Sunderland... for a better future

The Sunderland Strategy 2008 - 2025

Sunderland Partnership

Foreword

Sunderland... for a better future

This is the Sunderland Strategy – the city's sustainable community strategy setting out what the people who live, work and study in the city today would like to see by 2025.

It articulates a bold and aspirational vision for the city, building on Sunderland's great heritage and environment and the special characteristics of its people, to create an even better future for everyone who chooses to be part of the city's life.

The strategy draws upon extensive consultation across the city and includes the issues residents have said are of concern to them, along with those relevant to businesses, partners from all sectors, and many other contributors. It also draws upon the things that will be attractive to people coming to live in the city. It is a strategy for everyone, produced by the Sunderland Partnership – the partners who work together to tackle the challenges the city faces. Since the first Sunderland Strategy was produced in 2004 huge strides have been made towards creating a city, and a way of city life, that delivers the things residents say they want.

Thousands of new jobs have been created as regeneration takes shape and there are now additional and improved cultural and leisure facilities, as well as major improvements in health, housing, education, social care and provision for children and young people. Crime is reducing and the city is a safer, cleaner and greener place. Significant progress has been made to ensure more inclusive and cohesive communities, and Sunderland's reputation is growing as a major city in the UK and overseas.

The city is a good place to live, work, study or visit, but there are still areas of deprivation where people do not have the same opportunities as others. We want to continue to work towards making sure that Sunderland can offer all of its citizens the chances they need to be part of a vibrant, thriving city, fulfil their potential and have a happy, balanced life.

In determining the vision, aims and priorities for the city's long-term future, the strategy also sets the context for the new Local Area Agreement 2008-2011 which sets out targets for the first phase of implementation.

This is not a strategy in isolation. Sunderland is part of Tyne and Wear City Region and plays a major role as an economic driver in North East England. The strategy therefore supports the development of the City Region and fits within regional and sub regional frameworks and strategies including the Regional Economic and Spatial Strategies.

The city also has strong international links and relationships - engaging with the European Union, with our twin towns, within European networks, and with key international partners in Washington DC and China. The strategy supports the continuing development of this international dimension to maximise the benefits and opportunities for Sunderland and its people.

Building on the significant success achieved so far, the partners across Sunderland have great ambitions for the city's future. They are committed to working together towards common goals to ensure that Sunderland becomes a place where more people will choose to make their home, to come to work, to study or to spend their leisure time.

Thank you for your interest and support – we look forward to working with you to turn the strategy into reality.

Cllr Paul Watson
Leader of Sunderland City Council

The Reverend Canon Stephen Taylor
Chair of Sunderland Partnership

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1 The purpose of the Sunderland Strategy

The Sunderland Strategy has been developed to provide the framework for members of the Sunderland Partnership, and indeed all organisations, groups of people and individuals, to work together to improve quality of life in Sunderland by 2025.

It sets out our collective vision for the city and its people and how we will work together to achieve that vision. The strategy is closely linked to the Sunderland Image Strategy which established the image people would like Sunderland to have by 2020. The Sunderland Strategy will help to turn that desired image into reality.

It is also intended to act as a guide for local people, to be the focus of the work and resources of the members of the Partnership, as well as giving people outside of the city a flavour of the place Sunderland is now, and the place it will be by 2025.

It is Sunderland's overarching strategy for improvement and as such is the product of detailed analysis of the city's current position, and the challenges and opportunities that lie ahead over the longer term. Whilst the Sunderland Strategy provides the strategic overview, there are a range of more detailed and specific strategies and plans that sit beneath it and identify, for example, what needs to be done in terms of health or education to ensure the overall vision for the city can be achieved. The diagram in Appendix 2.1 shows the hierarchy of plans and strategies in the city; Appendix 2.2 outlines the role of each of these plans and strategies.

By assessing our performance as organisations and determining where improvements are needed most, and by understanding the broader sub regional, regional, national and international contexts in which the city operates, but most importantly by listening to what local people have told us about what they want for their future, the Sunderland Strategy articulates the long term journey for the city through the establishment of an ambitious vision underpinned by aims and priorities for action. All members of the Sunderland Partnership are committed to ensuring that by 2025, our vision is achieved.

Appendix 3 gives an overview of how the Sunderland Strategy was developed and summarises the consultation that has taken place.

2 Our shared vision

Creating a better future for everyone in Sunderland

Sunderland will be a welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future.

If we achieve this vision we will have ensured that in 2025 Sunderland will be the place people choose to make their home, to come to work or study and to spend their leisure time.

It will be an internationally recognised, welcoming city where people are as passionate about their future as they are proud of their past and where their contribution is valued and respected; a place which offers an enhanced quality of life with first class services, facilities and opportunities for everyone; and a city where commitment to the environment goes hand in hand with a commitment to creating a balanced, fulfilling and better future for all.

The vision articulates how people want to see their city in the future – recognising that current perceptions of the city are outdated and are a barrier to overcoming some of the challenges the city faces, such as attracting and retaining residents, students, business and visitors; to becoming well known as a great city and to achieving its ambitious regeneration plans.

The 2025 vision gives us the substance for an attractive and distinctive marketing proposition for the city – its great assets of today alongside its bold aspirations for the future.

3 Our aims

Over 18 months we consulted 2,000 people and many organisations across the city and beyond. Out of those workshops, discussions and meetings came a series of ideas and priorities. From these, we have developed the following strategic aims - the stepping stones towards our vision - the things that people will be able to see and enjoy on the way.

Aim 1

To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come. A city where everyone has the opportunity to contribute to and benefit from the regional economy, to fulfil their potential to be skilled, motivated and wealth creating without losing the special characteristic of Sunderland's balanced way of life.

Aim 2

To create a city where everyone can be supported to make healthy life and lifestyle choices - a city that provides excellent health and social care services for all who need them. Everyone in Sunderland will have the opportunity to live long, healthy, happy and independent lives.

Aim 3

To make Sunderland a place where everyone feels welcome and can be part of a safe and inclusive community, where people will feel secure and can enjoy life without worrying about becoming a victim of crime.

Aim 4

To create a place with a thriving learning culture where everyone can be involved in learning in a cohesive and inclusive city that is committed to social justice, equality and prosperity; where creativity flourishes and where individuals can have all they need to thrive in the global economy.

Aim 5

To ensure that Sunderland becomes a clean, green city with a strong culture of sustainability, protecting and nurturing both its built heritage and future development and ensuring that both the built and natural environments will be welcoming, accessible, attractive and of high quality.

3.1 Key Milestones

Key milestones	
2008	The development of Turbine Business Park will commence Development at Farringdon Row will begin We will open 'The Place', located in Sunniside, which combines workspaces with a café, gallery and performance space
2008/ 2009	There will be strategies in place to tackle Anti-Social Behaviour, Alcohol related crime and the harm it causes, Domestic Violence and Re-Offending Sunderland will have its own Specialist Domestic Violence Court, Multi-Agency Risk Assessment Conferences for high risk victims, a new domestic violence refuge and the country's first domestic violence perpetrator hostel
2009	Development of managed workspace in Washington will commence We will open a new library at Silksworth Hetton and Silksworth Pools will be completed
2010	The first three extra care schemes will have been built within the city – in Silksworth, Washington and Hetton, providing a minimum of 120 units of accommodation for older people to live in with the appropriate care and support delivered based upon individual need 100% of Primary and Secondary Schools will offer extended services The first phase of the Sunderland Building Schools for the Future (BSF) programme will be completed. This will include four new schools and 'Sunderland Model' Academies and three major refurbishments; Washington School (new), The Academy to replace Pennywell School and Quarry View Primary School (new), Castle View Enterprise Academy (new), Red House Academy (new), Biddick School Sports College (major refurbishment), St Robert of Newminster RC School (major refurbishment) and Oxclose Community School (major refurbishment completed June 2007) 31% of all domestic waste will be recycled
2011	There will be comprehensive prevention and treatment services in place for alcohol and Sunderland will have moved out of the worst 10% in the country for hospital admissions due to alcohol 100% of individuals (and their carers) that need a more formal care assessment will be assessed within timescales suitable for them and will need to tell their story just once to an assessor to identify all preferred outcomes tailored to their needs There will be a broader range of stop smoking services across the city, linked into wards with highest rates of smoking Perceptions of anti-social behaviour will have improved There will be lower levels of assault with injury There will be fewer repeat cases of domestic violence There will be lower levels of proven re-offending by adult and young offenders There will be lower levels of class A drug related offending All vulnerable young people will have individual support plans to enable them to progress and achieve. We will develop a learner involvement strategy All new development will be considered against an adopted suite of development planning documents setting out the sustainable locations for new homes, employment sites, transport routes and retailing across the city Development will commence on the former Vaux Breweries site

3.1 Key Milestones

Key milestones	
2012	The percentage of children and young people aged between 0-19 yrs with access to high quality equipped play provision, 1km from their door, will increase from 15% to 55%
2014	The Safer Sunderland Partnership will be the best performing in its family group of similar partnerships in England and Wales
2015	100% of adults at risk of chronic conditions will be identified and be receiving appropriate treatment or access to prevention programmes Smoking prevalence will be reduced to 20% The increase in childhood obesity will be halted The local environment will support people to be physically active, and support positive mental health 45% of all domestic waste will be recycled All Sunderland Secondary schools will be rebuilt or refurbished under BSF Rainton Bridge Business Park will be successfully completed
2016	At least 25% of individuals assessed and supported to live at home by the council will be provided with financial support to make their own arrangements and decisions about the care that's right for them A new road bridge will have been built across the river Wear All new houses will have zero carbon emissions
2017	There will be a 15% reduction in carbon emissions across the city
2020	Childhood obesity will be reduced to 18% 70% of children will report good emotional health and well-being 95% of adults will have basic skills of functional literacy and numeracy More than 90% of adults will have gained at least a level 2 qualification We will reduce the number of of young people who are not in education, training or employment to 8.4%
2021	262 hectares of employment land will have been taken up by new or existing businesses All needs for future retailing will have been accommodated within existing centres 15,000 new homes will have been completed 80% of new homes will be built on brownfield land
2025	All partners delivering 14-19 provision in Sunderland will have achieved the gold quality mark, ensuring all our young people have access to good quality learning provision

4 Implementing the Sunderland Strategy - Strategic Priorities

The vision and aims define 'what' the city will be like in 2025 and the strategic priorities set the framework for 'how' we will go about achieving the goals that the Sunderland Partnership has set.

Through the continuous assessment of our performance and identifying where we are doing well and making progress, and where we are not, the Partnership is able to identify a clear and evidenced set of priorities for action – around which thematic partnership structures and ways of working, as well as the allocation of resources, will be based - to ensure we continue to focus on our vision for Sunderland in 2025.

In the Sunderland Strategy 2004-2007 there were eight priorities:

- Creating Economic Prosperity
- Improving Health and Social Care
- Raising Standards and Improving Access and Participation in Learning
- Extending Cultural Opportunities
- Developing an Attractive and Accessible City
- Improving the Quality, Choice and Range of Housing
- Reducing Crime and the Fear of Crime
- Creating Inclusive Communities

All of these priorities are, to a greater or lesser extent, mutually supportive and dependent. The activities under some however, in attempting to maximise the added value from working together as partners, have proved to be inextricably linked over the past four years. In seeking to optimise outcomes in the future the Sunderland Partnership has determined its priorities for this strategy as follows:

- **Prosperous City**
- **Healthy City**
- **Safe City**
- **Learning City**
- **Attractive and Inclusive City**

It has been agreed that the efforts and resources previously dedicated under the housing and cultural opportunities priorities, need to have a more widespread focus. Their positive impact on the other priorities such as health, prosperity, safe communities and attractive and inclusive city, must be fully recognised. On this basis they have become cross-cutting priorities along with creating inclusive communities – this is based on our commitment that the needs and requirements of all groups and individuals will be considered in all that we do.

True to the city's spirit of working together, and supported by a focus on the cross-cutting priorities (outlined in Section 5), the efforts under each priority will combine to achieve the aims described earlier.

Needs Analysis

Whilst the Sunderland Strategy provides the strategic overview and framework for improvement activity up to 2025, the Local Area Agreement (LAA) provides the shorter term priority targets, up to 2011 initially. These will be the key focus of activity and resources for the thematic partnerships (based on the strategic priorities) and all organisations signed up to the strategy – they will also guide the commissioning of services and initiatives of a range of other organisations within a range of different settings – some city-wide and strategic, and some at a very localised level depending on need.

On this basis for both the identification of LAA targets and a range of additional 'local' targets (which we need to set to move in the right direction towards achieving the vision), the thematic partnerships have been through a process of analysing need and compiling evidence to ensure we are prioritising the right things on which to focus effort and resources, and that we have arrived at the right objectives for each strategic priority. The thematic partnerships have taken into account what people are telling us, performance data, and the differing needs, requirements and circumstances of the city's communities - both of identity and geographical.

Underpinning the Sunderland Strategy therefore, are a comprehensive Needs Analysis/Evidence Base document, a Sunderland Strategy Delivery Plan (including the LAA) and a set of Local Area Plans. The Delivery Plan/LAA, both with lifespans of three years, identify the short term, detailed and focused targets, which will help us achieve the longer term key objectives set out in this document.

4.1 Prosperous City

The focus of this priority is:

To create an enterprising and productive global city with a strong and diverse economy. A city that provides jobs and careers for generations to come, where everyone has the opportunity to contribute to and benefit from the local economy. People will fulfil their potential to be skilled, motivated and wealth creating without losing the special characteristic of Sunderland's balanced way of life.

Key Achievements

- A range of new business accommodation has been developed across the city that caters for the needs of a diverse range of businesses. New workspaces include the Hatchery and St Peters Gate at Sunderland University, 'The Place' at Sunniside and the development of the e.volve Business Centre at Rainton Bridge, offering over 4,000 sq. metres of high quality business floorspace.
- There has been continued investment in the city from the business community, both from business start-ups, social enterprises, local companies and new investors. For example, the implementation of the Small Business Grant Scheme has enabled the local business support network to directly assist a wide variety of new business start-ups in the city. Between 2004 and 2006, 293 businesses were supported which we anticipate will create 721 new jobs.
- Economic activity and participation levels have shown significant improvement. Over the last three years the rate of fall in the population classed as workless has been double that for Great Britain, demonstrating the success of measures to get people back into work. This has been helped by a range of support services, including, for example, the establishment of Centres of Vocational Excellence for Building and Construction Services and Contact Centres as well as the ICT Networking Academy.

Opportunities

The story of Sunderland's economy is one of continuous – and sometimes very rapid – change. Sunderland's economy is dominated by employment in the public sector, services and manufacturing, but the economic base is now possibly more diversified and complex than at any stage in Sunderland's history. Additionally, the local economy is dependent upon global market conditions and fluctuations over which the city has little influence.

