A	Increasing (2017 mid-year: 277,249)
Number of people employed in the City Centre 2018: 11,890	N/A	Improving (2015: 11,874)
Annual Net Internal Migration 2018: -722	N/A	Improving (2014: -880)
New homes built Qtr. 3 2019/20: 196	N/A	Improving (Qtr. 3 2018/19: 144)
New homes built in the City Centre Dec 2019: 0	N/A	No change (Dec 2018: 0)
Number of completed affordable homes Apr - Dec 2019: 100	N/A	Improving (Apr - Dec 2018: 61)
% Population NVQ Level 4 qualification 2018/19: 25%	NE 31.1% GB 39.3%	Improving (2014/15: 23.2%)
% of residents with no qualification 2018/19: 9.2%	NE 9.5% GB 7.8%	Improving (2014/15: 10.9%)
% of properties with ultrafast broadband Jan 2019: 58.5%	UK 59.2%	Improving (Jan 2019: 56.2%)

COUNCIL LED ACTION & PROGRESS

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



**Empty properties
back in use**

**Target = 50
by March 2021**

**32
Apr – Dec 2019**

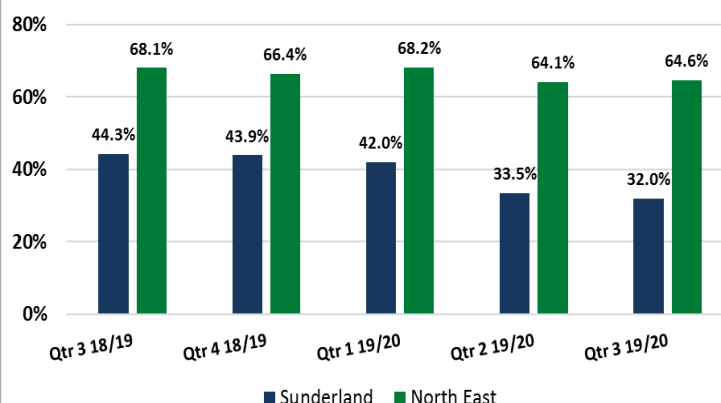
New city centre office jobs



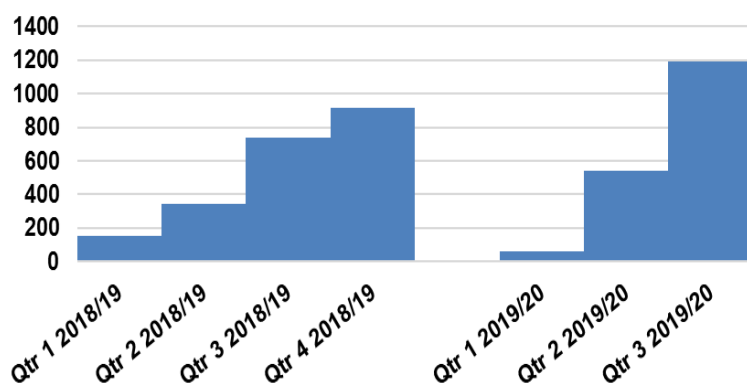
**2,000 (target)
By March 2024**

Qtr.3 = 517

Third Party Spend



Jobs created with the involvement of the Business Investment Team



396

people benefitting from
Community Led Local
Development as at the end of
September 2019
Target = 2,300 by September
2022

More and better jobs – Our focus remains 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 in the City Centre (office jobs) alongside more creative and cultural businesses in relation to vibrancy. 589 jobs will be created by businesses following support to those businesses by the Council's Business Investment Team in Quarter 3. 65% of all Council third party spend was within the regional economy (32% in Sunderland) and £12,962,331 of social value was secured through our procurement projects.

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 (at -722 latest figures). This will be achieved through the delivery of key housing sites. 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. At the end of Quarter 3 of 2019-2020 there are 511 additional properties in the city compared with the end of 2018/2019, of which 299 are in council tax bands C-G. There have been 100 completed affordable homes.

