

# 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.

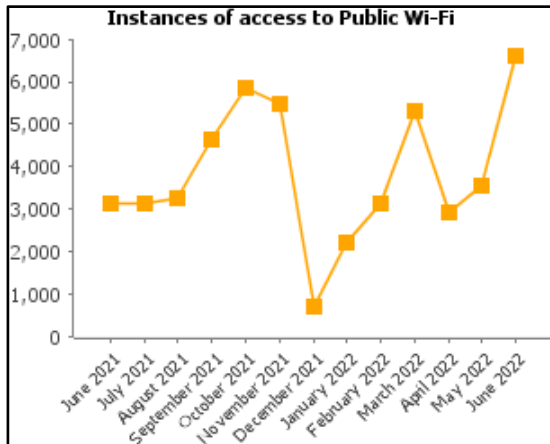


## CITY CONTEXT

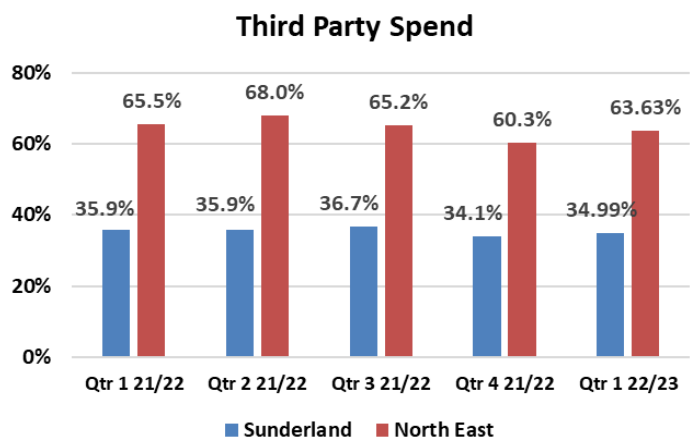
CURRENT DATA (LATEST AVAILABLE)	COMPARATIVE DATA	SUNDERLAND TREND
% Of properties with ultrafast broadband June 2022: 64.9%	UK 69.4%	Declining (June 2021: 65.1)
CO2 emissions estimates for Sunderland (per capita) 2020: 3.7 tonnes	NE 4.7, England 4.3	Improving (2016: 4.7 tonnes)
Employment rate Ap 2021 - Mar 2022: 68.8%	NE 70%, GB 75.2%	No change (Apr 2020 - Mar 2021: 68.8%)
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 67.1%	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. 1 2022/23: 0	N/A	No change (Qtr. 1 2021/22: 0)
People employed in the City Centre 2020: 13,348	N/A	Increasing (2016: 11,882)
Population of the City 2021 Census: 274,200	N/A	N/A (Census figure not comparable with 2020 mid-year estimate of 277,846)
Net Internal Migration 2020: -403	N/A	Declining (2016: -381)
New homes-built Qtr.1 2022/23: 231	N/A	Improving (Qtr.1 2021/22: 196)
Completed affordable homes Qtr.1 2022/23: 3	N/A	Declining (Qtr.1 2021/22: 22)

# COUNCIL LED ACTION & PROGRESS

2022/23 Timeline	Status
Deliver connected, automated logistics project	Completed
Complete development of Hillthorn Business Park	On Track
The Yard Business Hub Opens	On Track
Continued Advanced Digital Infrastructure Deployment	On Track
Sunderland Station South Entrance Open	On Track



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



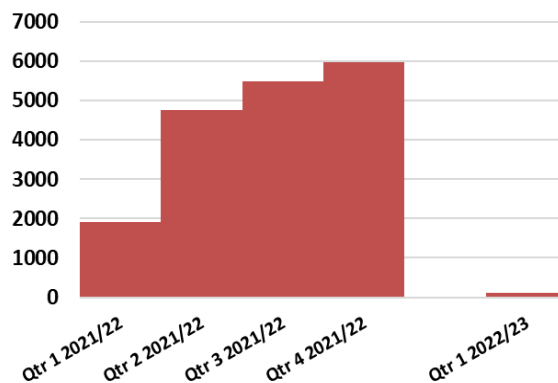
**CO<sub>2</sub>**



**8**

Small and medium enterprises supported through Low Carbon Projects in Quarter 1

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



**1,397**

people benefitting from Community Led Local Development as at the end of March 2022 (provisional)  
Target = 2,300 by June 2023

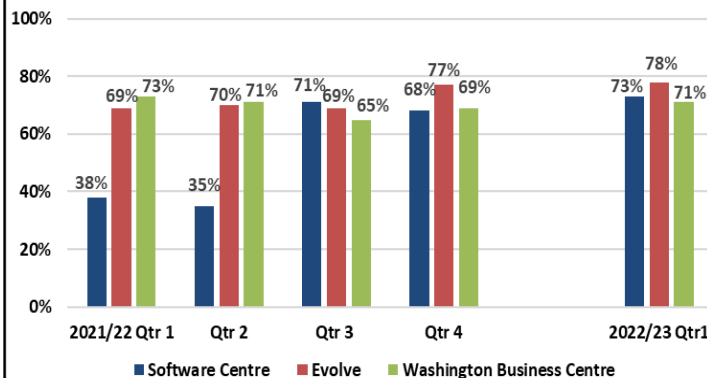
**City Centre Office Jobs**



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

**784**  
As at end of June 2022

**Business Incubator Occupancy**



**Empty properties back in use**



April – June 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 64.9% as at the end of June 2022.