The competitiveness of the local economy has continued to improve. Using the Government's preferred measure, known as 'Gross Value Added per head', the figure for Sunderland has shown year on year improvements, yet it remains around 80% of the English average.

The success of efforts to attract inward investment to the city has brought 3,100 jobs since 2005. There have also been significant improvements in the quality of employment in Sunderland, with the proportion of jobs classed as managerial, professional and technical increasing by 28%. This is feeding through into improved graduate retention, with an increase of 22% in the proportion of the local workforce qualified to NVQ4 standard.

This is reflected in the fact that average earnings for the city's residents increased by 9.7% between 2004 and 2007, with average gross-weekly full-time earnings for Sunderland residents now at £387.

4.1 Prosperous City

Challenges

Sunderland still has many challenges to overcome. There remains a tendency for large employers to dominate the labour market; currently the 50 largest employers employ 50% of the Sunderland workforce. Whilst the number of VAT-registered enterprises in the city now stands at 4,320 - an increase of 5.5% from 2004 to 2006 (the national rate of growth being 4.2% over this period) - Sunderland still has significantly lower levels of Enterprise VAT registrations per thousand population than the average for local authority areas, and this problem is even more significant in areas of deprivation.

Between 2004 and 2007 there was a reduction of 2,330 in the number of people classed as workless, representing a 6% fall. This is a significant achievement, since it is set against a backdrop of around 3,000 job losses. However, worklessness is a continuing challenge for Sunderland with around a fifth of the adult population currently classed as workless.

Reducing the skills gap is an important challenge for Sunderland to overcome, as skills levels amongst the city's working age population are currently below the national average; 36.9% of the 16-74 resident population have no qualifications. Closer working links with the Learning Partnership will help to progress employer engagement in skills development and education, such as the development of vocational diplomas.

Participation in education, training or employment increased from 74% in 2004 to 78.5% in 2007. However, at 12.3% Sunderland has the highest proportion of 16-18 year olds who are not in education, training or employment in Tyne and Wear, where the average is 9.7%.

Following the 2006 publication of the Leitch Review of Skills to identify the UK's optimal skills mix by 2020 (to maximise economic growth, productivity and social justice), a number of key national challenges have been set that Sunderland can contribute to in order to support the development of a highly-skilled workforce. These challenges are:

- 95% of adults to achieve the basic skills of functional literacy and numeracy
- Exceeding 90% of adults qualified to at least Level 2
- Shifting the balance of intermediate skills from Level 2 to Level 3
- Exceeding 40% of adults qualified to Level 4 and above

In terms of the physical environment, Sunderland boasts a range of assets to support the further growth of prosperity in the city. These physical resources include natural features such as the coastline and the river Wear which support culture, leisure and tourism opportunities, and will be maximized through regeneration plans along the river corridor; a supply of brownfield land that can accommodate half of the land supply needed for economic growth; and a built environment with infrastructure to support growth – transport systems, business parks and the City Centre.

Cities that diversify and adapt remain vibrant and prosperous. A major challenge is to protect the retail role of the City Centre, as well as other retail hubs, as thriving and viable destinations for shoppers. The retail centres face increased competition from the twin threats of other shopping destinations in the region, and the impact of the growth in 'e-commerce'.

The city's increasing prosperity will be significantly impacted upon by the development of the city's culture - both by developing new, and promoting existing facilities and activities.

The 'legible city' project will develop the city's signage and way finding provision in order to assist the growing number of visitors that will be attracted by the city's growing tourism industry. We are looking at the physical regeneration of the city's existing features, including parks and the coastline, which will improve the perception of Sunderland's cultural and natural assets.

A further challenge faced by the city is the provision of affordable housing. To be affordable a property should cost no more than three and a half times the household income. In 1996 a household income of around £11,675 was required to ensure that the average house price of £40,863 was affordable. By 2007, an income of £31,571 was needed; this represented an increase of 170% and far outstrips wage inflation over this timescale. The emerging Housing Market Assessment for Sunderland (2007-2012), based upon survey evidence, indicates that there is a need to provide affordable housing. This will have to be met primarily through the implementation of policies within the Local Development Framework and the operations of Registered Social Landlords.

The Housing Market Assessment for Sunderland also estimates that the number of households in the city is expected to increase from 122,000 in 2006 to 135,000 by 2020; a 10.7% increase and an additional 13,000 households.

The operation of Sunderland's housing market is underpinned by economic drivers, including levels of employment and incomes.

4.1 Prosperous City

Key Objectives

Sunderland will have a strong and competitive economy.

- By 2025 average employee wages in the city will be equivalent to national averages.
- By 2025 the GVA will also be at or above the national average.

Business

We will promote the growth of existing and new businesses and business sectors within the city, ensuring that the city has sustained economic stability where employment opportunities are maximised and the right environment exists for enterprise to prosper.

We will have a culture of enterprise and talent to support continuous growth and participation and to promote a diverse economy and reduce equality gaps.

- By 2025 we will have created 20,000 new jobs in the city and will demonstrate year on year growth in recorded business start ups.

Sunderland will have a thriving culture and tourism sector that will support economic and physical regeneration and the evening economy in the city.

- By 2025 the development of the Sunniside area will be complete transforming this area of the city, attracting visitors and providing a boost to the local economy.
- Nationally significant cultural and physical regeneration including the development of landmark facilities and sites at Stadium Park, will continue.

People

Sunderland will be a city where everyone has the opportunity of employment. We will have an active population that is equipped with the right skills to support business growth and personal development at all levels within the workplace. The city will be seen as a good place to start, develop and have a successful career.

- By 2025 we will have reduced the unemployment rate in the city to the UK national average
- By 2025 75% of the working age population will be economically active and the city will be contributing to the national target of ensuring that: 89% of adults are qualified to at least Level 1 in literacy, 81% to at least entry Level 3 in numeracy and 79% to at least a full Level 2.

Place

Sunderland will be a city where the physical and digital infrastructure meet the needs of a changing economy, whilst minimising the impact on future generations by: supporting improved transport links between residential and employment areas, minimising traffic congestion, maximising the use of brownfield land for future development and by assisting businesses to minimise their environmental impact through better resource management and efficiency improvements.

- By 2021, Sunderland City Centre will have developed a vibrant retail and office market, attracting many more people to work in the City Centre with a new generation of high quality jobs and shops, easily accessible by public transport to residents of the city and the wider sub-region

Fundamental to Sunderland achieving its objectives for economic prosperity will be the development of effective economic, business and land use planning procedures to ensure a sufficient portfolio of land is available to allow the city to respond quickly to the changing needs of the economic environment.

- By 2025 Sunderland will have maintained its international recognition as an intelligent community where digital and software enterprise spearhead the economic growth of the city.

Housing in the city will be responsive to the needs of Sunderland's large and diverse population; its individuals and its communities.

- By 2021 we aim to provide 15,000 new homes in the right place and at the right price that people can afford through an affordable housing policy enabling everyone to access the housing market.

4.1 Prosperous City

Our Journey

Achieving our Objectives

People

The Prosperous City partnership will direct activities towards supporting the development of residents by creating an environment where economic opportunities can be realised and focussing on improving skills and educational attainment levels to sustain the local economy.

Key to achieving economic growth will be ensuring that all local residents can benefit from the increasing opportunities in the city. This will mean that new skills will be needed, some residents may need retraining, whilst other residents will need direct support to overcome particular barriers to employment.

While people from Sunderland's black and minority ethnic (BME) population live in all 25 wards, they tend to live in those housing sectors – lower end owner occupied and private rented – where rates of unfit dwellings and dwellings in a poor state of repair are highest.

Research indicates that the majority of the city's Asian working age population are employed within the Asian community – adding to its isolation from the rest of the city. In addition, the research indicates higher levels of unemployment within the city's BME communities compared to Sunderland as a whole. Consequently we are committed to ensuring that people in the city's BME communities feel they have the same opportunities, in terms of housing and employment, as others across the city

Places

Delivering economic prosperity requires a city-wide approach, as investments in one location can bring many benefits to a wide range of residents from across the city. The Prosperous City partnership will work to maximise these benefits to city residents, including supporting investment in transport infrastructure and linkages, such as a new bridge across the river Wear, in order to improve accessibility, ensuring that people are connected to their places of employment, and advising on how best to consider the future requirements for land for new employment across the city.

Key milestones	
2008	Development at Farringdon Row will begin The development of Turbine Business Park will commence
2009	Development of managed workspace in Washington will commence
2011	Development will commence on the former Vaux Breweries site
2015	Rainton Bridge Business Park will be successfully completed
2021	262 hectare of employment land will have been taken up by new or existing businesses All needs for future retailing will have been accommodated within existing centres 15,000 new homes will have been completed

4.2 Healthy City

The focus of this priority is:

To create a city where everyone can be supported to make healthy life and lifestyle choices - a city that provides excellent health and social care services for all who need them. Everyone in Sunderland will have the opportunity to live long, healthy, happy and independent lives.

Key Achievements

- Children are having a better start in life. Fewer women are smoking during pregnancy (down from over 37% in 2004/05 to just over 23% in 2006/07 – a reduction of 40%). More mothers are trying to breastfeed their children (initiation rates have increased from 37% in 2004/05 to 40% in 2005/06), and fewer children are dying in their first year of life, (5.2 deaths under 1 year per 1000 births in 2007 compared to 6.5 in 2006).
- We have made it easier for adults to be more active, with six Wellness Centres, and new 'easy to use' physical activity equipment in five community settings. Furthermore, 1500 people are accessing 'Exercise on Referral' - a programme that supports people to become more active - and adults across the city are being supported to lose weight through the HELP (Healthy Exercise Lifestyle Programme).
- We have made significant progress in supporting people to live at home as long as possible. Since 2004 partners have been working together to provide a number of innovative schemes to support individuals, including the Joint Intermediate Care Scheme and the hospital resettlement programmes for people with severe learning disabilities. As a result of these actions, Sunderland continues to be in the top 10% of all authorities for the number of older people supported at home, whilst the number of adults aged under 65 supported at home, increased by 61% between 2004 – 2007.
- Sunderland is an active member of the World Health Organisation European Healthy Cities Phase IV programme. Working on the core objectives of Healthy Ageing, Healthy Urban Planning, Health Impact Assessment and Physical Activity and Active Lifestyles, we have developed and integrated examples of best practice and shared this within the European network.

Opportunities and Challenges

One way to measure health and wellbeing in Sunderland is by considering life expectancy, demonstrating that we have reduced death rates from the major killers, cancer and coronary heart disease and have improved access to, and quality of, healthcare for all age groups and communities locally.

Progress has been made locally in reducing the number of early deaths from these major killers. Average life expectancy in Sunderland has increased consistently over the last ten years and is now 75.3 years for men and 79.4 years for women. However there have also been reductions across England, and the gap between ourselves and England has been narrowed only slightly. We need to close this gap faster to catch up.
Adult men in Sunderland still die on average almost two years earlier than the average for England and women in Sunderland live on average four years longer than men. Furthermore, across Sunderland's electoral wards there can be up to a nine year gap in life expectancy for babies born on the same day, between the best off and the most disadvantaged wards.

4.2 Healthy City

The causes of these inequality gaps are not simple. However it is the gaps and their causes that we must focus on if we are to continue to make improvements in health and well-being locally, and to reach the point where life expectancy across Sunderland matches, and even exceeds the national average.

As a result of its significant deprivation and health inequalities, the city has a higher level of social care needs than other parts of England. To respond to this high demand, the council continues to support all eligible individuals assessed within all four national social care bands, from 'low' to 'critical', one of only four local authorities in the country to continue to do so. There is also a vibrant voluntary sector within the city which, alongside carers, contributes significantly to meeting needs.

Children

Just over 20% of children and young people in Sunderland (some 13,000), will need some form of additional help to enable them to be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well being. This help is being provided through a broad range of interventions to improve their health outcomes.

A schools sports partnership has been developed and has had a positive impact on the time dedicated to physical activity. The number of children and young people participating in a minimum of two hours each week PE and school sport increased from 77% to 86%. 88% of schools were engaged in the healthy schools programme in 2006 and the numbers continue to rise. A revised Play Strategy and a range of sport and physical activity opportunities contribute to the health and well being of children beyond the school day. There are two new primary care centres, Grindon Lane and Bunny Hill, offering a range of services including 24 hour walk-in services for minor injuries and illnesses for children over two years old, and a co-located Children's Centre with multi-agency staff and volunteers. The school nursing service has increased capacity and can work with teachers to develop health maintenance programmes in schools.

A new child obesity pathway is being developed and access to the Child and Adolescent Mental Health Service (CAMHS) has been improved by the development of the Community CAMHS Service. However, the challenge in Sunderland is still great. Over one in five children in Year Six (i.e. aged ten or 11 years of age) are obese and could be en route to becoming obese young people and adults, exposing themselves to an increased risk of a number of poor health outcomes, including earlier incidence of diseases like diabetes.

Adults

Adults aged between 15 and 64 form the largest population group in Sunderland, with 187,300 people from a total population of 280,600 (mid-year 2006 population estimates). There are still large numbers of adults in Sunderland who are at risk of chronic diseases, including respiratory disease, hypertension (high blood pressure), and heart disease. It is estimated that around 26,000 people in Sunderland have high blood pressure, and 50,000 people are obese.

Around 2.4% of this age group have learning disabilities, whilst nearly one in five people have mental health problems such as depression. Around one in seven adults in Sunderland describe themselves as informal carers for other adults, with a significant minority (around 7,500 people) providing 20 hours or more care per week.

In recent years we have focused on developing a comprehensive programme to make healthy choices easier for local people, to support them in maintaining their own health and in planning early interventions when people begin to suffer from poor health. There has been increased opportunity for adults to give up smoking; 'Slimming on Referral' programmes are available for people who want to manage their weight. There are innovative new services using hub centres like Bunny Hill with a high level of community input to improving health.

The introduction of smoke free legislation in July 2007 signalled real progress in moving towards a smoke free city. However, smoking prevalence in Sunderland is still much higher than the average for England (32% compared to an average of 26%). Levels are estimated to be up to 47% in some of our wards. Young women are taking up smoking in increasing numbers and we are seeing higher deaths rates from lung cancer for women than for men for the first time, with rates for both much higher in Sunderland than across England.

Alcohol consumption is increasing nationally and locally and the patterns of how and when people drink are changing. As a result we are seeing an increase in harmful and hazardous drinking. The rate of hospital admissions due to alcohol in Sunderland is 42% higher than the national average for females and for males is 56% above the national average. We also have much higher levels of alcohol related diseases than the national average.

Nationally, one of the main frustrations that many people from socially disadvantaged groups have, including those with more profound disabilities, about their care and support, is their inability to influence decisions about their care or feel valued as citizens more generally. There is therefore a need to ensure that there is equitable access to all services in Sunderland for all these disadvantaged groups.