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. 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. There is a 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. This in turn will encourage footfall into the retail centre and increase overall vibrancy. Our plans focus on a range of physical developments such as the onsite development of Sunderland Station, new hotels and development of key sites to promote regeneration. In Quarter 3 construction has started on the New City Hall on the Riverside Sunderland site and progress has been made in respect of planning and development for a new 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. There is also a focus on reducing overall emissions, with transport known to be a significant factor in emission levels. With the approval in Quarter 3 of the Sunderland Smart City Outline Business Case and the Digital Strategy, alongside the delivery of the first 5G ready operational network in the city centre providing ultrafast wi-fi to key locations, the Digital Ambition for the city is now in place. Over half of all properties in the city have ultrafast broadband and this continues to increase. The Low Carbon Strategy is expected to be in place by March 2020.

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.	England 63.9 yrs. NE 59.7 yrs.	Declining (2012-2014: 58.6 yrs.)
Male: 57.9 yrs.	England 63.4 yrs. NE 59.4 yrs.	Declining (2012-2014: 58.7 yrs.)
Women who smoke at time of delivery Qtr. 2 2019/20: 17.8%	England 10.4% NE 14.6%	Improving (Qtr. 2 2018/19: 17.9%)
EYFSP Good level of development 2018/19: 72.6%	England 71.5%, NE 71.5%	Improving (2013/14: 60%)
Teenage pregnancy (under 18 conception rate) rolling year Qtr. 2 2018/19: 29.6	England 16.8, NE 24.5	Declining (Qtr. 2 2017/18: 28.4)
Admission episodes for alcohol-related (Broad) (Persons) 2017/18: 3,012 (per 100,000 pop)	England 2,224, NE 2,738	Declining (2013/14: 2,523)
Smoking prevalence: 2017/18: 20.2%	England 14.4%, NE 16%	Improving (2013/14: 22.1%)
The proportion of adults who are overweight or obese 2017/18: 69.2%	England 62%, NE 66.5%	Declining (2013/14: 68.9%)
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 fairly active/active (Active Lives) 2017/18: 72%	England 74.8%, T&W 71.9%	Improving (May 2017/18: 70.2%)
Litter - % of relevant land & highways with deposits that fall below an acceptable level Qtr. 3 2019/20: 6.33%	N/A	Improving (Qtr. 3 2018/19: 32.94%)

COUNCIL LED ACTION & PROGRESS

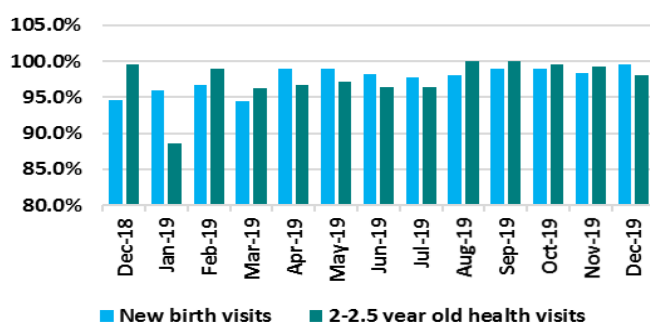
2019/20 Timeline	Status
100% schools engaged with Active Charter	On track
University Medical School Opens	Completed
£20m investment in sports facilities	On track
Launch Step-Up Sunderland	Completed

4,079

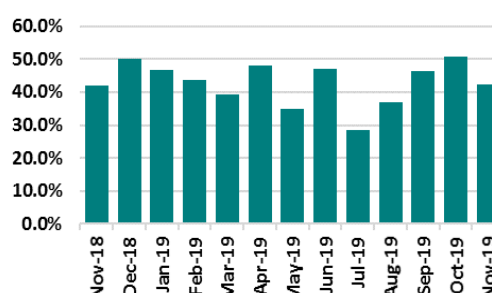
Individuals have taken part in Active Sunderland BIG events in the year to December 2019, an increase on 2,931 seen in the same period last year.



