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Future High Street Fund award

- Sunderland was one of just three cities to secure the **maximum £25m award** from the Future High Streets Fund
- Our bid set out a **coherent and compelling case** for investment.....
- Our bid was **approved in full**

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Why we succeeded

- **We have a clear plan:** a robust city centre strategy and the Riverside Sunderland masterplan
- **We have a bold vision:** our plans will completely transform Sunderland city centre, doubling the population and adding 8-10,000 jobs
- **We can do business with the private sector:** £100m investment from Legal & General
- **The change is already happening:** investment is flowing into the city centre
- **A climate of confidence and optimism:** we have a positive, activist approach and we get things done
- **We have realigned the council's capital programme:** to support our city centre strategy



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Our strategic goals for the city centre

- **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



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Our approach to the FHSF bid

- A **targeted approach** – using the FHSF grant where it will make most difference as part of a much larger city centre investment plan
- Two flagship projects
 - The Culture House
 - Crowtree Place
- Contribution to **other key priorities**
 - St Mary's Boulevard
 - Elephant Tea Rooms
 - Keel Square hotel fit-out
- The FHSF projects will act as a **catalyst for change** elsewhere in the city centre, including the redevelopment of Sunderland station



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The Culture House

- A **£28m project** to create the UK's best new library – opening in 2024
 - £14m FHSF investment to be matched by the City Council
- A **flagship building** in the Keel Square – a living room at the heart of the city
- A new home for the **City Library, local studies and archive** collections – with a focus on family learning
- Spaces for **meeting, making, creating and learning**
- **500,000 visitors** a year



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Crowtree Place

- A new **commercial leisure development** on the site of the former leisure centre
- An attraction to **complement and diversify** the existing city centre offer
- FHSF funding will be used to clear and **prepare the site** for development



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The Bigger Picture

- **Covid recovery**
 - There's no going back to the way we used to be
 - We need to welcome change and reimagine the city centre
- **Coming soon**
 - City Hall
 - The Auditorium
 - Keel Square Hotel



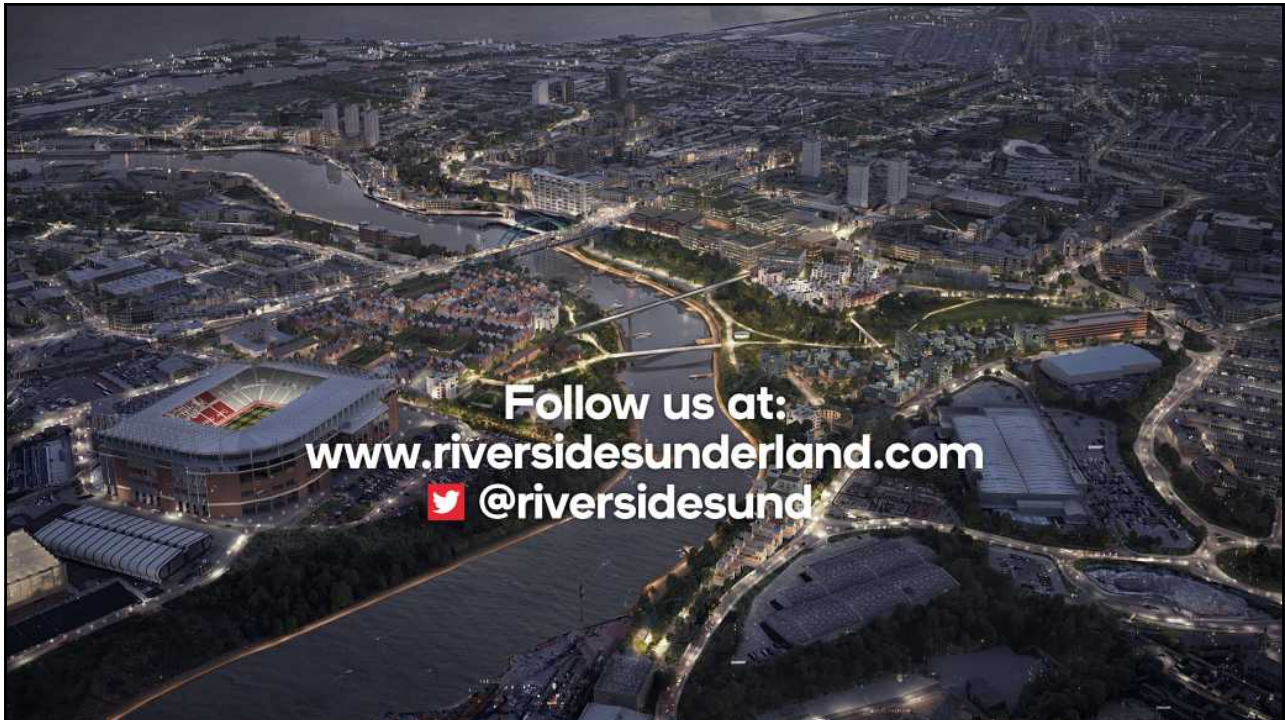
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The Bigger Picture

- **Riverside Sunderland:**
 - Vaux neighbourhood
 - Housing Expo
 - Central business district
 - High-level bridge
 - Eye infirmary
 - St Mary's Boulevard
 - The Culture House
- **Elsewhere in the city centre**
 - Crowtree Place
 - Sunderland Station
 - Elephant Tea Rooms



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