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 June 2022 was 6,620 (more than double the June 2021 position of 3,132 instances).

The Connected Automated Logistics Project (CAL) was completed in Quarter 1. The project has seen the autonomous driving testing of the UK's first automated 40-ton truck, powered by 5G.

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 1,693 in Quarter 4 of 2021/22 to 1,872 in Quarter 1 of 2022/23, (and up from 877 transactions in Quarter 1 of 2021/22).

Sunderland City Council is committed to playing its part in tackling the global challenge of climate change. The Council, along with partners across the city, developed and signed up to a Sunderland Low Carbon Framework in December 2020 – working to become a carbon neutral city by 2040. The framework is supported by individual partner Action Plans. Progress is being made based on the latest CO2 emissions estimate for Sunderland per capita (tonnes per resident) at 3.7 for 2020 – reduced from 4.2 in 2019, and over the longer term from 4.7 in 2016. The Sunderland figure is also lower than both the North-East and England (at 4.7 and 4.3 tonnes per resident).

The Council's Action Plan was published in January 2021 and has been updated (published July 2022). The updated Action Plan identifies a series of over-arching objectives under each of the strategic priorities of: Our Behaviour, Policies and Practices, Built Environment, Renewable Energy Generation and Storage, Low Carbon and Active Transport & Reducing Consumption & Waste. The identified actions are wide ranging and align with the City Plan priorities across Dynamic, Healthy & Vibrant. The Council is now committed to becoming net zero as an organisation by 2030, across all greenhouse gases, in addition to becoming carbon neutral. Latest (previously reported) data on tonnes of CO2 emissions from LA operations for 2021/22 at 7,405 tonnes, was up slightly from 7,094 in 2020/21 (during which reductions were likely accelerated due to Covid restrictions). Over the longer term, the figure has been significantly reduced, from 22,000 tonnes (recorded in 2017/18). The Council has carried out significant work to understand city-wide and Council emissions data more fully to facilitate an evidence-based approach going forward (in the delivery of the Action Plan).

We are also supporting increased business take-up of low carbon initiatives through the delivery of the Sunderland City Council (SSC) and Northeast (NE) Low Carbon projects. The SCC project has been extended (to June 2023) with additional funding in the business support strand. Through the Sunderland element, 8 SME's have been supported in Quarter 1.

## **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 for the period April 2021 to March 2022, is 68.8% (123,700 aged 16+) – static with the same period in the previous year. In the same period the North East rate has declined from 71.2% to 70% whilst the rate for Great Britain has grown from 74.8% to 75.2%.

Through these challenging times for business, we've continued to ensure that our Council activity supports the local economy where possible. In Quarter 1, 63.6% (£62.664m) of all Council third party spend was within the regional economy, and £5.790m of social value was secured through our procurement projects.

The Port continues to focus on increasing its economic activity, with turnover up from £1.831m in Quarter 1 of 2021/2022 to £1.948m in Quarter 1 of 2022/23 (tonnage at 193,322 for Quarter 1 of 2022/23).

The Council and City Partnership Board are keen to see new business development and growth in the city. Work to transform the former Gilbridge Police Station into modern new office space (named The Yard) has progressed with a construction partner appointed and work onsite commenced in May 2022.

## **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).

Previous published data (provisional) 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 6,227 workers employed by them. Further progress has been made towards a Real Living Wage City, with an action plan developed and agreed by key stakeholders (and submitted to the Real Living Wage Foundation) with a view to Sunderland becoming a Real Living Wage centre by the end of November 2022.

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.

Previously published data showed 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 have sat exams at GCSE and A-level after Covid disruption resulted in exams being replaced by teacher assessment. Although students will receive individual results over the summer months, validated results are published at a later date.

### **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). In Quarter 1 the Section 73 planning application was submitted in respect of Riverside Sunderland housing, and revised planning permission was approved. Alongside the delivery of new homes, the Riverside *Future Living Expo* will provide events and experiences to engage visitors in new and sustainable ways of living.

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. It is home to the Council (City Hall) and works are progressing on the Legal and General (L&G) buildings. Works commenced on site in respect of the advance works and substructure works in October 2021 and on the main Building 1 & 2 works in March 2022. Both buildings are being constructed simultaneously and are programmed to complete in Spring 2024. 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 Sunderland station.

### **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 1 progress was made on the New Ashbrooke housing site with the commencement of demolition of the 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.

In Quarter 1, there were 177 additional homes in the city (including new and conversions) - of which 115 are in council tax bands C-G. There have been 3 completed affordable homes in Quarter 1.

Alongside more homes, we are also committed to ensuring that the housing we have is of quality - with 8 empty properties brought back into use in Quarter 1 and 218 privately rented properties inspected for hazards.