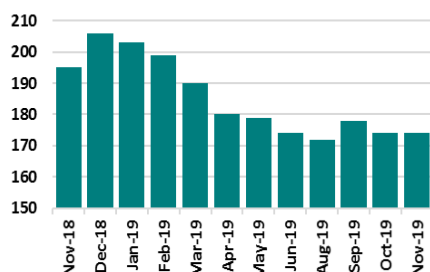
New birth and 2-2.5 yr old visits



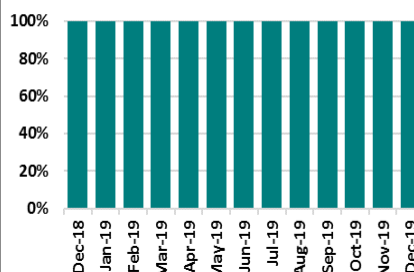
% smokers setting a quit date who successfully quit at 4 weeks



Successful completions - alcohol users (Adults)



% successful completions - alcohol users (YDAP)



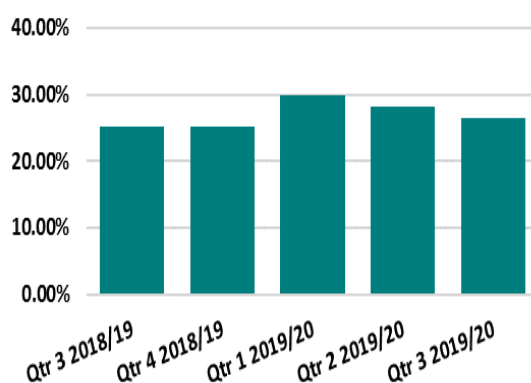
265 homes with assisted technology supporting independent living.
Target = 120



Target 32% by April 2021



Household waste sent for reuse, recycling or composting



New adopted roads, footpaths and improved cycleways

105m Footpaths
18.8m Roads
1,424m Cycleways
Year to date



Access to the same opportunities and life chances – This commitment is about all children having the best start in life and equal life chances through early years to teens. Local monthly figures for new birth and two to two and a half year-old health visits continue to be better than target supporting good life chances. The latest national figures show Sunderland is performing considerably better than both the North East and England. Progress has been made on a new primary school within the city with the design completion and planning approval being submitted. We are committed to residents across the city having equality of opportunity - with a focus on neighbourhood strategies, addressing locality-based issues. In Quarter 3, Crowd Funded (a platform for making local spaces better) has progressed with priorities and activities identified.

More people living healthier longer lives – One of the key challenges for the City, is that health outcomes in Sunderland are still poor and health behaviours haven't yet changed sufficiently. Healthy life expectancy at birth in Sunderland (at 57.9 years for males and 56.5 years for females) remains lower than the North East and England and is in decline. We know we need to impact on levels of smoking prevalence, harmful alcohol consumption, obesity and inactivity. Our plans focus on areas where we can support people to make healthy choices. By the end of December 4,079 individuals had taken part in Active Sunderland BIG events and sports festivals since April 2019 and a plan has been agreed with Pulse Soccer to deliver wider social outcome priorities. In Quarter 3, the schools Active Charter was implemented and accreditation completed, making progress towards our goal of 100% of schools in Sunderland engaged in the Charter. Three new multi-sport hubs have been developed through an £18m project to transform sporting facilities across the city. The first hub, located at Northern Area Playing Fields Washington, had attracted 16,000 registrations by the end of December 2019 (with 723 games played and 50,947 people through turnstiles). The other hubs are located at Downhill and Ford Quarry. In Quarter 3, Sunderland City Council successfully maintained North East Better Health at Work Award excellence status.

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. Working with our partners, we aspire to reduce the number of emergency hospital admissions due to falls (in people aged 65+). As at the end of Quarter 3 we've identified and engaged 265 cases in a pilot of assisted technology in the home and completed an evaluation of the scheme.