Older People

As overall health and life expectancy improves, Sunderland's population is ageing. The number of people aged over 65 within Sunderland was 45,800 in 2005 and is projected to rise to 59,500 by 2025 – an increase of almost 30% in 20 years. In recent years there has been a renewed focus on meeting the health and social care needs of older people

4.2 Healthy City

across the city. The Older Peoples Partnership Action Group (OPPAG) champions the needs of older people. As one of the core themes associated with Sunderland's World Health Organisation Healthy City Status, healthy ageing is also a major priority OPPAG is addressing within all planning processes. The Partnership is also building on the 50+ Strategy which celebrates the positive aspects of ageing and the contribution that can be made to the city by this age group.

Through social care surveys people have let us know the type of services they want for the future. They want services that preserve their dignity, maintain their independence, and give real choice alongside minimising dependency. Overwhelmingly people want to stay in their own home for as long as possible.

An integrated pathway for falls prevention in older people has been developed, building on the successes of the Healthy Community Collaborative. This provides a comprehensive pathway to both reduce falls and support older people who have fallen and sustained injury to regain their independence.

As one would expect, the largest single group of individuals with more significant social and health care needs is amongst older people. For example, it is estimated that around 40% of people in Sunderland aged 65 and over have problems with some aspects of daily living, such as washing, bathing or getting around and about (called 'functional dependency'), compared to a figure of 30% for England. Even assuming that the health of the population improves over the next 15 years, the number of older people with functional dependencies is projected to increase by 28% to 22,400 older people by 2022, simply because there will be more older people – living longer – in Sunderland.

Key Objectives

Children in Sunderland will demonstrate good emotional health and wellbeing.

- By 2025 the gap in mental health outcomes between those who do well and those who do not will have been narrowed. 90% of children will report good emotional health and well-being and those who do not will have early and excellent support systems in place.
- By 2025 we will see a reduction in the percentage of Year Six children identified as overweight or obese to below 15%, and there will be a wide range of family based interventions across the city. Levels of initiating smoking in young people, and in particular in young women, will have reduced to under 10%.

People in Sunderland will have the opportunity to live as long as those with the longest life expectancy in England, and will tell us that they enjoy an excellent sense of health and emotional wellbeing.

- By 2025 life expectancy for men will equal that of women.

Sunderland will have pathways to identify early those people of all ages at risk of disease and offer interventions, including cultural and leisure activities, that will support people in maintaining their health and sense of wellbeing.

- By 2025 we will have significantly increased the numbers of adults and children participating in sport.
- By 2025 smoking prevalence will be reduced to 15% and there will be no differences between wards in Sunderland. The level of smoking in pregnancy will have reduced to less than 5%.
- By 2025 the number of hospital admissions due to alcohol will be reduced to that of the 20% best performing local authorities across the country, and there will be clear treatment pathways and a shift away from a binge drinking culture.

Sunderland will be a place where everyone, regardless of the vulnerabilities they experience through age and/or disability, is supported to live independently in accommodation of their choice, including their own home.

- By 2025, through the 'Homes for Life: Older People's Programme', extra care style accommodation will be fully developed across all areas of the city, with a significant reduction in the number of admissions to residential and nursing care.
- By 2025, 100% of people with long-term conditions in Sunderland will be supported to live at home for as long as they wish and feel able.

Individuals and carers, alongside other residents, will be given appropriate support to access a range of universal services within the city to help meet their needs.

4.2 Healthy City

Our Journey

Achieving our objectives

The Healthy City Partnership will take a transformational approach to making change happen *for* local people, *with* local people. The Partnership will continue its focus on engaging partners from all sectors, particularly the community and voluntary sector (the Third Sector) and will also seek to engage with a wider range of partners, including business, as well as strengthening links with all other partnerships across the city.

The Healthy City Partnership is committed to:

- Equitable access and choice in joined up health and social care services, both treatment and prevention
- Effective early intervention for people at risk of chronic diseases
- Efficient and effective treatment and care to those who have already received diagnoses of ill health

People

We will take a life course approach to reducing health inequalities within Sunderland, and between Sunderland and the rest of England, and ensure that local peoples needs and views are central to the Joint Strategic Needs Assessment (JSNA), from which the priorities for improving health and well-being and local services are developed. The development of a JSNA has helped the partnership to prioritise the objectives set out in this strategy, based on evidence and local needs. It has also underpinned the three year Local Area Agreement. The JSNA process will continue ensuring that local needs are a key part of the development of new services and programmes seeking to meet our objectives.

We will:

Ensure all relevant resources within the city, including people and funding, are targeted towards making the personalisation agenda a reality through a Commissioning and Resourcing Framework.

Develop 'pathways for people' to ensure local people are aware of and able to access services to promote and maintain health and well-being. These will have an initial focus on obesity, smoking and alcohol.

Ensure that the support and care people have to live in their own homes is delivered as unobtrusively as possible, making maximum use of advances in technology through Telecare.

Ensure the contribution that education, a decent home, employment, safety, and environment make to people's sense of, and actual health and well-being, is understood and that partners work together to achieve equitable access across all services in the city.

Ensure that people are safeguarded against risk and their personal dignity is respected at all times.

Ensure that people will have choice in their hospital care.

Ensure all interventions seek to engage with the most vulnerable and make the greatest difference to those who need it most, working in partnership with people within those communities.

The Healthy City Partnership will continue to value the commitment and contribution of all partners, in particular those from the community and voluntary sector. It will also seek to build new partnerships with other key stakeholders who can influence health, including, for example, major employers.

Places

The Healthy City Partnership is committed to reducing health inequalities and will embed Health Impact Assessment, Health Equity and equality audits across services and facilities. This will ensure that new developments and services meet the needs of those people who need them most whether this is a 44 year old man from Washington or a 76 year old woman from Hendon. In addition the transformation will involve and engage large numbers of people within our local population to make healthy choices easy choices.

To help achieve this the Partnership will support the implementation of the Local Development Framework, of which a cornerstone is its commitment to improve and protect citizens' health. This has the potential of transforming the local environment by influencing transport, environment, and housing. All of these can have a major impact on local people's physical and mental well-being and the Partnership will seek to ensure these are positive impacts.

The Partnership will deliver improved accommodation options for all as an integrated part of the city's approach to developing housing in the city. This will include the implementation of area based approaches, based upon devolving actions to area based strategies, enabling localised issues to be tackled more

4.2 Healthy City

proactively and responding more to the needs of individual localities.

The Partnership will seek to improve children's emotional health and well being by embedding the Healthy Schools Programme and further developing the Child and Adolescent Mental Health Services. We will also ensure that those children and young people most in need are supported by safeguarding procedures.

Children and families will be supported by excellent services and facilities and an environment which will seek to halt the rise of obesity. New Wellness facilities across the city, links with Sunderland Football Club, as well as key partnerships with the community sector, will ensure that local people are supported by all to become more active and to access healthy affordable food.

A significant opportunity is presented by the completion of the new Aquatic Centre at Stadium Park and the continuing development of swimming pools in Hetton and Silksworth. Quality and access to sport and leisure opportunities for everyone continue to be extended with 26 new play areas, six new Wellness Centres and a range of community venues, providing facilities for all of our residents to participate in physical activity and sport to improve their health.

We will transform local stop smoking services by doubling the throughput and commissioning more from the community and voluntary sector.

Key milestones	
2009	Hetton and Silksworth Pools will be completed
2010	The first three extra care schemes will have been built within the city – in Silksworth, Washington and Hetton, providing a minimum of 120 units of accommodation for older people to live in with the appropriate care and support delivered based upon individual need
2011	There will be comprehensive prevention and treatment services in place for alcohol, and Sunderland will have moved out of the worst 10% in the country for hospital admissions due to alcohol 100% of individuals (and their carers) that need a more formal care assessment will be assessed within timescales suitable for them and will need to tell their story just once to an assessor to identify all preferred outcomes tailored to their needs There will be a broader range of stop smoking services across the city, linked into wards with highest rates of smoking
2012	The percentage of children and young people aged between 0-19 yrs with access to high quality equipped play provision, 1km from their door, will increase from 15% to 55%
2015	100% of adults at risk of chronic conditions will be identified and be receiving appropriate treatment or access to prevention programmes Smoking prevalence will be reduced to 20% The increase in childhood obesity will be halted The local environment will support people to be physically active and support positive mental health
2016	At least 25% of individuals assessed and supported to live at home by the council will be provided with financial support to make their own arrangements and decisions about the care that's right for them
2020	Childhood obesity will be reduced to 18% 70% of children will report good emotional health and well-being

ER
NORTHUMBRIA
POLICE

4.3 Safe City

The focus of this priority is:

To create a city where people feel, and are, safe and secure where they can enjoy life without the concerns of being a victim of crime or being harmed.

Key Achievements

- From 2002/03 to 2006/07 there has been a 27% reduction in total recorded crime, which equates to over 10,000 fewer victims. The city's crime rate has been lower than the national average since 2005/06.
- Positive progress has been made in relation to the number of residents who worry about crime in Sunderland. Residents were asked if their level of worry about crime had changed in the last year. When asked this in 2004, almost a half of residents said they were more worried about crime, dropping to a third in 2007.
- There have been excellent improvements in drug treatment services in the city. People referred for treatment are generally seen within one to two days compared to a national target of three weeks.

Opportunities

The Safer Sunderland Partnership (SSP) was the second highest performing in its family group of 15 similar partnerships in 2006/07. This is the result of effective multi-agency working.

The drug treatment system has been re-designed across the city making it easier for people to access treatment. There has been a 65% increase in the numbers of problematic drug users in treatment in the city over the last two years, contributing to improved health and less drug-related crime.

The Safer Homes Initiative provides additional free home security for victims of house burglary, domestic violence and hate crime thereby reducing levels of repeat victimisation and improving feelings of safety.

Every community is now patrolled by its own dedicated Neighbourhood Policing Team comprising of Police Officers, Community Support Officers and Special Constables; a significant achievement that will allow us to further increase people's safety and feelings of safety.

The 'Together' and 'Respect' plans have been implemented and will be consolidated under a wider Anti-Social Behaviour Strategy in 2008. They have delivered on: activities for children and young people; improving behaviour and attendance in schools; supporting families; a new approach to the most challenging families; strengthening communities and effective enforcement and community justice. The citywide Targeted Youth Engagement project has been successful, with funding used to promote sport to tackle community safety issues, which has reduced anti-social behaviour in youth-related disorder hot spots.

4.3 Safe City

The Prolific and Priority Offender Scheme, the Drug Interventions Programme and the Drug Rehabilitation Requirement, have been aligned to ensure better support and end to end management of offenders. This has contributed to a 35% reduction in crime convictions of those offenders on the Prolific and Priority Offender Scheme and a 62% reduction in their risk of re-offending (by October 2007). There has also been an 18% reduction in drug-related trigger offences since the Drug Interventions Programme started in 2005.

The Youth Offending Service is consistently in the top five best performing out of 155 youth offending teams in the country, with an 8.5% reduction in youth re-offending since 2003.

Challenges

Despite the significant reductions in recorded crime, fewer people saying they worry about crime, fewer perceived crime and disorder problems, and improved drug treatment services, residents are not feeling safer when asked 'How safe do you feel in Sunderland'. This is especially the case for Black and Minority Ethnic (BME) communities and those people with a disability.

The SSP needs to continue to further reduce repeat problems in order to improve feelings of safety and further reduce levels of crime, disorder and substance misuse.

Public consultation has shown that the top two local concerns continue to be youth disorder (especially perceptions of young people hanging around as being a problem in neighbourhoods) and alcohol related crime and disorder (including underage drinking and people being drunk in the street or public places).

There are around 4,800 domestic violence incidents reported to the Police in Sunderland every year, yet it still remains a largely under-reported crime. It has the highest levels of repeat victimisation of any crime type and children are very often witnesses to domestic violence. Improving services to victims, tackling offenders and reducing levels of repeat incidents remain a key priority.

Drug and alcohol misuse not only affects people's health but impacts on their family, friends, carers and the community. Drugs and alcohol are also key drivers of crime. It is known that every £1 invested in drug treatment can result in a minimum of £9.50 saved in criminal justice and health costs. Alcohol is strongly linked to violent crime, criminal damage and anti-social behaviour.
Both drugs and alcohol impact on feelings of safety in Sunderland.

There is a high level of long-term empty properties in the city. There are currently 2,257 properties that have been empty for longer than six months.

There are particular issues with anti-social behaviour in the private rented housing sector, with the City Council dealing with in excess of 200 prolific cases.

Key Objectives

People in Sunderland will be, and feel, safe and secure. By 2025 feelings of safety will be at their highest level.

People in Sunderland will be free from crime, disorder, and substance misuse.

- By 2025 residents will enjoy a city with its lowest ever recorded crime, and perceptions of anti-social behaviour will be at their lowest level and better than the national average.

People in Sunderland will be free from harm.

- By 2025, levels of repeat incidents of domestic violence and assault with injury will be at their lowest levels. Hospital admissions due to alcohol will be within the 20% best performing Local Authorities across the country, and there will be fewer 'repeat' substance mis-users accessing treatment.

Sunderland will have an environment that promotes safety and feelings of safety.

- By 2025 no one will feel very unsafe in their neighbourhood.

Sunderland will be a city where people are supported to be active citizens and free from involvement in crime, disorder and substance misuse.

- By 2025, there will be the lowest ever levels of drug related (Class A) offending and proven re-offending by adult and young offenders.

People in Sunderland will have the supportive family environment they need to help them stay free from harm and crime and disorder.

- By 2025, more people than ever will perceive that parents take responsibility for the behaviour of their children.

Sunderland will have cohesive communities.

- By 2025, no one will perceive 'attacks or harassment because of race, colour, religion or sexual orientation' as a very serious problem in Sunderland. Feelings of safety amongst vulnerable groups will more closely reflect those of other residents across the city.

4.3 Safe City

Our Journey

Achieving our objectives

The SSP will embed a problem solving approach in everything it does by preventing repeat problems focusing on:

- Victims and vulnerable groups
- Offenders
- Priority areas

In order to make a longer term sustained impact on crime, disorder, fear of crime and substance misuse, the SSP will help tackle the causes of these problems through a balance of interventions covering:

- Prevention
- Early intervention
- Enforcement
- Support and rehabilitation

People

The SSP will focus on supporting victims and vulnerable groups (adults and young people), by keeping them free from harm, making sure their risks of being a victim are reduced and improving their feelings of safety.

The SSP will work across the Sunderland Partnership to tackle re-offending by adults and young people (especially the small number of problematic offenders) by supporting them to become more active citizens. Getting some of the most marginalised groups in the community (e.g. offenders and substance misusers) into employment, education and training, can help reduce the risk factors for offending behaviour and support them to stay free from crime, disorder and substance misuse and the harm it causes. By taking a targeted and co-ordinated approach to the 'whole family', not just the individual offender, a longer term impact on inter-generational crime can be achieved.