# 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.



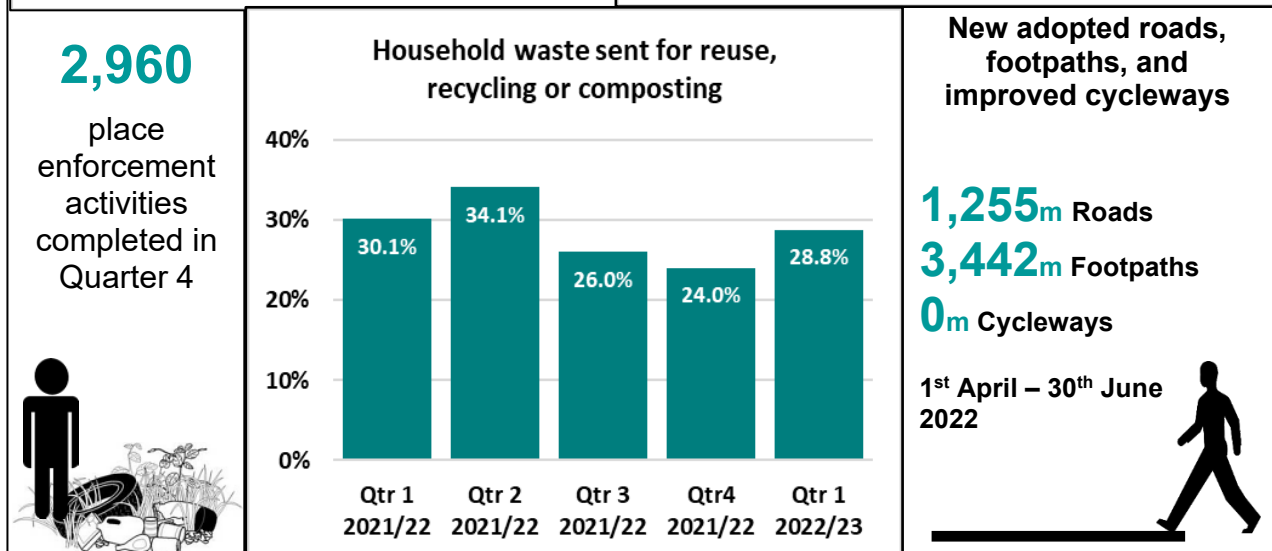
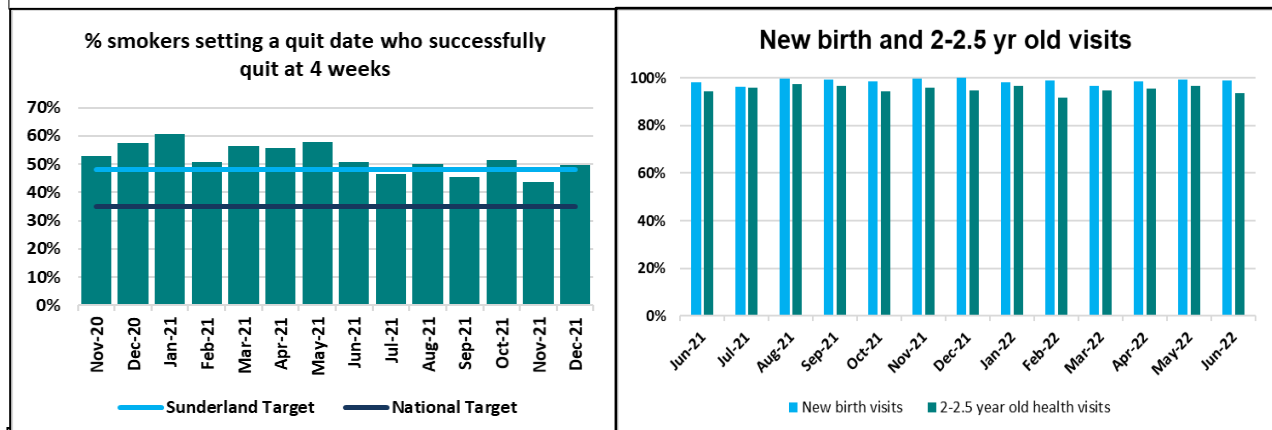
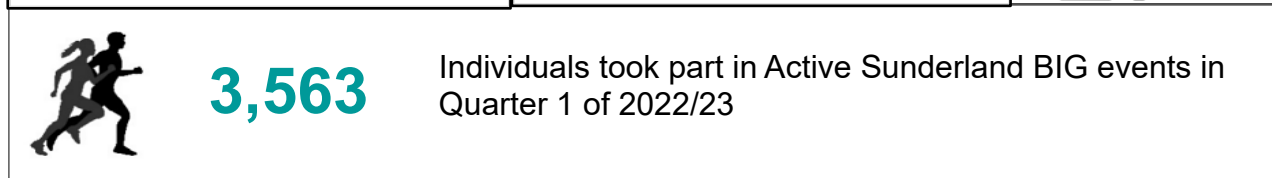
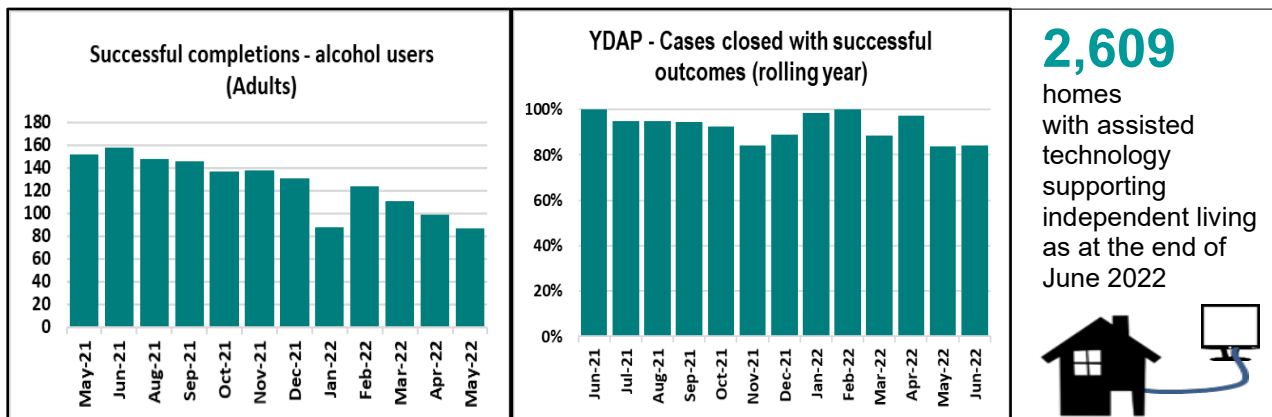
## CITY CONTEXT