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 current level of household waste sent for reuse, recycling and composting at 26.5%, we aim to improve this to 32%, or better, by April 2021. 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. In Quarter 3, these were: 40 Fixed Penalty Notices relating to litter in the city centre, 1 vehicle seized in relation to dumping of waste, 21 Fixed Penalty Notices for offences in cemeteries, 1 shop alcohol licence revoked following test purchase and 4 Hygiene Prohibition Notices served following food hygiene inspections. 25 frontline staff in Neighbourhood Services have been trained in the reporting of issues that can have an environmental impact. In Quarter 3, the percentage of relevant land and highways assessed as having deposits of litter that fall below an acceptable level has improved to 6.33% (from 32.94% in Quarter 2 of 2018/19). In Quarter 3 Green Flag Status has been maintained in parks across the city (i.e. Herrington Country Park, Mowbray Park, Roker Park, Barnes Park & Hetton Lyons Country Park).

A City with great transport and travel links – Our emphasis within this City Plan 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 active travel within the city by having in place the necessary infrastructure of sufficient and appropriate cycle routes and walkways. In Quarter 3 there has been 230m of improved cycleways. We continue to promote activity through Step-Up Sunderland. The Step-Up Sunderland initiative has engaged people across all wards in the City and all age ranges across the city with 2,067 people signed up and 4,324,000,680 steps recorded since the launch.

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.