Stable accommodation is critical in helping offenders and substance misusers become free from crime, disorder and substance misuse. The availability of safe and secure accommodation is also essential for victims of domestic violence at times of crisis when backed up with appropriate outreach and resettlement support.

The SSP will also work to encourage young people into positive activities and away from harm and involvement in crime, disorder and substance misuse. Good parenting can also have a significant impact on reducing these problems.

Places

An environment that is designed with crime reduction in mind, through situational and social crime prevention, has the potential to make a sustained impact on creating a safer city. A safe environment is one that is managed and under control and provides reassurance where identified problems are responded to and dealt with quickly and positively. Well designed, managed and clean environments (e.g. through CCTV, bringing empty properties back into residential use, the swift removal of litter, graffiti and fly tipping) can help reduce crime and anti-social behaviour and improve feelings of safety. The SSP will focus on priority areas by targeting resources where the need is greatest and at those communities that experience disproportionate levels of crime, disorder, fear of crime and substance misuse. This will include the City Centre and the communities that surround it.

Key milestones	
2008/ 2009	There will be strategies in place to tackle Anti-Social Behaviour, Alcohol related crime and the harm it causes, Domestic Violence and Re-Offending. Sunderland will have its own Specialist Domestic Violence Court, Multi-Agency Risk Assessment Conferences for high risk victims, a new domestic violence refuge and the country's first domestic violence perpetrator hostel.
2011	Perceptions of anti-social behaviour will have improved There will be fewer alcohol related admissions to hospital There will be lower levels of assault with injury There will be fewer repeat cases of domestic violence There will be lower levels of proven re-offending by adult and young offenders There will be lower levels of class A drug related offending
2014	The Safer Sunderland Partnership will be the best performing in its family group of similar partnerships in England and Wales.

4.4 Learning City

The focus of this priority is:

To create a city with a thriving learning culture that supports personal fulfilment. Everyone will be able to access their learning in a cohesive, inclusive city committed to social justice, equality and prosperity. We will ensure learning supports the city's economic prosperity and enables individuals to thrive in the global economy.

Key Achievements

- In 2007, our 11-year-olds recorded their best ever national test results with improvements in all subjects measured, with 45% exceeding the required level in science. At 16, more pupils than ever before secured five A*-C GCSEs (59%), moving us steadily closer to the national average, while achievements in A-Levels saw the city rise to eighth position in a league table of 150 local authorities.
- Take up of education, training and employment in the city has increased from 88.7% in 2005 to 91.6% of all 16-year-olds and increased from 83.8% in 2005 to 85.2% of all 17-year-olds, with a major improvement in the number of young people completing full apprenticeships, with 62.5% of 16-19 year-old trainees achieving success, an increase of 11.1% from 2006. Sunderland is now ahead of the national average of 62.1% and has recorded the biggest improvement in achievement across Tyne and Wear.
- Over the last four years we have met our Skills for Life targets, with 21,197 people developing vital new skills and competencies. This is more than 1,400 above our achievement target. In Sunderland, since 2002, over 33,000 adults have taken positive steps to improve their literacy or numeracy skills.

Opportunities

Our key achievements have provided us with a solid foundation on which to build for the future as we continuously improve standards and opportunities for learning, skills development and employment for all. A strong partnership approach to service development and delivery means that those involved in supporting learning, work together for the benefit of each individual. New skills can enhance employers' competitive edge in the marketplace and increase productivity in the workplace.

Significant capital investment through Building Schools for the Future (BSF) will see the city update a number of secondary schools and gain three new Sunderland Model Academies. These will provide opportunities to transform teaching and learning in a way that will help us to improve the life chances of our young learners in communities across Sunderland. All BSF schools will be built to high environmental standards to support the city's aim to reduce its environmental footprint, but in a way that provides students with learning opportunities about sustainable living within their own school environments.

The city will benefit from a new Sixth Form College at Sunderland University's St. Peter's Campus. Capital investment through the Learning and Skills Council will see St. Peter's Sixth Form College be the first sixth form college to be built on the same site as a university. St. Peter's Sixth Form College will offer a leading edge environment where young people will be encouraged to develop as individuals and gain a positive attitude to work.

4.4 Learning City

Bunny Hill Customer Service Centre opened in April 2006. Built on the principles of innovative and integrated service delivery it provides a one-stop shop for north Sunderland residents. The centre offers access to a wide range of services, i.e. Family, Adult and Community Learning Centre, library, electronic village hall, Children's Centre, NHS primary care centre, NHS GP surgery and pharmacy, wellness centre and an area housing office.

Wider partners will continue to deliver adult and family learning opportunities for residents across the city. Our newly-established Skills Centres at Harraton and Pallion offer a range of opportunities for practical skills development and learning. The expertise developed through these centres will ensure we embed the new Diplomas into the learning experiences of young people as they move towards adulthood. Supporting these developments will be comprehensive information, advice and guidance services and support mechanisms, which focus on the needs of individuals.

The exciting new additions to the built environment of education through our BSF programme, Sixth Form College and Skills Centres, have allowed the city to demonstrate its creative and innovative approach to nurturing a culture of learning and improvement for all ages, abilities and interests. This innovation is also being harnessed through a creative approach to all stages of the curriculum. We are already developing leaders of industry, the current workforce and tomorrow's entrepreneurs to support the city's prosperity and growth at all levels.

Sunderland has achieved significant success in delivering skills for life targets, through good partnership working, high standards of delivery, provision of new facilities and successful marketing of courses. There is potential for this to be expanded into the workplace, as employers in the city increasingly recognise the importance of a skilled workforce and understand the impact this can have on job satisfaction and raising productivity.

Creativity and innovation has long been at the centre of the city's approach to using technology to engage its people in all aspects of city life, including learning. Our achievements have been noted with a lifetime achievement award from the Intelligent Communities Forum and our most recent success was winning the national Digital Challenge competition. This has brought £3.5 million investment into the city and will enable us to develop the use of technology to promote learning and social inclusion. Three quarters of all socially excluded people are also assessed as being digitally excluded. Digital Challenge provides the chance to ensure that these people no longer miss out on the opportunities, choices, savings and services that computers and the internet provide. It will also ensure that they can benefit from the economic opportunities provided by Sunderland's software industries.

We have existing links with Essen, Saint-Nazaire and Washington DC, encouraging collaborative arrangements for learning exchange programmes that will raise the international profile of teaching and learning in the city.

There is also the opportunity to develop a diverse range of international links and programmes, benefiting from inward migration – and supporting understanding and awareness of other cultures. Schools will be supported to work to achieving International School Status.

Challenges

There are still a high number of young people who are not in education, employment or training and there is a higher proportion of adults with no qualifications in Sunderland than in UK as a whole.

We will work closely with partners to maximize opportunities for young people and adults to raise attainment levels and access a range of learning opportunities, including apprenticeships, which contribute to the upskilling of the workforce and raising attainment levels. Evidence indicates that there is still a lot of work needed to meet the Government's target of ensuring more than 90% of adults have gained at least a level two qualification.

The attainment of young people in Sunderland still needs to be improved. Despite the increase in the number of pupils achieving five A*-C grades at GCSE, only 39% of young people achieved five A*-C including English and Mathematics, compared with 47% nationally. Furthermore relatively few young people, in comparison to other areas, progress to higher education.

The integration of learning for adults and children can lead to changes in families and start the learning journey for adults. Family learning can support families in their engagement with education, raising aspiration and gaining skills.

4.4 Learning City

Our young people have identified the challenges that we face in addressing education issues and barriers affecting them. They highlighted:

- Primary to secondary transition
- Bullying
- Effective student voice
- Strategies for developing positive school experiences
- Linking feelings to behaviour
- Guidance for dealing with stressful situations
- Passive, aggressive and assertive behaviours
- Teacher and pupil relationships
- Help for the 'average' pupils
- Recognising and dealing with negative aspects of stereotyping

A significant challenge for the city is the need to improve the skills levels of our current workforce and of those workless people who could become employed now. The city has relatively low levels of adult skills. For example 2006 figures show 58.3% of adults in Sunderland are qualified to Level 2 or above, this compares to 64.1% for the North East region. The equivalent figures for Level 3 are 34% of adults in Sunderland, compared with 42.7% for the North East region. Also important is the need to work with employers to further develop their employees to raise the percentage of people with Level 4 skills, and beyond. Effective employer engagement is critical to the delivery of learning and to the social and economic prosperity of the city, and innovative work based training will be a key focus for our development.

Key Objectives

Learning is the foundation for a healthy, wealthy, inclusive, prosperous and safe Sunderland. To achieve this we will provide positive and productive learning experiences that will change people's lives and be a keystone in the city's growth.

All children, and young people will be offered the very best preparation and foundation for adult life. They will be offered appropriate personalised learning programmes, high quality advice and guidance and the opportunity to learn in creative environments. Adults will be offered learning opportunities that meet their individual needs and the needs of employers with the same focus upon appropriate curriculum, sufficient support and accessible places to learn. We are committed to listening to our learners.

Everyone in Sunderland will have the knowledge and skills essential to playing a full part in the city's social, cultural and economic development. Central to this objective is increasing the number of adults who have qualifications in literacy and numeracy and relevant workplace skills.

- All providers of learning will work with the council and employers to achieve this.
- We will prioritise people from disadvantaged communities not in work who are to develop the skills they need for sustainable employment.

In Sunderland every learner matters, and in this thriving, diverse learning culture, where social cohesion is paramount, everyone will be able participate for personal fulfilment, cultural enrichment, intellectual or creative stimulation.

- By 2025 we will increase the numbers of young people going on to higher education.

We will support local voluntary and community sector organisations to develop capacity to deliver learning opportunities for residents of disadvantaged neighbourhoods.

We will contribute to eradicating child poverty, by working with family learning providers and agencies in the city to develop a wide range of family centred programmes including literacy, language and numeracy courses with embedded ICT, employability skills and personal development.

- We will ensure parents/carers in our communities have access to family learning provision across the city.

We will have a focus beyond Sunderland. Links with other towns, cities and countries will be encouraged.

4.4 Learning City

Our Journey
Achieving Our Objectives

Partners in the city are committed to working together to drive up standards and raise achievement for everyone. The Partnership's energy and expertise provides a strong sound base on which to build.

People

We will narrow the achievement gap that exists between children, young people and adults from disadvantaged communities and those from more affluent areas.

Individual learning plans and targeted support arrangements will be used to ensure that education is wholly inclusive and barriers are removed. Specialised support will be available for vulnerable children, young people and adults including;

- Those who have learning difficulties and/or disabilities
- BME children and young people
- Looked after children and young people
- Travellers' children and young people
- Those affected by domestic violence
- Young offenders and those at risk of offending
- Those at risk of becoming not in education, employment or training

Places

Sunderland has a history of delivering learning through a diverse network of providers and venues. Statutory, Further and Higher Education, training providers, employers and the community voluntary sector deliver learning opportunities in a wide range of settings. These include schools, colleges and university campuses, community and customer service centres, skills centres, work place learning premises, and electronic village halls/libraries right across the city.
The city, in all its diversity and richness is a community resource where learning takes place in non-traditional settings utilising culture, history, geography, and biodiversity. Examples of this are through the Museum and Winter Gardens, Washington Wetlands and Wildfowl Trust, the National Glass Centre and Fulwell Mill.

The City of Sunderland College is submitting a major capital programme to the Learning and Skills Council to replace its whole estate. It plans to develop a new skills academy in the city centre, a Sixth Form in the Coalfields area and an adult/ Higher Education centre.

The challenge for providers and employers is to work in partnership to ensure that learning opportunities are comprehensive, responsive, inclusive and accessible to all within their communities. By nurturing this learning environment people will be inspired to embrace learning in all its forms.

Key milestones	
2009	We will open a new library at Silksworth
2010	100% of Primary and Secondary Schools will offer extended services The first phase of the Sunderland Building Schools for the Future (BSF) programme will be completed. This will include four new schools and 'Sunderland Model' Academies and three major refurbishments; Washington School (new), The Academy to replace Pennywell School and Quarry View Primary School (new), Castle View Enterprise Academy (new), Red House Academy (new), Biddick School Sports College (major refurbishment), St Robert of Newminster RC School (major refurbishment) and Oxclose Community School (major refurbishment completed June 2007)
2011	All vulnerable young people will have individual support plans to enable them to progress and achieve. We will develop a learner involvement strategy
2015	All Sunderland Secondary schools will be rebuilt or refurbished under BSF
2020	95% of adults will have basic skills of functional literacy and numeracy More than 90% of adults will have gained at least a level two qualification We will reduce the number of young people who are not in education, training or employment to 8.4%
2025	All partners delivering 14-19 provision in Sunderland will have achieved the gold quality mark, ensuring all our young people have access to good quality learning provision

4.5 Attractive and Inclusive City

The focus of this priority is:

To ensure that Sunderland becomes a clean, green city with a strong culture of sustainability that nurtures its natural and built environment.
A place that is recognised inside and outside the city as an attractive and accessible place to live, work, study and visit, with a high quality and welcoming physical environment.

Key Achievements

- Sunderland is a green city with over 50% of its area being classed as open countryside or urban green space. In 2007, a comparison of 20 UK cities ranked Sunderland fifth overall for environmental quality, citing its good air quality, improved recycling, excellent biodiversity and low overall ecological (eco) footprint. In another comparative study, Sunderland boasts the eighth lowest eco footprint out of 60 UK towns and cities.
- In 2006, Sunderland received the national Green Apple Golden Award for best practice in cycling development, and also for the sustainable construction techniques used in the development of the Southern Radial Route. These awards celebrate innovation, sustainable development and public benefit.
- The percentage of household waste sent for recycling has increased from 2.4% in 2002/03 to 23.72% during 2006/2007 and residents are showing increasing satisfaction with the service.
- In 2006/07, 94% of all new homes built were within 30 minutes by public transport of major facilities such as hospitals, schools and employment centres.
- There has been an ongoing reduction in road traffic accidents in Sunderland and casualties have decreased 22% from 1,355 per year (1994 to 1998 average) to 1,056 in 2007.

Opportunities

The city has a rich built heritage with 13 Conservation Areas and almost 700 buildings listed due to their historic or architectural importance. Efforts to secure the inscription of the Wearmouth-Jarrow World Heritage Site and to establish a planning framework for the area around St. Peters Church are ongoing.

Regeneration of the historic Sunniside area continues and it is fast developing as an attractive and vibrant mixed use area with a significant residential population. Work is continuing that will deliver regeneration on a number of key sites, including Vaux, Farringdon Row, Stadium Park, the Port of Sunderland and the Chester Road Campus and housing renewal areas at Southwick, Pennywell and Doxford Park.