CURRENT DATA (LATEST AVAILABLE)	COMPARATIVE DATA	SUNDERLAND TREND
<b>Healthy Life Expectancy at birth 2018-2020 as at 2021/22:</b> <b>Female: 56.9 yrs.</b> <b>Male: 56.1 yrs.</b>	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> <i>(Local authority data not included in the release for 2020/21)</i>	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. 4 2021/22: 13%</b>	England 9.1% NE 12.1%	Improving (Qtr. 4 2020/21: 13.7%)
<b>EYFSP Good level of development 2018/19: 72.6%</b> <i>(2020/21 data release cancelled)</i>	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. 1 2022/23: 98.2%</b>	N/A	Declining (Qtr.1 2021/22 98.4%)
<b>Litter - % of relevant land &amp; highways with deposits that fall below an acceptable level Qtr. 1 2022/23: 12%</b>	N/A	Declining (Qtr.1 2021/22: 10.4%)



# COUNCIL LED ACTION & PROGRESS

2022/23 Timeline	Status
Better walking and cycling routes linking communities to riverside and sea front and green spaces	On Track
Reduction in smoking in the city	On Track
More people physically active	On Track
Improvement in household recycling rates	On Track
More people enjoying independent lives	On Track
Digital Catapult affordable warmth testbed delivered	On Track



## 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 previously 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 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).

Previously published figures for hospital admissions (adults) due to alcohol were 2,401 for Sunderland, 1,979 for the Northeast average and 1,500 for England for 2020/21. 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. Updated figures for the three-year period 2018/19-2020/21 for under 18's alcohol admissions per 100,000 were 76 for Sunderland. This is an improvement on the previous rate of 82.4, though it remains above the North East rate of 52 and the England rate of 55.4. Latest figures for successful intervention completions for Adults Services for alcohol, and for the Youth Drug and Alcohol programme (all substance – alcohol no longer separated) are shown in the charts. In Quarter 1 a multi-disciplinary combined drug and alcohol partnership was established (the Sunderland Drug & Alcohol Harm Reduction Group) to support work in this area.

Work is ongoing to support a reduction in smoking in the city through the Smoke Free Action Plan – including a focus on citywide health inequalities and wider determinants of health. 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).

Previously published figures for the proportion of adults who are living with overweight, or obesity, showed a reduction from 73.5% in 2019/20 to 69.1% in 2020/21 (though figures remained above the Northeast and England). The Sunderland Weight Management programme commenced in August 2021 and has exceeded its aim to support 1,500 residents in the first year (ending June 2022), having received 2,453 referrals. Work has been done to engage small and medium enterprises (businesses) in the city to identify a range of opportunities for access to affordable healthy weight opportunities. This has included low-cost gym membership, cycle to work promotion and organised sport (e.g., 5-a-side football tournament for workplaces).

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%). In Quarter 1 several active events have been delivered to support active living. The 3K run took place - complimenting other running events in the events calendar (i.e., 5K, 10K and half marathon) - 371 people registered for the 3K. The Big Walk also took place with 266 registered to take part. A new approach is being taken to deliver Swim, Bike, Run events, with a detailed workplan in place that focuses on opportunities for residents to take part in various individual activities as well as triathlon events. Work has commenced with British triathlon and these opportunities are being communicated to residents through various promotional channels.