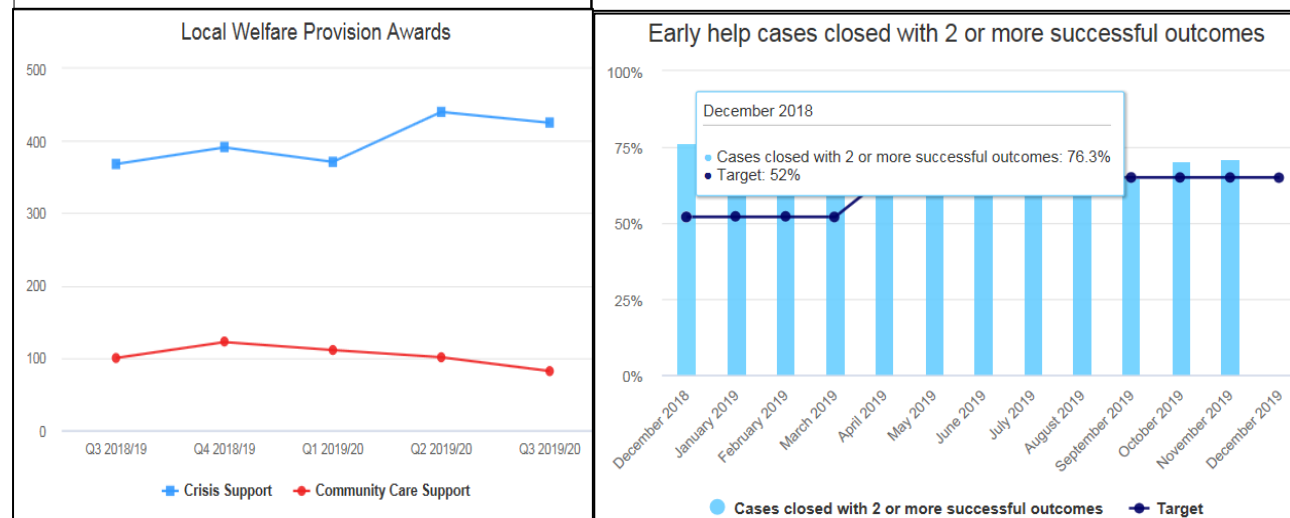
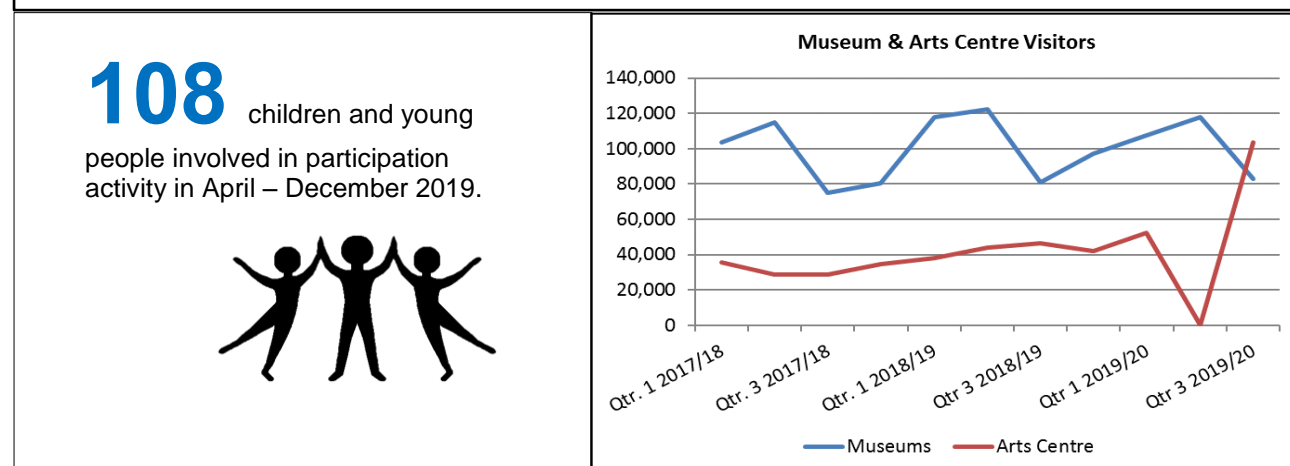
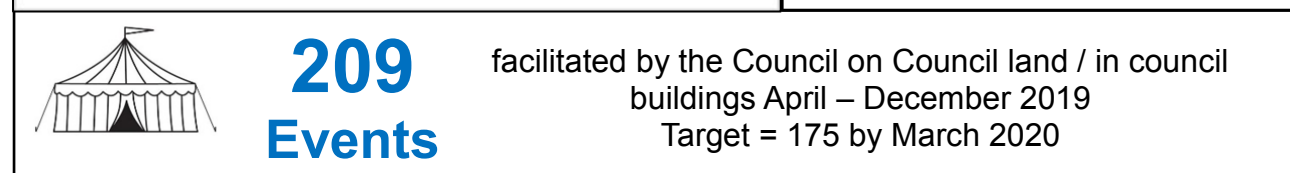
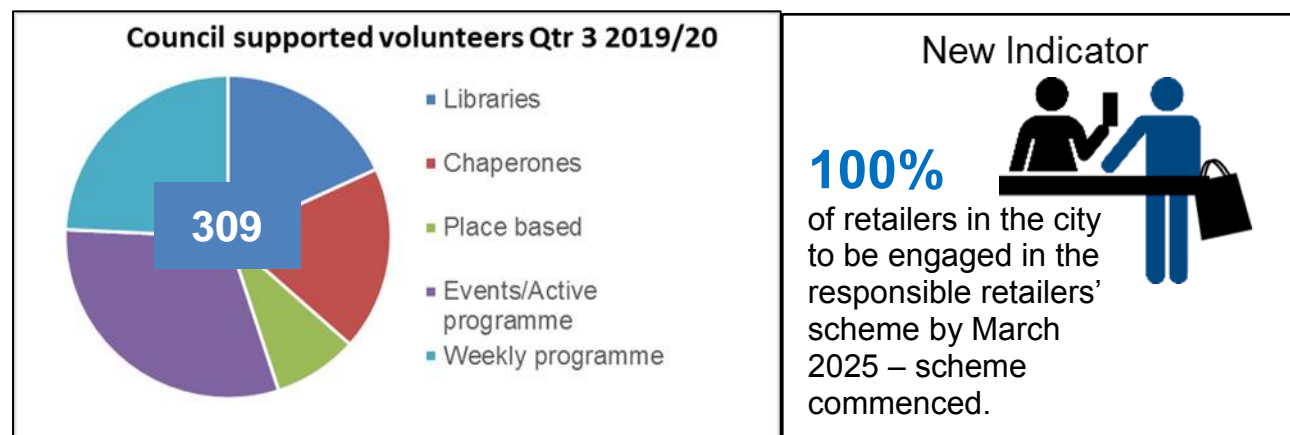