Sunderland has 86 Sites of Special Scientific Interest, Sites of Nature Conservation Importance and Local Nature Reserves; 99% are in a favourable or improving condition. Areas of such status are protected from insensitive development. In addition, parts of the Sunderland coastline are protected as Special Areas of Conservation (SACs) and Special Protection Areas due to their international importance to wildlife and biodiversity.

The city continues to strive to improve and meet the needs of the community in a sustainable manner, for example by ensuring that high levels of development is located on brownfield land the city has minimised the need to encroach onto greenfield sites.

We have retained Green Flag status at Mowbray Park, Herrington Country Park and Roker Park. In addition Rainton Meadows Nature Reserve has been awarded equal status, and four new local nature reserves have been created in the city.

4.5 Attractive and Inclusive City

As a large city it is vital that we take advantage of our capacity to hold large-scale national events. There is an ongoing effort to work with promoters to develop Herrington Country Park as a venue for large scale music events and festivals.

Plans are also being developed to provide a venue of intermediate size, in between the scale of Herrington Country Park and the Sunderland Empire, to act as a platform for aspiring local performers.

It is vital that we make the most of Sunderland's existing cultural assets and facilities by increasing activity and promotion. These efforts will be supported by developing several new visitor attractions within the city. Prominent among these will be the regeneration of the river corridor in central Sunderland and the coastal attractions at Roker and Seaburn.

Whilst we look to attract more visitors to the city, we need to develop the capacity the city has to play host to large numbers of visitors at any one time. We need to address the quantity and quality of Sunderland's hotels and accommodation so that they can support the increase in visitors.

Since the Government launched the National Cycling Strategy in 1996, the city has developed 80 kilometres of new cycleway and has witnessed a 13% increase in the number of cycling trips across the city. The city is now in an enviable location, lying on three National Cycle Routes - the Coast to Coast (C2C), Walney to Wear and National Route 1 (North Sea Cycle Route).

The Partnership is engaged in a number of initiatives and programmes involving international experience around the development of sustainable transport systems, and the role that good quality urban design can play in improving the health of the city's residents.

The Sunderland Partnership signed the Nottingham Declaration on Climate Change in 2001. Social housing stock in the city has won awards for energy efficiency improvements, and Sunderland boasts the majority of renewable energy installations in Tyne and Wear (Doxford Solar House, Nissan and Great Eppleton Wind Farms)

The Partnership will set out a framework that will guide the city in reducing its current annual emissions of 2.1m tonnes of carbon dioxide over the next 15 years, in line with Government targets. The local business community has a critical role to play in tackling climate change. It is estimated that local businesses across the country are responsible for approximately 40% of CO^2 emissions. Supporting the city's local businesses in implementing straightforward energy saving measures in the workplace could reduce their carbon footprint and energy bills, as well as enhancing reputations and their competitiveness in the market place.

4.5 Attractive and Inclusive City

Challenges

Sunderland does not match the best UK and European cities in terms of its environment for pedestrians.

The perceived poor quality of Sunderland's environment was a major factor quoted by people who had moved away from the city between 1991 and 2001. Conversely, the attractiveness of the environment in neighbouring towns was a factor for those who had moved out of the city to other locations in the North East Region.

Consultation during the preparation of the city's Local Development Framework revealed that:

- Motor vehicles are seen to be intrusive in the city centre. However, easy access by car and to car parking is also seen as being fundamental to the success of retailing in the city centre. There is an understanding that transport in the city centre requires a more balanced approach.
- It is believed that high priority should be given to the development of better public transport and high quality public transport routes are cited as a means of achieving this. There is support for improving cycle and pedestrian access and giving higher priority to the needs of these users over cars.
- Introducing 'greener/cleaner' public transport is the most favoured response to reducing the environmental effects of traffic, followed closely by reducing the need to travel, particularly by private car.
- Disabled access also needs to be considered to a greater extent when developing streetscape, this includes more dropped kerbs (and greater time allowed at pedestrian crossings) and better access to public transport.

A survey carried out by Mori in April 2000 asked:

"What would most improve the quality of your life in this area?" The following were prominent in people's responses:

- Cleaner streets, including rubbish and dog fouling
- Improved parks and open spaces
- Improved the street infrastructure including paving, lighting etc.

Traffic growth in the city continues to increase and at the same time car ownership is rising as the use of public transport declines. Despite the increased focus on non-car transport, for example cycling and more cycle routes, increasing traffic levels could potentially undo good work in other sectors aimed at reducing greenhouse gas emissions over the next 15 years.

Despite the ongoing reduction in numbers of casualties and fatalities resulting from road traffic accidents in the city, the number of people sustaining serious injury has increased slightly in the last two years.

Sunderland has made improvements in recycling rates in recent years, however the city is amongst the 25% of areas that produce most waste per person per year. The Partnership needs to address these high levels of consumption, as well as delivering continued improvements in recycling rates.

Sunderland has made good progress in meeting Decent Homes Standards for private and public sector housing. However, there has been a lack of investment in the private housing stock and there is a degree of poor quality and obsolete housing in certain parts of the city. There is also a high level of long-term empty properties in the city and there are currently 2257 properties that have been empty for longer than six months. The city's stock of private housing is not aligned to the national average – with higher priced/ executive forms of accommodation significantly under-represented in the city.

A Review of Community Cohesion found that divisions exist in the city, which have led to different communities being described as leading 'parallel lives' with little contact and interaction between each other. Certain communities are concentrated in geographical terms, in certain housing sectors, in schools and employment.

4.5 Attractive and Inclusive City

Key Objectives

Sunderland will be a city that protects and enhances its natural environment and built heritage. The city will have a reputation for world class urban design, including a public realm that is well maintained, accessible, safe, sustainable and functional. Residential and employment areas will be set within a network of green spaces providing areas for recreation, natural habitats and attractive landscape settings.
The network will link the main urban areas, the coast, river and countryside with each other and with neighbouring districts.

- By 2025 Sunderland will be one of the cleanest cities in the country with an established reputation for care of its public realm.
- By 2025 the redevelopment of the major regeneration sites in central Sunderland will have created new dynamic places for residents and visitors, providing new living, leisure, learning, employment, retail and cultural opportunities in an attractive and accessible waterside setting.

Sunderland will have a reputation as a high quality events destination with excellent visitor attractions which can be further developed through international links. Sunderland will be able to host visitors to the city and region.

- By 2025 Roker and Seaburn will have a key role in providing cultural and tourism attractions.
- By 2025 there will be a significant increase in the numbers of visitors to the city.

All people living, working and visiting Sunderland will have the opportunity to travel to, and move around in, the city safely, either on foot, by cycling, or by using sustainable, reliable and efficient transport networks. The emphasis will be on the development of sustainable neighbourhoods, where a range of key facilities and services (local shopping, doctors, schools) are within walking distance of residential populations

- By 2025 all people in the city will have a viable choice of travelling regularly by public transport, cycling or walking as an alternative to travelling by private car.

The city will reduce the carbon emissions from its transport, waste, houses and businesses development. Utilisation of more sustainable transport systems will result in a greater number of journeys on public transport and consequently a reduction in atmospheric pollution in the city.

- By 2025 the city's carbon emissions from homes, businesses and transport will be reduced by at least 26%, compared to 1990 levels.

Sunderland will support sustainable patterns of consumption and development, evidenced by retaining its low eco footprint whilst protecting its diverse natural environment.

- By 2025, 50% of all domestic waste will be recycled and less than 25% will be sent to landfill.
- By 2025 all new buildings will be built to the highest sustainable construction code, and have zero carbon emissions.

Sunderland will be a city where everyone can live in a safe and decent home, supporting improvements in health, environmental and economic opportunities.

- By 2025 all housing in Sunderland will meet the decent housing standard.
- By 2025 the city's stock of social housing will have been rebalanced, with 3,800 replacement dwellings constructed on sites across the city.

Sunderland's housing stock will encourage the retention and attraction of new households, with increased spending and entrepreneurial powers, to further invest in the city and support its existing services and facilities.

- By 2025, 700 higher value houses will have been developed across the city.
- By 2025 the council and its partners will have created sustainable and environmentally-friendly housing developments that open up and connect neighbourhoods with each other and to town centres, and create common spaces shared by all communities.

4.5 Attractive and Inclusive City

Our Journey

Achieving Our Objectives

People

A well-designed public realm will ensure safe ease of movement through the urban area for all groups including those with mobility issues. Through our work in road safety education and cycle training we will continue to support children to travel safely around the city, and through developing high quality school travel plans we will give even more children and parents across the city the opportunity to travel safely to school without using a car. We will also continue to make the routes to school safer for everyone by improving the road layout.

Buildings across the city will be designed to be accessible to all groups. Development of the accessibility network will be promoted by the Legible City project.

Places

The regeneration of the central Sunderland area will continue:

- A new residential population will be living in sustainable neighbourhoods along the river corridor connected by high-quality public transport links. Improved public access to the riverside will respond to the need for additional amenities for the new residential population, and will attract people from the wider city and beyond to its walkways, its squares and green spaces, better connected by new river crossings for pedestrians and cyclists.
- We will continue to develop the city centre to maintain its status as the second largest city centre in the North East region, and the main centre serving the needs of the city and its hinterland. There will be a new range of shopping opportunities and leisure attractions providing a focus for residents and tourists, complemented by a vibrant evening economy. The city centre office market will continue to develop, taking advantage of excellent accessibility by public transport and sustaining the local economy. A range of exemplar buildings and public spaces will contribute to the creation of a first-class city centre which all citizens can make use of and be proud of, and which places Sunderland on the international map.
- Washington, Houghton le Spring and Hetton le Hole will continue to act as important centres, and the Partnership will focus its efforts in improving housing in the areas of Castletown, Hetton le Hole and Hendon, and continue to deliver the renewal programmes for these areas. The emphasis will be on the creation of sustainable neighbourhoods that meet the needs of their local populations and provide convenient access to a range of services and facilities.
- We will develop the coastal zone whilst recognising the need to protect its important natural assets. Building on its natural beauty and historic character, the Seaburn and Roker Seafront will be an attractive, accessible and desirable destination for both visitors and residents, which the people of Sunderland can be proud of. It will provide cultural events and both passive and active recreational opportunities meeting the needs of residents, workers and visitors.
- We will explore opportunities to improve open space and recreation and to provide new and improved pedestrian and cycling access to and from nearby residential areas around the Hendon Leas and Ryhope coast, on the south side of the city.

Key milestones	
2008	We will open 'The Place', located in Sunniside which combines workspaces with a café, gallery and performance space
2010	31% of all domestic waste will be recycled
2011	All new developments will be considered against an adopted suite of development planning documents setting out the sustainable locations for new homes, employment sites, transport routes and retailing across the city
2015	45% of all domestic waste will be recycled
2016	A new road bridge will have been built across the River The construction of all new houses will have zero carbon emissions
2017	There will be a 15% reduction in carbon emissions across the city
2021	80% of new homes will be built on brownfield land

5 Implementing the Sunderland Strategy - Cross Cutting Priorities

The previous section sets out the Sunderland Partnership's strategic priorities for action. However, there are also a range of important issues and priorities which cut across, and need to be a consideration in everything that we do. If our vision is to be realised, it is vital that the needs and aspirations of all groups and individuals are considered, and that this is complemented by the city's appropriate social and physical development.

The Partnership has therefore established the following cross cutting priorities:

- **Sustainability**
- **Creating Inclusive Communities**
- **Housing**
- **Culture**

The consideration of each of these important issues in the development of the Sunderland Strategy is evidenced by the inclusion of relevant objectives under all of the strategic priorities.

This is also true of the issue of the **city's population**. Increasing life-expectancy, coupled with the transition of the post-war 'baby boom' generation of residents from middle-age into post-retirement age-groups, will inevitably bring about a significant shift in the age-balance of the city's population by the late 2020s.

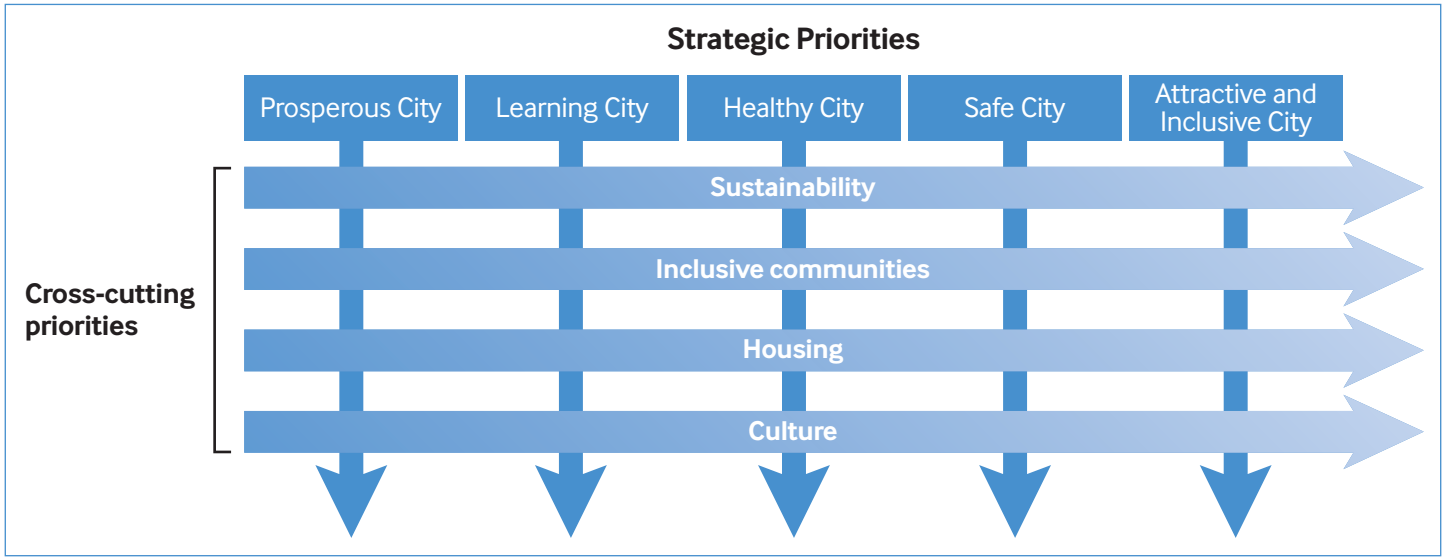
On current trends, the extent of this shift is likely to be magnified by a tendency for the number of younger working-age people moving into Sunderland each year to be outnumbered by those migrating outwards particularly to our immediate neighbours, and to Yorkshire and Humberside. This is steadily reducing the representation of this vital age-group within the population and their contribution to the life of the city.