There were 462,247 Leisure Centre attendances in Quarter 1 and 200 new sign-ups to the Sunderland Step up App. There were 142,760 visitors through the turnstiles of Football Hubs with 2,161 games played. In Quarter 1, work has also commenced on the creation of a 5-year project aimed at increasing the participation of residents from disadvantaged communities in football activities. Consultation and engagement has commenced to enable residents to inform the development of the programme.



Previously published data 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. In 2021/22 there was a refocusing of the Suicide Prevention Partnership with a refreshed action plan. Training for self-resilience continues to be delivered to residents, workplaces, schools, and wider partnerships, including SOS Support on Suicide, Emotional Resilience, Mental Health for Managers, Mental Health First Aid and Introduction to Mental Health. 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.

We will continue to work, with our partners, on areas where we can support people to make healthy choices and stay active. This includes working with employers across the city to promote better health at work through the Better Health at Work Awards. On 19<sup>th</sup> May 2022, Better Health at Work awarded Sunderland businesses gathered at the Stadium of Light to share in one another's achievement. We continue to promote healthy choices by our own people through the Council's Employee Wellness programme.

### **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 4 of 2021/22) is 13% (80 smokers of 615 maternities). This is 0.7% lower than the same period in the previous year.

Previously reported (latest available data) for the proportion of infants being breastfed, at 30.3% for Quarter 3 of 2021/22, 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).

Latest available local data (for June 2022), shows that 99% of new birth visits and 93.8% of 2.5-year-old checks have been carried out in timescale. Validated national statistics for the earlier period of Quarter 4 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.

Previously reported (latest available) data on the rate of under 18 conceptions (teenage pregnancy rate based on conceptions per 1,000 women aged 15 -17) for Sunderland showed a rise to 22.2 for 2021/22 (compared with 21.9 for 2020/21). This is above the England and North-East rates (of 14 and 19.4) – with intelligence on the impact of Covid and increased conceptions starting to show in the data. 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. Virtual community hubs were established from March 2020, supporting communities throughout the COVID 19 pandemic and these remain in operation. A targeted community champion programme continues to deliver support, across co-located hubs to support residents during the cost-of-living crisis, through the distribution of household support funds via the Voluntary and Community Sector (VCS). It is anticipated that further Household Support Funds will be distributed from September 2022 until March 2023, matched with public health funds.

An expression of interest has been submitted to UK Shared Prosperity Fund for further community hub support linked to the Social Prescribing Community Support model - with formal agreement in place (via the Social Prescribing Senior Stakeholder Group) to implement a three-phase community support model across Sunderland.

### **People enjoying independent lives**

98% of people 18+ in the city live independently (without social care services, based on mid-year population estimates) and we remain committed to ensuring people in the city can enjoy independent lives. However, the implementation of Social Care Reform, planned for October 2023, may impact on these figures.

With the roll out of the assistive technology in the home offer, 2,609 homes had the technology by the end of June 2022. Building on this 'Smart homes' approach for independent living, progress has been made on the Digital Catapult affordable warmth testbed with the completion of trials. The additional technology will enable the identification of homes that have become cold or damp.

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). In Quarter 1 a programme of strength and balance activities for falls prevention has commenced. A Falls Coordinator, with specialist experience in the delivery of clinical interventions for patients experiencing falls, has been appointed and commenced in post in June 2022. In Quarter 1 the Falls Coordinator has been undertaking a review of the Falls Strategy and developing a programme of training for key health and social care staff.

### **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. Funding has been obtained as part of the Active Travel Round 3 bid for European Way / New Pallion Road. In Quarter 1 there were 1,255m of adopted roads.

Alongside vehicle transport routes, great travel links is also about having the necessary infrastructure to enable active travel. In Quarter 1 there were 3,442m of adopted footpaths and whilst there were 0 new or improved cycleways, funding has been obtained for the Dame Dorothy Street Cycle Scheme as part of the Active Travel Round 3 bid.

1,952 school children have taken part in pedestrian training and 683 children have taken part in cycle training in Quarter 1.

## 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 1 was 30% (9,788 tons recycled, reused or composted of 32,535 tons of total household waste). The latest available national comparator figure, at 40.3%, is for the calendar year of 2021.

The Household waste recycling Material Recovery Facility (MRF) contract, to support blue bin kerbside collection, has been procured and awarded. Work is ongoing to improve the recycling rates across the City through a programme of education and enforcement aligned to the introduction of a *No Side Waste* Policy. Strong performance is being made with contamination rates being at 12% - 3% lower than the financial penalty threshold (against a regional trend in which penalties have been imposed).

At the end of Quarter 1, the percentage of relevant land and highways assessed as having deposits of litter that fall below an acceptable level was 12%, an increase compared with Quarter 1 of 2021/22 at 10.4% but a reduction against Quarter 4 of 2021/22 at 16.39%. Dog fouling below an acceptable level was 0.67%, and at a similar level to Quarter 1 of 2021/22 at 0.62% - whilst graffiti was at 4.8%, above the Quarter 1 of 2021/22 level of 1.6%. Quarter 1 saw the go live of the environmental services 'Report It' customer services relationship management system. The system will provide benefits for the customer, through an online account, that allows progress to be communicated and outcomes to be confirmed.