CITY CONTEXT

	COMPARATIVE DATA	SUNDERLAND TREND
Number of visitors to the City 2018/19: 9,180,000	N/A	Improving (2014/15: 8,303,000)
Overall spend of visitors to the City 2018/19: £475m	N/A	Improving (2014/15: £384m)
Crime (recorded incidents): (cumulative to Dec 2019): 22,729	N/A	Improving (cumulative to Dec 2018: 25,666)
Residents feelings of safety (local) Qtr. 3 2019/20: 96%	N/A	Maintaining (Qtr 3 2018/19: 96%)
The proportion of people who use services who feel safe who use ASC 2018/19: 79.3%	N/A	Improving (2017/18: 78.6%)
Households affected by the benefits cap Dec 2019: 131	N/A	Improving (Dec 2018: 206)
Under occupancy: no of claim cases affected Dec 2019: 2,985	N/A	Improving (Dec 2018: 3,754)
Residents supported by foodbanks Qtr. 3 2019/20: 1,420	N/A	-
Rate of children looked after (per 10k) Dec 2019: 104.6	England 65, NE 101, SN 99.8	Improving (Dec 2018: 113)
Rate of CYP subject to a child protection plan (per 10k) Dec 2019: 70.7	England 43.7, NE 63.1 SN 56.22	Improving (Dec 2018: 79.7)
Rate of Children in Need (per 10k) Dec 2019: 424.6	England 334.2, NE 445.1 SN 436.55	Improving (Dec 2018: 466.5)

COUNCIL LED ACTION & PROGRESS

2019/20 Timeline	Status
World Transplant Games take place	Completed



N.B December data for Early Help unavailable due to a change in procedures

More creative and cultural businesses – To create vibrancy within the city one of the employment sectors we will focus on 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. This will be in place by March 2020.

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. We have been widening 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. In Quarter 3 we supported 309 people to volunteer with a further 5 volunteers recruited. The 'Let's Talk' programme was launched in Quarter 2 to engage residents, involving a range of partners and as at the end of Quarter 3 there were 155,233 engagements in the programme.