Although there have been indications that this net outflow may have slowed over the past two years due to Sunderland sharing in the recent influx of eastern European migrants to Britain, there is no certainty that this will continue, or that those who have come to live in the city will remain for more than a relatively short period.

Consequently, there is a clear need for the city to retain as many as possible of its working-age residents, especially those with the types of skills on which the future economic prosperity of Sunderland is likely to depend. This includes graduates from the city's college and university.

The growth of Sunderland's elderly population over the coming years will undoubtedly provide opportunities for increased active participation by senior residents in the economic and social life of the city, particularly as we are working to ensure that greater numbers than ever before will enjoy good health in later life. Where this takes the form of part-time paid work or voluntary activity, it should, in addition to ensuring everyone has the opportunity to have a fulfilling life – throughout their life - help to offset the reduced contribution from the diminishing working-age population.

Ideally, we are aiming to create a city which provides the right opportunities and conditions to combine growing numbers of residents moving into extended, healthy old-age, with a relatively stable population of working-age people who have the potential to maintain and build upon Sunderland's position within the region, the UK and from a global perspective. The objectives defined under the city's strategic and cross-cutting priorities within, for example, the areas of housing, Prosperous City and Safe City, are designed to help attract more people to come and live in Sunderland as well as encourage existing residents to remain and grow within the city.



5.1 Sustainability

If the Sunderland Strategy is to be a truly Sustainable Community Strategy, it is imperative that as we make social and economic progress in the city, we ensure we do this in such a way that has minimal environmental impact and establishes the foundations for improved quality of life for future generations as well as the current population.

Sunderland is committed to sustainable development as defined by the UK Sustainable Development Strategy:

"The goal of sustainable development is to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations. That goal will be pursued through a sustainable, innovative and productive economy that delivers high levels of employment; and a just society that promotes social inclusion, sustainable communities and personal wellbeing. This will be done in ways that protect and enhance the physical and natural environment, and use resources and energy as efficiently as possible."

Sunderland has had a sustainable development strategy since 2001 which was aligned to, and to an extent incorporated into, the 2004-2007 version of the Sunderland Strategy. In producing this 2008-25 strategy however, we have taken the important, further step of developing from the outset, a cohesive, sustainable community strategy – the city no longer produces a separate sustainable development strategy - and therefore we can ensure that the actions and initiatives we undertake are planned with due consideration of their impact on the city's future.

Sustainability Appraisal

To ensure the Sunderland Strategy lives up to its new role as a 'sustainable community strategy', a thorough sustainability appraisal has been carried out on the previous Sunderland Strategy, and all drafts of this strategy as it has developed. This appraisal process measures how well objectives in the Sunderland Strategy meet national guidance on what is needed to create sustainable places to live.
The government department Communities and Local Government has identified 44 objectives, within the eight following themes.

As defined by Communities and Local Government, a sustainable community should be:

- **Active, inclusive and safe** – fair, tolerant and cohesive with a strong local culture and other shared community activities;
- **Well run** – with effective and inclusive participation, representation and leadership;
- **Environmentally sensitive** – providing places for people to live that are considerate of the environment;
- **Well designed and built** – featuring quality built and natural environment;
- **Well connected** – with good transport services and communications linking people to schools, health and other services;
- **Thriving** – with a flourishing and diverse local economy;
- **Well served** – with public, private, community and voluntary services that are appropriate to people's needs and accessible to all; and
- **Fair for everyone** – including those in other communities, now and in the future.

By measuring where sustainability objectives were either missing or conflicting with each other, the drafting process has been able to resolve weaknesses in the previous Sunderland Strategy. As a result:

- This strategy's coverage of sustainable community objectives has increased from 69% to 94% (where out of the 44 recommended objectives, 40 are fully covered, three partially, only one omitted); and
- The number of conflicting objectives have been reduced from 16 in the previous Sunderland Strategy to only four in this one.

5.1 Sustainability

Taking Sustainability Beyond the Sunderland Strategy

We are committed to working collaboratively to maximise progress in respect of the sustainability challenges the city faces. We will ensure that our approach is able to be adapted as existing sustainability challenges are addressed and new priorities emerge. To ensure this flows into the delivery mechanisms of the Sunderland Strategy, the following approach will be taken:

- The Sustainability Appraisal process will be applied to any future updates of the Sunderland Strategy during its lifespan – this way we can work towards ensuring all (100% of) sustainable communities objectives are met. Key delivery plans including the three-yearly Local Area Agreements, will be subject to their own sustainability appraisals, in addition to those strategies requiring sustainability appraisals by law (e.g. the Local Development Framework, Local Transport Plans).
- The city's priority sustainability challenges will be set every three years, identified through the development of Sunderland's Local Area Agreements, and incorporated into a simplified Sustainability Checklist, aimed as an aid for partners and any organisations to first score, and then plan their core business with these sustainability challenges in mind.
- Partners will also develop and sign up to a Sustainability Charter which supplements business and project planning processes with a commitment to address our organisational behaviours in respect of sustainability - for example addressing our carbon footprints.

5.2 Creating Inclusive Communities

There are a number of issues associated with creating inclusive communities which cut across all Sunderland Strategy priorities and which are very closely related to one another. They are about the ways in which the people of Sunderland can become involved in the plans for their city and the ways in which the strategy will work to encourage this involvement. These issues can essentially be grouped as:

- **Equalities**
- **Consultation and Community Engagement**
- **Community Development**
- **Community Cohesion**

Here we identify how these issues are to be brought together within the framework of the Sunderland Strategy and in a similar way to our approach to Sustainability outlined above, the objectives identified under the strategic priorities show how our aim for stronger, more confident and more inclusive communities will be delivered.

Equalities

Sunderland faces many equalities issues including differences in health and well being, areas which have lower than anticipated educational attainment, worklessness and areas of high socio-economic deprivation. We also realise that some people suffer disadvantage, or are marginalised because of their way of living or personal circumstances. In order to tackle these issues, the Sunderland Partnership will work together to encourage greater participation by those who are marginalised, identify and remove barriers and change negative attitudes and stereotypical views. To help us achieve this end we have helped to establish and work with seven Independent Advisory Groups, reflecting the six equalities strands of: **age**, **disability**, **gender**, **ethnicity**, **sexuality** and **faith**. We recognise that all people, regardless of personal circumstances have a vital part to play in helping to achieve our vision for the future of Sunderland:

- **Children and young people** are a vital part of Sunderland's aspirations to be the UK's most liveable city. The aim is to make Sunderland a city that children and young people want to invest their life in, a city that provides the lifestyle and opportunities they want for the future. For every child and young person in Sunderland, we are committed to ensuring we achieve the five 'Every Child Matters' outcomes:
  - Being healthy
  - Staying safe
  - Enjoying and achieving
  - Making a positive contribution
  - Achieving economic well-being
- **Older people** also have a valuable contribution to make, and in the light of the changing population profile of the city and an ageing population, it is especially important that the needs and expectations of older people are addressed in order to ensure that they play their full part in achieving our vision for the city.
- Sunderland has a small but significant and growing population from **minority ethnic groups** who have an indispensable contribution to make to the future of the city. People from minority groups often face specific difficulties and we are committed to working with them to ensure that these difficulties are addressed and that all our citizens are able to feel part of a shared future for the city.
- We will also work with people who need to have particular issues understood and addressed connected to **health and disabilities** – we recognise the valuable contribution that all people can make and the vitally useful perspective we gain from ensuring that people with disabilities are fully able to contribute to achieving the future vision for the city.
- We acknowledge that there are certain situations where people are discriminated against or barriers occur because of their **gender**. The Sunderland Partnership is striving to tackle these inequalities which may arise both in service delivery and in the wider community. We are committed to ensuring that gender is an integral consideration when building the future of Sunderland.

5.2 Creating Inclusive Communities

- We recognise that people may also find themselves in a marginalised or vulnerable position as a result of their **sexuality** and we are committed to working with Lesbian, Gay and Bisexual people to ensure that they do not suffer from discrimination or marginalisation as a result of their sexuality.
- Sunderland is home to people from a variety of **faiths** who bring a particularly valuable perspective to planning and achieving our vision for the future of the city. We will work to ensure that this vital contribution is recognised and built upon as we move forward in achieving our vision for the future of Sunderland.

Consultation and Community Engagement

The Sunderland Partnership is also committed to ensuring that people are involved appropriately in decision making in the city. The Partnership recognises that this needs to be managed to ensure people are not overwhelmed with questions, or consulted where their views cannot be taken into account. The Partnership is committed to:

- Finding ways in which people can be kept informed and asked to influence decisions at a strategic level where appropriate
- Establishing clear lines of communication and allowing input into decision making at a local level
- Ensuring (and evidencing) that service provision is customer focussed and continuously improved in response to customer needs; and - considering ways in which a more personalised approach can be adopted with people who are most vulnerable or marginalised

Many partners have statutory obligations to engage with communities and undertake a significant amount of activity to facilitate and support community involvement in their individual and collective decision making processes.

As these obligations are likely to remain and develop further, the Sunderland Partnership is committed to developing a consistent and transparent approach that emphasises joint working between all stakeholders in community engagement and empowerment, and underpins the implementation of the Sunderland Strategy.

Community Development

Community Development is based on the principles of empowerment, learning, and change. It builds on the approaches described above regarding consultation and community engagement by making certain that we work with communities to ensure that they are able to make the most of opportunities, both to influence decision making processes and have a real say in the future of the city, and to also initiate changes themselves.
To achieve this in Sunderland a consistent and transparent approach to Community Development must be developed that emphasises joint working between all partners in empowering and engaging communities, and creating a learning culture, in which people build on experiences to move forward.
The Partnership's recently adopted Community Development Plan is an ambitious document which establishes the framework to make this a reality. Implementing the Community Development Plan will help us to move towards ensuring that local communities are able to influence those organisations that make decisions for the local area, and also to build active communities based on mutual respect and visible social justice.

As a major focus for Community Development in the city, the Voluntary and Community Sector (VCS) has a central role in taking this approach forward. The sustainability of the sector is an important consideration for implementation of the approach and activities.

5.2 Creating Inclusive Communities

Community Development is integral to creating inclusive communities. It ensures people can be involved beyond consultation if they choose, through the provision of long term support to individuals and groups in our communities. It supports our equalities agenda by the very principles it is based upon, and it will play a crucial role in helping to achieve our goals for an inclusive and cohesive city by its work with individuals and communities. The principles of community development are:

- Social justice
- Self-determination
- Working and learning together
- Sustainable communities
- Participation
- Reflective practice

Inclusion & Community Cohesion

Sunderland faces a number of inclusion and community cohesion opportunities and challenges posed by the increasing diversity of our population and its place within fast changing international, national and local contexts. These include globalisation, increasing migration to the UK, the growing threat of international and 'home grown' terrorism, an ageing population, and the increasing prominence of faith issues. We have worked with the Institute of Community Cohesion to produce a baseline report with recommended actions. This forms the basis of the Community Cohesion Strategy and the objectives outlined in this section.

In the final report of the Commission on Integration and Cohesion, 'Our Shared Future' (see Section 6), central government adopts a progressive approach to community cohesion. It sets out a vision, based on the need for an increased focus on integration and building a shared future for all, matching rights with responsibilities, and building mutual respect and confidence amongst all members of our communities. This is vital to delivering a confident and positive future together. It is now understood that a number of factors determine levels of community cohesion, including: economic prosperity or deprivation, crime and anti-social behaviour, diversity of ethnic and faith background, and the ability to move around and travel within the local area, nationally and internationally.

Opportunities and Challenges

There are some fundamental objectives that need to be considered by all partners, working across all objectives, in achieving cohesive and inclusive communities.

We propose a more coordinated and aligned approach to resourcing and support provision in order to deliver a real change for the people of Sunderland. It is about establishing a 'One City Approach' in which we work towards common aims and which puts in place more streamlined processes for supporting, resourcing, empowering and consulting our communities. Clearly this represents a real commitment to proactively working with communities to address inequalities, promote active citizenship and support them in identifying and meeting their needs, opportunities, rights and responsibilities.

The overall aim is to develop shared aims and joint working practices between partners, which will create an environment whereby communities have a range of ways to access advice and support to ultimately empower them to achieve their own goals. The Community Development process takes into account:

- Addressing inequalities in and between communities
- Promoting active citizenship to facilitate and support increased involvement by local people in decision making and involvement in their neighbourhoods
- Supporting communities in identifying and meeting their needs, opportunities, rights and responsibilities

We will ensure a consistent and transparent approach to working with our communities, embedding the good practice of creating inclusive communities in future service delivery.

5.2 Creating Inclusive Communities

Opportunities

Our Annual Residents' Survey gives us the clearest picture of how people feel about their communities. 79% of people feel satisfied with the area in which they live whilst only one in seven (14%) are dissatisfied.

Communities in Sunderland are becoming more cohesive and confident. Our Annual Residents' Survey asks questions designed to measure residents' feelings of pride and belonging in the areas in which they live. Responses show that we are moving in the right direction with residents becoming more trusting of their neighbours and more satisfied with the areas in which they live.

- There are over 100 individuals in the city whose job roles relate to community development – 75% of them in the VCS
- Partners and other funders make grants to, or have contracts with, VCS organisations to the level of £11 million a year
- There are more than 600 VCS organisations active in the city
- There are property assets well in excess of £10 million being managed by VCS organisations
- Volunteer participation is worth £12 million to the city's economy

Challenges

In terms of being involved in their communities people in Sunderland are less likely to volunteer or help out than is the case nationally, although signs are that this is something that is improving. Residents are more likely to help out informally, however 44% still say they don't help out at all compared to 32% across England and Wales as a whole.

In addition to promoting cohesion between its established communities, the city also needs to attract and be welcoming to newcomers if it is to reverse declining population trends, achieve the objectives of the Sunderland Strategy for the regeneration of the city, and make its optimum contribution to the region.

We recognise a need to develop a collective culture of trust, based on the assumption that all partners are committed to working together to achieve the aims of the Sunderland Strategy. This will be achieved through the Sunderland Compact.

We are committed to maximising the impact of the many activities and resources that are currently committed to community development.

Issues that are both opportunities and challenges

Consultations with Sunderland's Citizens' Panel show how important our communities are to us. Findings indicate that people feel that Sunderland is changing very fast – which can be seen as both a good and a bad thing.

Diversity in Sunderland is changing. Like many other areas, the city's established Black and Minority Ethnic population is growing and new communities are emerging; primarily as a result of economic migrants from European Union Accession countries and elsewhere and by international students attracted to Sunderland University.

In the 2001 census 98.1% of people described themselves as white with the remaining 1.6% of people describing themselves as Asian or Asian British (1%), Mixed (0.39%), Chinese or other ethnic group (0.35%) and Black or Black British (0.13%).

Since 2001 the number of people describing themselves as being of an ethnic group other than white has increased.