To encourage communities to take greater responsibility for their environment, targeted communication and awareness raising continues with a full communications plan and engagement in place for Local Services.

We are issuing sanctions where appropriate following enforcement investigations. In Quarter 1, 2,554 enforcement activities had been carried out – 546 more than in the same period in the previous year (at 2,008). The enforcement activities included 378 investigations, 1,616 warning letters, 14 Community Protection Warnings, 9 Section 47 notices (businesses) and 232 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.

In Quarter 1, a pilot was commenced to trial the removal of Glyphosate in weedkilling, the pilot is expected to complete at the end of September, following which a weedkilling strategy will be developed.

Under the Low Carbon Action Plan, and in support of a greener city, progress has been made on the development of the North East Community Forest. Sites have now been delivered at Elemore, Hetton Park and Silksworth, and further potential sites are currently being identified for planting during 2022/23.

# 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.

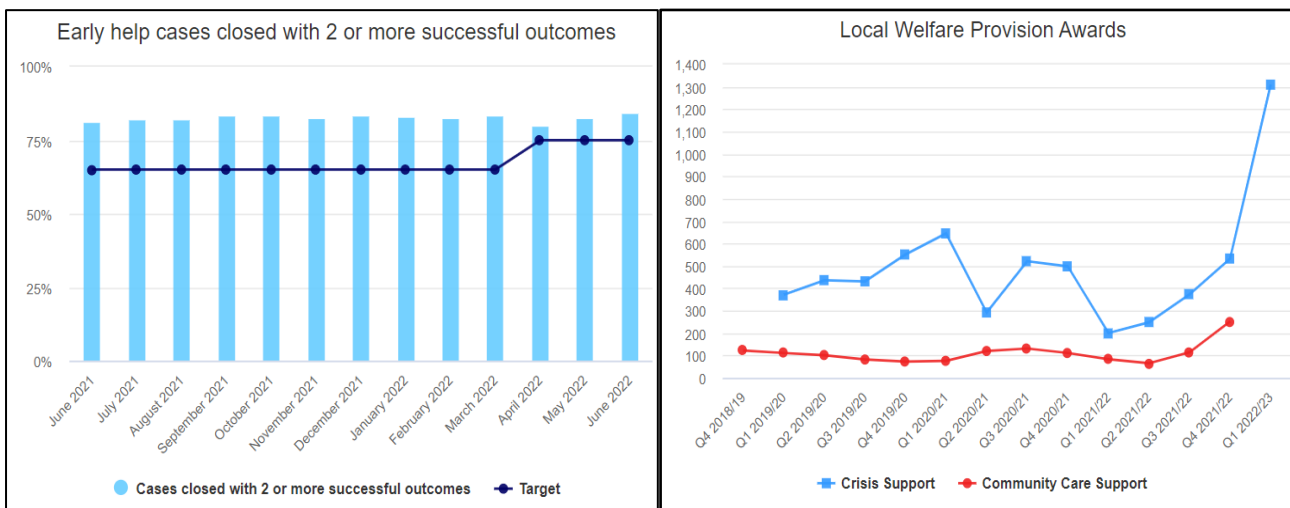


## CITY CONTEXT

CURRENT DATA (LATEST AVAILABLE)	COMPARATIVE DATA	SUNDERLAND TREND
Rate of cared for children (per 10k) June 2022: 102.1	England 67 NE 108 SN 105.7	Improving (June 2021: 107.5)
Rate of CYP subject to a child protection plan (per 10k) June 2022: 56.2	England 41.4 NE 67.2 SN 56.1	Improving (June 2021: 77.1)
Rate of Children in Need (per 10k) June 2022: 400.8	England 321.2 NE 461.2 SN 415.3	Improving (June 2021: 410.1)
Residents supported by food banks Qtr.1 2022/23: 6,258	N/A	Declining (Qtr. 1 2021/22: 3,744)
Crime (recorded incidents) Apr-Jun 2022: 7,305	N/A	Declining (Apr-June 2021: 7,205)
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 2021: 5,730,000	N/A	Declining (2017: 8,760,000)
Overall spend of visitors to the city 2021: £314m	N/A	Declining (2017: £429m)

# COUNCIL LED ACTION & PROGRESS

2021/22 Timeline	Status
Launch new domestic abuse services model	On track
New national/international events including British Triathlon Super Series	On track
World Class music events staged in the city	On track



**18 Events** facilitated by the Council, on Council land / in council buildings in Quarter 1 of 2022/23

**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 3 2018/19	120,000	40,000
Qtr 1 2019/20	100,000	40,000
Qtr 3 2019/20	120,000	40,000
Qtr 1 2020/21	80,000	100,000
Qtr 3 2020/21	20,000	20,000
Qtr 1 2021/22	20,000	20,000
Qtr 3 2021/22	60,000	20,000
Qtr 1 2022/23	60,000	50,000

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

**20** Activities delivered by the Heritage Partnership

**Quarter 1 2022/23**

**Council supported volunteers Qtr 1 2022/23**

Category	Count
Libraries	40
Chaperones	30
Place based	80
Events/Active programme	20
Weekly programme	21

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

**4** engaged in Quarter 1 2022/23

## 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 1: % of early help cases closed with successful outcomes (at 84.2%), % of all referrals with a decision within 24 hours (at 97.9%), % of children subject to a child protection plan receiving a statutory visit within 20 working days (at 96.1%), % of Cared for Children that have an up to date Personal Education Plan (at 98.3%), % of Cared for Children that have experienced 3+ placements within the last 12 months (at 9.6%) and % of care experienced young people aged 17-21 in touch with the service within 8 weeks of previous contact (at 88.5%).

