

REPORT OF THE EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

FUTURE HIGH STREET FUND – UPDATE

1. Purpose of the Report

- 1.1 To provide an update report on the Future High Street Fund (FHSF) and its implications for Sunderland.

2. Background

- 2.1 The Future High Street Fund is a Government initiative intended to renew and reshape town and high streets in order to drive growth, improve user experience and ensure sustainability.
- 2.2 In 2021 the Council was awarded £25m through the fund; one of only three cities to be awarded the maximum award.
- 2.3 The funding will contribute to a number of strategic goals of the city centre; namely:-
- Consolidating: the prime retail pitch
 - Enriching and Diversifying: the city centre experience
 - Animating: Keel Square as the hub of the city centre
 - Placemaking: reconnecting the city centre to the river and the landscape
- 2.4 The Council will look to take the following approach:-
- A targeted approach using the funding where it will make most difference
 - The flagship projects including the Culture House and Crowtree Place
 - Contributions to other key projects (including St Mary's Boulevard, Elephant Tea Rooms and Keel Square hotel fit out)
 - The projects will act as a catalyst for change in the rest of the city

3. Current Position

- 3.1 Anthony Crabb (Project Director) will provide an update to members on the current position.

4. Recommendations

- 4.1 The Scrutiny Committee is asked to consider and comment.