Community cohesion is strengthening in Sunderland. Nearly two in three residents (63%) now agree that their local area is one where people from different backgrounds get on together, an increase of 8% since 2005. In addition almost three in five (58%) agree that residents respect ethnic differences between people – whilst improving these figures are still below the national average.

5.2 Creating Inclusive Communities

Objectives to be addressed under all Strategic Priorities

- We will implement the Community Development Plan effectively to ensure the voluntary and community sector is best able to help achieve our vision for the future.
- The Sunderland Compact and supporting Codes of Practice are of fundamental importance in building trust within the city. It sets out the relationship between Partner organisations and VCS organsiations for mutual advantage and community gain. The Partnership is committed to developing, maintaining and embedding the Compact within all partner organisations.
- The Partnership is committed to ensuring that residents have a strong sense of trust in local institutions to act fairly in arbitrating between different interests and for their role and justifications to be subject to public scrutiny. This will mean that by 2025 more than 50% of people in Sunderland will think that public organisations are trustworthy and honest.
- It is also vital that people feel they can contribute to, and influence developments in their community. By 2025 at least 25% of residents will feel that they contribute to their community and 50% of residents will feel that they can influence decisions affecting their local area.
- We will address the barriers to creating active citizenship and increase the number of people formally volunteering to five percentage points above the national average by 2025.
- We will build confidence and trust in local areas so that by 2025 50% of people feel that their neighbours can be trusted and 90% of people agree that people in their local area are willing to help out their neighbours.
- We will ensure that people feel that local services have the best interests of the community at heart so that by 2025 more than two thirds of the population agree that this is the case.
- The Partnership will adopt a cross-cutting, multi-agency approach to achieving inclusive and cohesive communities, ensuring that we strengthen existing relationships and networks.
- By 2025, over 75% of people will agree that Sunderland is a place where people from different backgrounds get on well together.
- We will focus on solutions to problems which strengthen the links between people and places rather than adopting a single issue that can encourage people and their communities to become more isolated.
- Emphasis will be placed on getting communities to work together rather than targeting communities in isolation from one another.
- In 2025 there will be strong and positive relationships within and between neighbourhoods across the city. This will include a strong recognition of the contribution of both those who have newly arrived and those who already have deep attachments to a particular place, with a focus on what they have in common.
- Sunderland's VCS will actively promote social inclusion and community cohesion, and the council and Partnership will work with it to ensure that it has the capacity, leadership and other skills to tackle these issues.

5.3 Housing

Everyone in the city and those wanting to come to Sunderland should have the opportunity of a decent home at a price they can afford, in a place in which they want to live and work, and to be part of safe, strong, diverse, healthy and sustainable communities. Housing is the cornerstone of any sustainable community.

Within Sunderland there are several distinct housing markets that have fairly limited connectivity between them. Most are generally self contained (i.e. the majority of movers choose to remain within the same market area - as high as 75% in Southern city suburbs).

The significant increase in house prices and the reduction of social housing, (by 10,000 units in the last 10 years), has led to imbalances in several housing market areas. Affordability is a key issue facing many households across Sunderland, not least newly forming households, who are finding prevailing market prices too high.

Sunderland has considerably higher levels of semi detached and terraced housing than other types of housing in the city. Similarly, over 75% of the housing stock is in Council Tax bands A and B compared to only 0.5% in Bands G and H. Hence there is a real need to increase the choice of housing on offer, which has been cited in past surveys as a key reason why people move from the city into neighbouring areas. Equally, evidence is firmly pointing to the need to increase the supply of affordable housing across the city.

With regard to migration, net out-migration is continuing, particularly of higher-income households. There is some in-migration with previous residents moving back to the city. Over half of in-migrants originate from elsewhere in Tyne and Wear or County Durham, and around a quarter originate from non-Northern regions of England, and Wales.

The previous Sunderland Strategy (2004-2007) set stretching targets for housing in the city, and through a combination of partnership working and stock investment Sunderland has achieved much in relation to housing.

The development of housing strategy is aligned to the role that the local authority has as a 'place shaper'. The role of place-shaping is seen as 'the creative use of powers and influence to promote the general well-being of a community and its citizens.' This is seen as the key to the promotion of local choice, flexibility and economic prosperity in which housing has a role to play.

Our approach to housing is an integral part of the city's dynamic ethos around capitalising on Sunderland's stunning natural attributes and ensuring the highest quality of life for all residents. As part of this approach we will ensure that the housing needs and aspirations of local people are identified, and resources allocated accordingly.

The development of housing in the city cannot be done in isolation however. Our approach is set within the national housing policy perspective, and aligned with regional priorities, emphasising the strong inter-authority working that is in existence across the sub-region through the Tyne and Wear Strategic Housing Partnership. This approach ensures consistency between the national, regional and local strategic frameworks – the importance of which, across all strategic and cross cutting priorities, cannot be underestimated if we are to achieve 'the best' for Sunderland in terms of its contribution to, and share of the wider regional, UK and global prosperity and wellbeing.

Within this context the Strategic Housing Partnership is working to ensure that Sunderland offers the highest quality housing in respect of:

- Design
- Condition and Standards
- Energy Efficiency
- Choice, Quantity and Quality
- Value for Money
- Affordability
- Management and Support Services
- Community Safety
- Sustainability and Sustainable Neighbourhoods
- Healthy and vibrant private rented sector that contributes to housing provision and the housing offer that can be made available
- Ensuring adequate funding to invest in the housing stock
- Developing new partnerships and sustaining existing ones where necessary

5.3 Housing

Key Achievements

Sunderland is one of 14 local authorities selected to pilot 'Local Housing Companies' (LHC) announced in the Housing Green Paper published in July 2007.

The LHC will combine publicly owned land with English Partnerships finance and technical skills and a contractor/ funder to produce new homes up to 50% of which will be available for sale, rent or shared ownership/equity at an affordable rate (no more than three and a half times the average income).

- Gentoo Group has completed 365 new properties with a further 358 under construction and over 500 more due on site in 2008. As well as new housing, Gentoo has invested over £300 million into the housing stock of Sunderland ensuring that the entire Gentoo owned stock of 30,000 properties complies with the Government's Decent Homes Standard, three years ahead of target.
- Sunderland City Council has made good progress in improving domestic energy efficiency. From 1995 until 2006 domestic energy efficiency all homes in the city is estimated have improved by 21.37%. In the social housing sector Gentoo has won awards for its energy efficiency improvements.
- Sunderland's Home Improvement Agency (HIA) was established in November 2006, and formally launched in October 2007. The HIA aims to provide a joined-up service that will be available to help all vulnerable people to live independently in the home of their choice for as long as possible.
- The council's Housing Service is a three star service that has witnessed the development of a new domestic violence refuge, an immediate access project for young people and the development of the Homes for Life for Older People's programme. The Supporting People programme introduced in 2003 continues to develop and has seen an increase from 11,400 clients in 2003 to 15,700 in 2007.
- By consistently ensuring that new housing is delivered in sustainable locations, 85% of new houses built have been completed on brownfield land (peaking at 94% in 2006/07).

Opportunities and Challenges

In developing housing further, we must continue to improve our understanding of how the local housing market in Sunderland has developed and works, if our aspiration to ensure housing plays a leading role in the city's long term regeneration is to be realised.

Opportunities

There are currently 119,000 households within the city, with a tenure breakdown of 67.3% owner occupation, 26.9% social rented and around 6% private rented sector. The Decent Homes Standard targets are nearly achieved in both the public and private sectors, and the Housing Partnership will ensure that the targets are met by its continued interventions.

Sunderland has a key role to play in the renaissance of the entire North East region and has contributed too, and fully supports the work of The North East Housing Board (NEHB) which published the updated Regional Housing Strategy (RHS) in June 2007.

The agreed and shared vision across regional Housing, Planning, Transport and Economic policies and strategies is that:

The North East will be a region where present and future generations have a high quality of life. It will be a vibrant, self reliant, ambitious and outward looking region featuring a dynamic economy, a healthy environment, and a distinctive culture. Everyone will have the opportunity to realise their full potential.

A key objective of the RHS is to ensure that the type and mix of new housing provides choice, supports economic growth and meets housing needs and demand (the housing offer) not only in the sub-region but in Sunderland too. Investment in new and existing housing, support services, management and the buying and selling of housing, are major contributors to the city's sub regional and regional economy.

5.3 Housing

Supported by the Sunderland Strategy and the Housing Strategy, the city's emerging Local Development Framework (LDF) will play a key role in addressing many of the challenges the city faces. Crucially, it will allocate sufficient land to deliver some 15,000 new homes (net) by 2021 that would:

- Be located in the most sustainable locations that are accessible to services, employment sites and facilities
- Offer the necessary choice and quality of house types and tenure required within environments that would promote the long term sustainability of our neighbourhoods
- Assist in meeting affordable housing needs through initiatives such as the Local Housing Company

Challenges

Whilst the LDF will allocate the sites to provide for 15,000 net new homes by 2021, the ability for these sites to be built upon depends on a number of variables beyond the direct control of the Sunderland Partnership, and over which we must therefore work to have maximum influence, such as:

- The sustainable regeneration of the city requires re-using 'challenging' brownfield sites that can take time and considerable investment to make them viable. This could divert both builders and potential homebuyers (of working age) away from the city to its near neighbours who can offer more easily developed greenfield sites that are accessible to the Sunderland's own employment centres by car, eg Doxford Park and Rainton Bridge (a major cause of the city's population decline to date).
- Under the current economic climate house building rates and sales are slowing as are the number of new housing schemes being started. We have carried out a Strategic Housing Market Assessment which will allow us to maintain the housing market more effectively and ensure that our policies can respond to market changes and the economy appropriately.
- An average of 882 additional new homes are required per annum to meet the net target of 15,000 new homes. This strategy acknowledges that the existing housing market requires considerable restructuring to meet the needs of its existing and future residents. A major restructuring programme of the city's social rented stock is currently underway. In the short term, this does affect the number of net additions currently built in the city. Despite there being high housing completion rates in overall terms, this is offset by the demolition programmes. In the medium to long term as the programme moves towards building quality new homes, the ability to meet the net housing target will improve considerably.

There has been a 134% increase in house prices over the past six years in Sunderland and there is a perception that there is a lack of affordable housing that meets present day needs and aspirations. The average house price in Sunderland has risen from £49,910 in March 2001 to £117,003 in 2007, an overall increase of £67,093.

There has been a lack of investment in the private housing stock and there is a level of poor quality and obsolete housing in certain parts of the city. There is also a high level of long-term empty properties in the city and there are currently 2397 properties that have been empty for longer than 6 months. There are issues with anti-social behaviour in the private rented sector with the City Council dealing with in excess of 200 prolific cases.

The scope for improving energy efficiency of private sector housing is still great, with over 30,000 wall cavities still to be insulated, and a high proportion of hard to treat homes, e.g. solid wall properties. It is also estimated that over 30,000 households in Sunderland are in fuel poverty, i.e. spend over 10% of all income on fuel. With current trends in fuel prices, it is likely that the situation will worsen if not tackled.

Objectives to be addressed under all Strategic Priorities

- We will improve the choice of type, location and price of housing within attractive residential environments to meet 21st Century aspirations and demands, helping to reverse the trend of outward migration.
- We will improve the quantity and quality of housing and ensure that sustainable communities are created.
- We will provide accommodation and support which meets the needs of Sunderland's large and increasingly diverse population.
- We will ensure vulnerable people (e.g. those at risk of homelessness) have access to safe, appropriate accommodation and support.

5.4 Culture

The Sunderland Partnership is committed to ensuring that culture is developed to bring economic benefit to the city, help people develop new skills and support the provision of jobs as well as creating a lively economy.

Culture will support people to improve their health, be fitter and more active, and enhance their sense of wellbeing through involvement in city life, enjoyment, entertainment and enlightenment – helping give people new perspectives, confidence and skills. Sunderland Cultural Partnership's ethos in terms of developing culture to play this vital supporting role across all strategic priorities, and the other cross cutting priorities, is to ensure recognition of the importance of Sunderland's unique attributes, its heritage and the achievements and interests of its people.

In an extensive survey carried out in 2004 over 1,000 residents were asked what they thought was important to the city's culture. From the results of this a Cultural Strategy (www.sunderland.gov.uk/cultural-strategy) was developed outlining eight main aims to both develop and maintain Sunderland's culture. The aims identified were:

- Ensure that Sunderland is well known as a distinct city in the North East
- Celebrate Sunderland, its traditions, its people and its places
- Ensure that Sunderland has a good range of quality cultural facilities
- Establish and sustain a healthy and balanced cultural economy
- Create an equality of access to culture throughout Sunderland
- Increase levels of participation in cultural activities
- Ensure that culture plays its full part in improving life for people in Sunderland
- Ensure that Sunderland, as a cultural resource, makes its full contribution to the region

The consultation also identified that our culture is what sets us apart from other cities in the UK. It's our history. It's our present. It's about us and what we do to make Sunderland the unique place it is.

Key achievements

The Culture Partnership has made considerable progress in recent years in improving the cultural offer in Sunderland - key achievements include:

- The wellness initiative has had a solid impact on the health and fitness of the people of Sunderland. There are currently 7,597 Wellness Centre users in the city and every one of the 59 GP practices within the city now refer patients into Exercise Referral Programmes (ERPs).
- Work was completed on the Sunderland Aquatic Centre in March 2008. The regionally significant centre (construction cost of £19.8 million) incorporates a 50m swimming pool, a 25m diving pool and the city's hub Wellness Centre.
- The twin Anglo-Saxon monastery of Wearmouth-Jarrow has been named as the UK's nomination for World Heritage Site status. A bid is being made to inscribe St Peter's Church, together with St Paul's Church in Jarrow, as a UNESCO World Heritage Site.
- Capital developments made to the Sunderland Empire have enabled the theatre to create the biggest stage in the region enabling it to host a range of shows otherwise unavailable in the region, including Miss Saigon, Starlight Express and Chitty Chitty Bang Bang. As a result, the theatre has enjoyed a rise in visitor satisfaction and in visitor numbers, which reached one-third of a million people during 2006/07.
- In 2005 we were successful in our bid for Beacon Status under the theme of Culture and Sport for Hard to Reach Groups. Factors such as our robust Community and Customer Engagement processes contributed to Sunderland being acknowledged as a national exemplar in this area.

5.4 Culture

- Following the refurbishment of the Hetton Centre, customers can now access a wide range of services provided by Sunderland City Council, Sunderland Teaching Primary Care Trust and Hetton Town Council, all under one roof from a single reception point.
- Sunderland International Airshow, received the Gold Award for 'Best Tourism Experience' at the North East England Tourism Awards 2007. The event is the largest free airshow in Europe and continues to attract hundreds of thousands of visitors annually.
- In 2006, Sunderland took part in the AV Festival alongside Middlesbrough, Newcastle and Gateshead, to create the largest international festival of digital arts and music, electronic art, games and the new media.