We will support our people to be more resilient. We know that our communities have been greatly affected by the COVID-19 pandemic, with hardship continuing for some in the face of new challenges presented by the rise in the cost of living. During the first few months of the pandemic the use of foodbanks more than trebled and high usage continued throughout 2020/21, and 2021/22. In Quarter 1 of 2022/23 the number of residents supported reached the highest figure yet, at 6,258.

Crisis Support awards also rose across 2021/22 (from 200 in Quarter 1 of 2021/22 to 532 in Quarter 4) and have increased substantially in Quarter 1 to 1,309. The increase in awards is directly linked to additional funding (Household Support Fund (HSF 1)) received via the government for cost-of-living issues. In Quarter 1, HSF 1 funding was used to support awards for advanced fuel payments to those customers accessing the core Crisis Fund. There has been an increase in residents being in repeat crisis, resulting in repeat applications for awards.

Across 2021/22 Community Care Support continued to be awarded, with figures also rising and reaching 252 by Quarter 4 of 2021/22 (compared with 111 in Quarter 4 of 2020/21). In Quarter 1 figures have reduced to 68.

## 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 for April 2022 to June 2022 (at 7,305 recorded incidents) has increased when compared with the same period in the previous year (7,205 incidents).

We are committed to disrupting criminal and anti-social behaviour through intervention and enforcement with 16 intelligence led pro-active disruption activities carried out in relation to licensing in Quarter 1. We hope to engage 100% of retailers in the city in our Responsible Retailers Scheme by March 2025. Engagement has commenced with retailers with 4 retailers signed up and more expected in the next Quarter.

## 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 191 active volunteers across a range of volunteering activities including place-based activities, Libraries, Volunteer Chaperones, Events & Active Sunderland and other weekly programme activities. Whilst the greatest proportion continues to be place based, there is a greater spread across the volunteering categories in this quarter.



By January 2022 (figures for February – June 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 Quarter 1 there have been 7 projects raising £86,812.

We continue to engage people through Sunderland UK social media channels, with 24,781 Facebook and 10,500 Twitter followers as at the end of June 2022.

### **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 8.24m in 2016 to 9.49m 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. In 2020, visitor numbers reduced to 4.38m and visitor spend to £219m. With Covid continuing to impact across 2021, figures remained low but improved, at 5.73m visitors and £314m visitor spend.

With big events possible in 2022, new national and international events are being attracted to the city. The Tour Series cycling event took place in the city on 10<sup>th</sup> May 2022, attracting over 3,000 spectators in the city centre. Quarter 1 has also seen some world class music events staged in the city with both Ed Sheeran and Elton John concerts at the Stadium of Light.