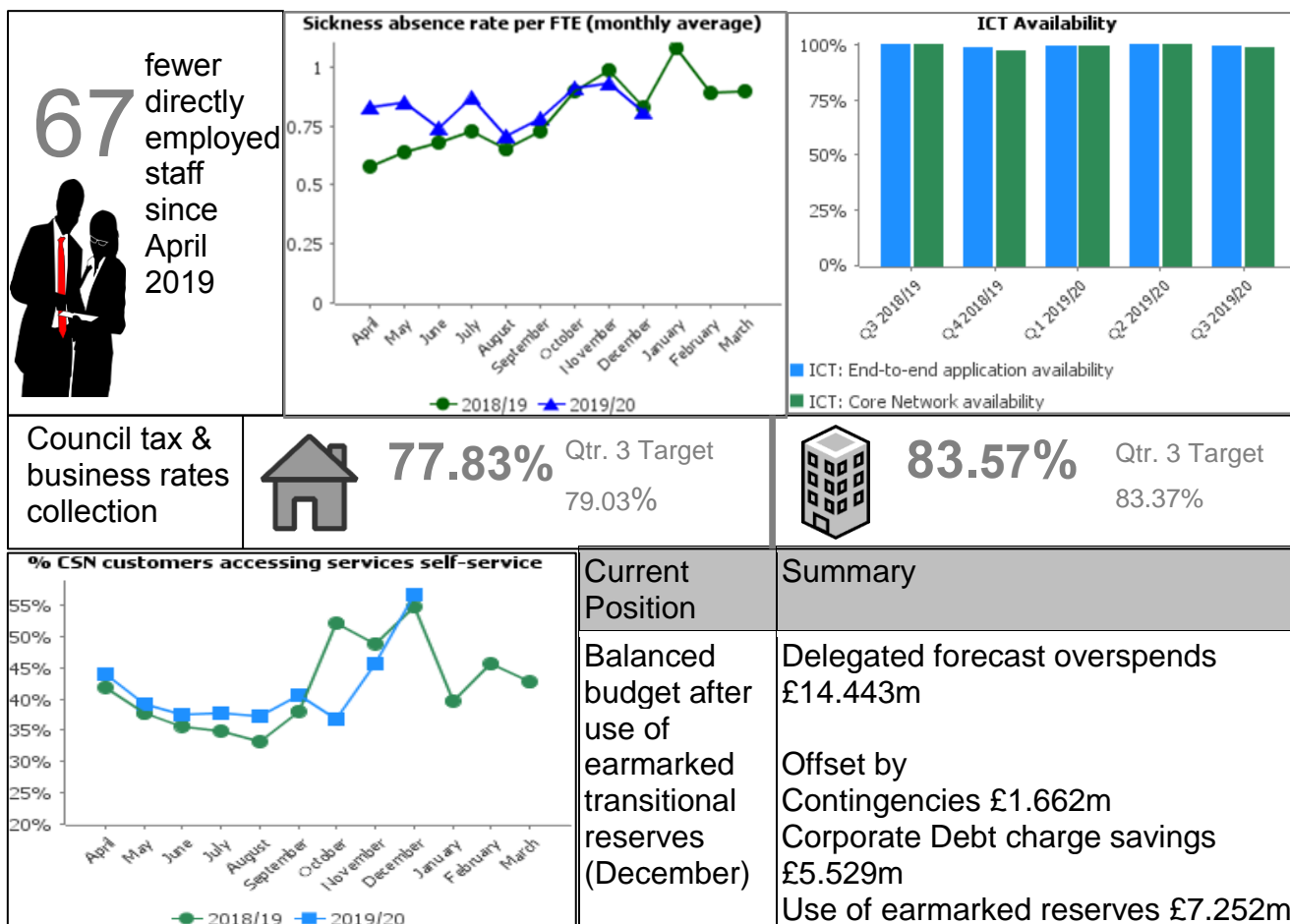
More visitors visiting Sunderland and more residents participating in cultural events and activities – Over the last four years the number of visitors to the city has increased year on year with increased associated spend. In Quarter 3 there were 57 events facilitated by the council on council land / in council buildings, taking the total for April to December 2019 to 209 – thereby already exceeding the year-end target of 175. Alongside this there were 99,441 visits to the Empire Theatre, 82,882 visits to Museums and the Winter Gardens and 155,624 visits to Arts Centre Washington. Progress continues to be made on delivering additional cultural events for our residents and visitors. In Quarter 3 events included the Houghton Feast, Halloween event, Festival of Light and Winter Wonderland.

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 December 2019 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 3, two weeks of action took place under *Operation Justice*. The combined results were: 41 stops with advice provided and 12 stop searches, 80 dispersals, 65 arrests / summons and 43 additional incidents attended. Businesses reported a marked improvement in feeling safer and a 16% decrease in crime was seen when compared with Operation Kraken for the same period in 2018. We hope to engage 100% of retailers in the city in our new Responsible Retailers Scheme and in Quarter 3 we have been drafting the scheme guidelines and implementation plan.

More resilient people - We will support our people to be more resilient by supporting families that require early help, where children are subject to Child Protection or are Looked After. We are committed to continuing the progress we have made through the delivery of the Together for Children Learning and Improvement Plan. We will seek to build resilient communities through mitigating the impact of welfare reform and hardship where possible. In December 2019 there was a reduction in the number of households affected by the benefits cap and claim cases affected by under-occupancy as well as a lower use of foodbanks when compared to the same period in the previous year. We plan to develop a Poverty Strategy to be in place by March 2020.

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 3, there were 67 fewer directly employed staff. We are committed to ensuring that we have a productive and healthy workforce, maintaining lower levels of sickness absence. Following an assessment in Quarter 3, we are developing a new operating model to ensure that the council is as effective as it can be. We continue to enable more agile and paperless working through the adoption of digital technologies. At the end of Quarter 3, there are 3,600 IT users with access to Office 365 and Windows 10 laptops are being deployed to enable agile working. We will also continue to enable more digital interaction with our customers, thereby promoting self-serve. The collection of Business Rates is on-track at the end of Quarter 3, with Council Tax collection just slightly under (less than 1.5%) target collection rate. The council made 2 reports to the Information Commissioner's Office in Quarter 3, with investigations completed.