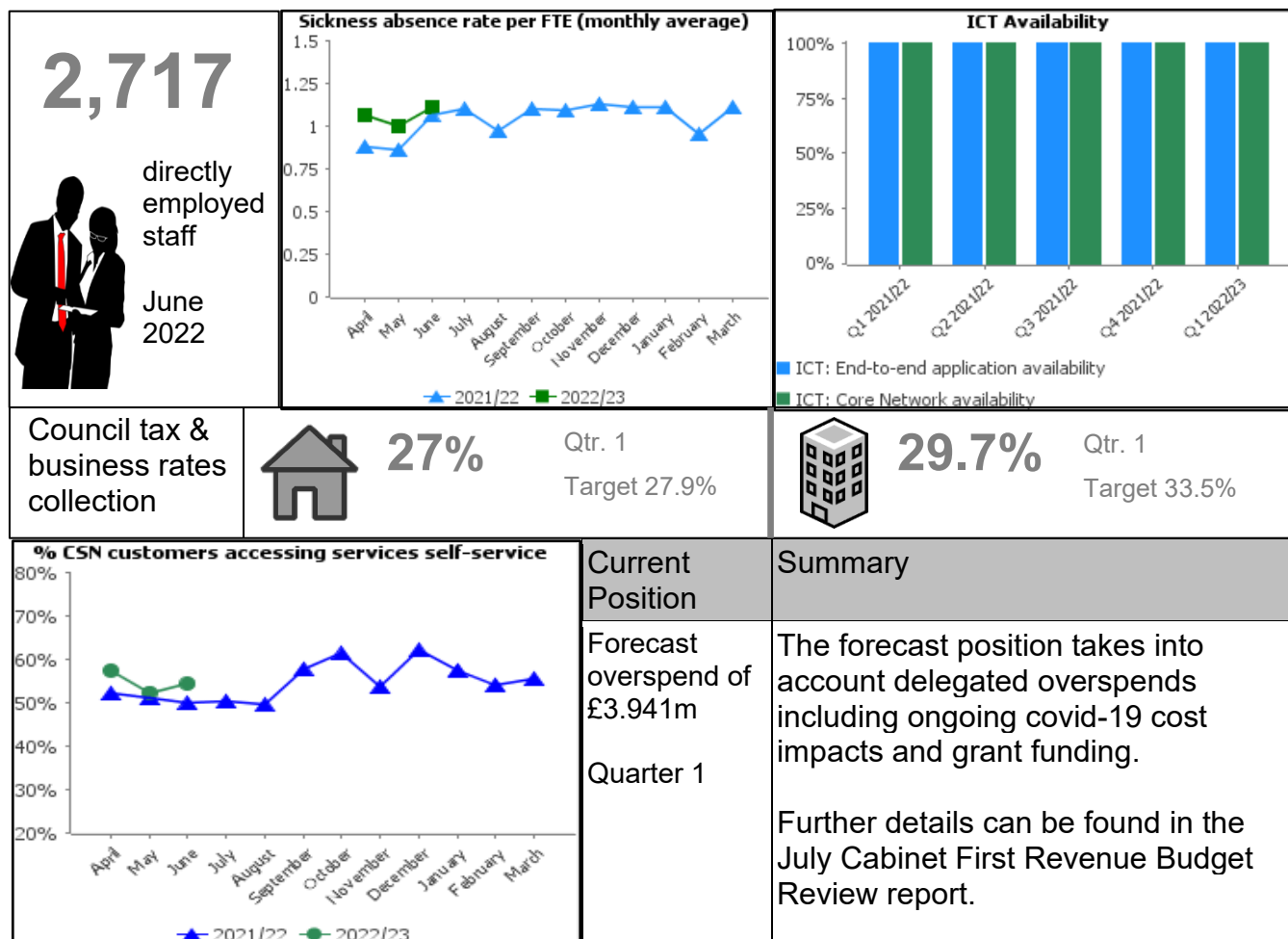
Sunderland Empire Theatre re-opened its doors on 2<sup>nd</sup> September 2021, and visitor numbers gradually rose to the end of 2021/22. In Quarter 1 there were 62,639 visitors. The Museum and Winter Gardens and Washington Arts Centre re-opened mid-way through Quarter 1 of 2021/22 with figures also rising quarterly to the end of the year. In Quarter 1 of 2022/23 the Museum and Winter Gardens received 67,009 visitors and the Washington Arts Centre received 52,769 visitors. The National Glass Centre received 41,191 visitors in Quarter 1.

20 activities were delivered by the Heritage Partnership in Quarter 1 and 90 organisations were engaged in the Heritage Partnership Practitioners Network as at the end of June 2022 (an increase of 30 organisations since the end of March 2022). In Quarter 1 the Heritage Partnership held the #LoveSunderlandHeritage Festival – showcasing Sunderland’s rich heritage and history. The festival incorporated a range of heritage events and activities, at heritage sites and venues across the city – including the Sunderland History Fair held on 21<sup>st</sup> May 2022 at Bede Tower (receiving over 1.5K visitors).

In Quarter 1 there were 43,678 library issues (including physical books, eBooks / e-Audio and e-Magazine) with 367 new adult members. There were 31,085 digital subscriptions and the Books at Home delivery service saw 425 interactions.

# 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 1, there were 2,717 directly employed staff, 15 fewer than in Quarter 1 of 2021/22. 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 29.7%) remain below the target level reflecting the impact of Covid-19, however, Council Tax Collection (at 27%) is now closer to the target level.

We are committed to maximising external funding and financing opportunities. In Quarter 1, £997,920 has been secured through funding bids approved for projects supported by the following programmes/funders: £481,835 from Sport England (National Lottery) for the Active Through Football programme, £65,470 from the Reducing Parental Conflict Programme (DWP), £5,000 from the LGA's Cyber training fund, £445,615 through the Respite Innovation Fund (Department for Education) for the Breathing Space project.

There were no reports to the Information Commissioner's Office (ICO) by the Council in Quarter 1.

### **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.

With a focus on our workforce culture and embedding our core values, we are evolving to embrace new ways of working, think differently and work as one organisation. Our Values in Practice Awards, introduced in Quarter 1 and announced in July, have demonstrated how our employees live and breathe our values of Enable, Innovate and Respect – with 173 nominations into our first Awards. Alongside this our employee Yammer community (using the Yammer communications app) is now well established and thriving, enabling our workforce to connect, engage, discuss ideas, share updates and network with each other – across a range of topics central to the delivery of our City Plan (e.g., sustainability, culture & events, volunteering and community involvement, making healthy choices etc).

We continue to develop 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. Alongside this, the adoption and enhancement of digital technologies continues, for smart working focused on efficient and effective customer outcomes. In Quarter 1, 54.7% (228,939) of our Customer Service Network customers accessed services through self-serve – exceeding the target of 46%.