Opportunities

- Since 2005 there has been an increase by 6% in number of residents who feel there is lots to do in Sunderland.
- 3% of residents are finding it easier to keep physically active.
- The number of school visits to museums falls into the upper national threshold.
- Satisfaction with theatres and concert halls has risen 6% from 2003.
- Significant international attention and interest in the city has been generated through high profile events.

Challenges

- We have seen a decline of 1% of residents who think there are things to do in the evening.
- 69% of residents use cultural or recreational facilities and libraries once a month or more. 31% of residents never use these.
- 57% of residents use sports/leisure centres once a month or more. However 42% never use these facilities.
- Only 16.3% of the city's population are active library borrowers.

Objectives to be addressed under all Strategic Priorities

- Work will take place to ensure that people of all ages and backgrounds have access to cultural activities and are engaged in the design and development of them. This will help create safe, cohesive and inclusive communities.
- Sunderland will be a city that celebrates and protects its environment and heritage, where people are encouraged to visit historical, environmental and cultural sites and take part in educational and training opportunities.
- Cultural activities in Sunderland will raise people's aspirations and support the development of new skills.

6 Shapers and Influencers - related strategies and agendas

Sitting alongside the cross cutting priorities are a range of related strategies and agendas that have also shaped and influenced the development of the Sunderland Strategy. They will continue to do so as we move to implementation and delivery under each priority. It is also the case, particularly in relation to sub regional and regional agendas, that the Sunderland Strategy will in turn help shape emerging and evolving strategies at these levels.

6.1 Local strategies and agendas

The main local strategies and agendas are:

- **Local Area Agreement (LAA)**

The Local Area Agreement (LAA) is a key element of the delivery plan for the Sunderland Strategy. It contains targets for 2008-11 – the first phase of implementation of the Sunderland Strategy – based on priority areas for improvement. This initial set of targets, selected from the National Indicator Set of 198 indicators (published October 2007), are those which most closely reflect the challenges and objectives identified under each of the Sunderland Strategy strategic priorities. Subsequent LAAs will contain appropriate sets of targets as the journey towards achieving the vision progresses.

- **Local Development Framework (LDF)**

The city's emerging LDF will be a key component in the delivery of the Sunderland Strategy, setting out the spatial aspects and providing a long term spatial vision for the physical development of the city until 2021. The LDF will comprise a series of themed documents. Most important is the Core Strategy that will provide a suite of overarching policies including those relating to the development of future transport links, housing and employment land, and green space; it also sets out the policies for the protection and enhancement of the environment in all its aspects. In many ways, the Core Strategy will provide the principle mechanism for translating the spatial aspects of the Sunderland Strategy objectives into land use policies. The Core Strategy does not provide detailed sites for development, these will feature in subsequent 'allocations' documents, that must conform to the overarching policies of the Core Strategy.

Like all the documents included within the LDF, the Core Strategy must pass through a series of stages before it can be formally adopted. Currently, the Core Strategy is at the Preferred Options Stage (December 2007) and has taken due regard of the Sunderland Strategy (2004-07). However, it has and will continue to be developed in parallel with this new Sunderland Strategy involving workshops and discussions with a wide range of organisations and interests, with elected Members and with the thematic partnerships of the Sunderland Partnership.

To help users understand how the Core Strategy contributes to the development of the city, the objectives have been grouped under the five priority themes of the Sunderland Strategy, and under the cross cutting 'Sustainable Sunderland' theme. In line with the themes of this Sunderland Strategy, the Core Strategy proposes its own broad spatial vision:

"A proud and prosperous city that provides a sustainable distribution of land uses to meet the needs of a safe, healthy and inclusive community, making Sunderland the most liveable city in the UK. In the long term the aim is to develop a city where all residents have a realistic opportunity to access the main centres for employment, shopping and leisure without needing to use a car."

Up to date details of the content of Sunderland's LDF can be found on the City Council's website: www.sunderland.gov.uk

6 Shapers and Influencers - related strategies and agendas

- **Sunderland Image Strategy**

In 2005, through extensive consultation with people both inside and outside of the city, it was established that Sunderland could become:

'The UK's most liveable city' – a city that has at its heart a commitment to the environment, smarter ways of working and using resources, and a balanced way of life, creating a distinctive city that is life enhancing for everyone who chooses to be part of it.

The way that people see Sunderland – its image in the outside world – is crucial to its regeneration and development. People need to understand what Sunderland offers, what is distinctive about it as a place and what it is striving to be in the future, as it is the ambitions and aspirations of the city that will draw residents, visitors, students and businesses to Sunderland in future. Consequently the Sunderland Partnership endorsed and adopted the Sunderland Image Strategy that was launched to the public in July 2006.

The Image Strategy sets out how the city can create a distinctive image so that it stands out from other cities by offering a different and appealing way of life for current and prospective residents, students, visitors and investors.
It developed a new brand for Sunderland, a brand that will actively work to change perceptions of Sunderland in the eyes of people both inside and outside the city. The brand was developed taking into account the views of residents and partners about what they would like their city to be known for in 20 years time, as well as the city's current assets and special attributes, but also, very importantly, what the city is likely to be like in the future as well.

This development of the image of the city is guided by three values:

Life enhancing:

We are striving to be a cleaner, safer and a greener place to live, work, study and do business. Sunderland aims to be a place that will enhance your health, your lifestyle and your overall quality of life.

Smart:

Sunderland is an intelligent choice, a city that is working to make technology enhance the short-term and the long-term quality of life in the city. It's also about a smart approach to using resources wisely to protect Sunderland's special environment.

Balanced:

Sunderland is striving for a balanced and sustainable future, finding a considered and responsible way forward that will give the best possible results for its citizens.

Sunderland is a city that offers everything you need in a city, but without the rat race.

Any initiative that Sunderland undertakes – and the way the city goes about these initiatives – needs to be true to these core values to ensure that it moves closer to achieving its vision.

- **International Strategy**

The Sunderland Partnership is committed to ensuring that 'the city's international engagement supports the Sunderland Partnership in achieving its vision for Sunderland, maximising the opportunities and benefits'.

As a city we recognise the need for, and value of, international engagement. Sunderland's future prosperity depends on its ability to adapt and thrive within an increasingly competitive and complex international setting. Developing effective international partnerships, and building an international dimension into our activity in a strategic and co-ordinated way, will increase opportunities for the people of Sunderland, support the development of the city's economy, and working hand in hand with the Image Strategy, raise Sunderland's profile, and help attract investment, visitors, students and new residents to the city.

Globalisation affects us all and presents major opportunities for Sunderland – in parallel with the Image Strategy, the International Strategy helps the city take an increasingly global perspective:

- Continuing to adapt to globalisation will enable the city to compete nationally and internationally and ensure our citizens are equipped with the skills and capabilities to meet the needs of employers operating within this global context.
- Sunderland is affected by global environmental issues such as pollution and climate change, and must make its contribution towards reducing negative impacts on the environment and ensuring sustainable development.
  Being pro-active in addressing these challenges will help to improve the quality of life within the city.
- Enabling our citizens to experience other cultures will help the people of Sunderland become global citizens and enhance cultural provision within the city.

The International Strategy was developed in 2006 and commits the Sunderland Partnership to making sure that all international activity in which partners are involved, contributes directly or indirectly to the implementation of the Sunderland Strategy, its vision, aims, and priorities and associated initiatives undertaken by Partnership member organisations.

6 Shapers and Influencers - related strategies and agendas

- **Children and Young People's Plan**

The Children and Young People's Plan (CYPP) is the single, strategic, overarching plan for all services for children and young people in Sunderland. The CYPP covers services for all children and young people in the area aged 0-19, those over 19 receiving services, including leaving care, and those over 19 and under 25 with learning difficulties. The local authority has the duty to prepare the CYPP, jointly with all relevant partners.

The purpose of the CYPP is to make sure that all those who work with children and young people in Sunderland are working collaboratively to achieve the shared vision and improved outcomes in the most effective and efficient way.

- **50+ Strategy**

Demographic predictions indicate that by 2029 it is possible that almost half the population of the city will be aged over 50. The 50+ Strategy is the single, strategic, overarching strategy providing the focus for all issues in the city relating to those aged over 50. It articulates the aspirations and needs of those aged over 50 to enable them to make a positive contribution to the economic, social and cultural life of the city. The Strategy acknowledges that those aged over 50 want to exercise choice and control over their lives and that 'one size does not fit all', it therefore adopts a life course approach to the issues identified. It challenges partners to meet those identified needs and aspirations and rise to the challenges and opportunities created by an ageing population.

- **Sunderland Community Cohesion Strategy**

Sunderland's Community Cohesion Strategy has been developed following a review of community cohesion in Sunderland carried out in 2007. The strategy addresses issues according to four main themes: citizens' sense of belonging, tackling deprivation, addressing intergenerational tensions and valuing diversity. The Community Cohesion Strategy outlines actions and targets designed to ensure that our communities are and remain strong and confident and able to address any tensions or difficulties that they may face in the future.

- **Sunderland Partnership Community Development Plan**

As discussed in Section 5.2, the Community Development Plan aims to deliver an effective and efficient approach to Community Development across Partner organisations in Sunderland, which will in turn enable local communities to influence local decision making and reduce inequalities. It is an important tool to ensuring community cohesion and active citizenship. It has been developed through extensive consultation with members of the voluntary and community sector and Sunderland Partnership (www.sunderland.gov.uk/communitydevelopment).

- **The Digital Divide**

The digital divide refers to the gap between those people with effective access to digital and information technology, and those that do not. It includes the imbalances in physical access to technology, as well as the imbalances in resources and skills needed to effectively participate as a digital citizen.

The Digital Challenge national programme was to set the vision for and take the next bold and radical steps to creating a digitally enabled society. Sunderland's success in achieving funding for its Digital Challenge programme will help lay the foundations for true transformation to a 21st Century community, where services are delivered where and how they are needed and wanted.

- **The Sunderland Marketing Partnership**

The Sunderland Marketing Partnership, made up of a wider group of marketing specialists from partner organisations and the private sector, is working on behalf of the city to raise its profile and improve its image regionally and nationally. The Sunderland Marketing Partnership supported the development of the destination brand for the city, 'Sunderland... for a better future', and the sunflare logo to raise perceptions of the city. Research shows perceptions are changing slightly but this a long process and needs continuing work for the forseeable future

6 Shapers and Influencers - related strategies and agendas

6.2 Regional and sub-regional strategies

At a regional and sub-regional level, the main strategies and agendas are:

- **Tyne and Wear City Region (and Multi-Area Agreement)**

The LAA described above is about dealing with the local priorities identified by the Sunderland Partnership and local people. However, we recognise that to achieve our ambitions we will need to work with partners at regional and sub-regional levels. Although the component areas of the sub region have individual characteristics, they share common challenges. There is a commitment to work collaboratively to share best practice and develop joint activities where this approach is guaranteed to bring improved effectiveness.

Partners from Tyne and Wear, Northumberland and Durham have worked together to develop an outline Multi Area Agreement (MAA) with the purpose of accelerating economic growth in the sub region. The outline MAA for Tyne and Wear City Region is based on two key, linked outcomes: the development of an internationally competitive city region that is also economically inclusive ensuring opportunity and access for all. Achieving the outcomes will be based on the development and implementation of three City Region work strands:

- Employment and Skills – focussed on improving economic competitiveness and increasing skills and talent in the City Region
- Transport - aiming to improve connectivity between the urban core and the rest of the City Region and to link areas of opportunity with areas of disadvantage
- Analytical capacity – to provide the robust evidence base and analysis needed to develop a more integrated approach to economic and spatial development in the City Region

Sunderland's LAA has been developed so that it is consistent with the MAA ensuring that partnership activity in the city contributes to, and benefits from, activity at a City Region level. Certain LAA indicators have been selected to ensure that there are clear links with other Tyne and Wear LAAs.

Regional Economic Strategy

Sets out how greater and sustainable prosperity will be delivered to all of the people of the North East over the period to 2016. It seeks to provide the underpinning economic conditions necessary to achieve the region's vision that: "The North East will be a region where present and future generations have a high quality of life. It will be a vibrant, self reliant, ambitious and outward looking region featuring a dynamic economy, a healthy environment and a distinctive culture. Everyone will have the opportunity to realise their full potential."

Regional Spatial Strategy

A statutory document that will replace Regional Planning Guidance for the North East. It will determine how much development should take place in the region and where this should be located. It sets out a long-term strategy (2004-2021) for the development of the region and provides the spatial context for the delivery of other regional strategies. It is part of the statutory Development Plan and Local Planning Authorities must ensure that their Local Development Frameworks are in general conformity with the Regional Spatial Strategy once it is adopted.

- **Local Transport Plan**

The Tyne and Wear Local Transport Plan (LTP) sets out the vision for transport in the sub region which is "to see Tyne and Wear continue to develop as an area where all residents have better access to a more prosperous, safer, healthier and more sustainable lifestyle in a more attractive environment."

In order to achieve this, the LTP also identifies a set of strategic objectives as follows:

- Maintain and improve levels of personal accessibility and linkages within, between and beyond the boundaries of Tyne and Wear
- Ensure that transport systems, especially the public transport network, are safe, secure and free from the fear of crime, as well as reducing the number and severity of transport related accidents and casualties
- Tackle transport inefficiency by delivering sustainable measures to combat congestion
- Reduce the adverse impacts of transport on the environment

In Sunderland we will work towards the achievement of the sub regional vision and strategic objectives for transport to ensure that local people are served and supported by the best transport system possible.

6 Shapers and Influencers - related strategies and agendas

- **Regional Housing Strategy**

The North East Housing Board (NEHB) published the updated Regional Housing Strategy (RHS) in June 2007. The strategy details the NEHB's strategic aims and priorities for housing in the northeast region and provides a framework for the development of housing solutions at a regional and sub-regional level. It also influences regional investment decisions by directing Single Housing Investment Pot spend across local authorities.

Housing issues in the North East Regional Housing Strategy (2007) are related to wider agendas including economic development, planning, regeneration, rural issues, health and community well-being. Therefore the strategy has been carefully aligned with other regional strategies and a vision for regional prosperity in the 21st Century. A key objective of the RHS is to ensure that the type and mix of new housing provides choice, supports economic growth and meets housing needs and demand (the housing offer).

6.3 Legislation and national initiatives

A range of central Government legislation and national initiatives have also helped shape the Sunderland Strategy:

- **Review of Sub National Economic Development and Regeneration**

Considers how to strengthen economic performance in regions, cities and localities throughout the country. The review outlines Government plans to refocus both powers and responsibilities to support its objectives to encourage economic growth and tackle deprivation at every level.

Weblink: www.hm-treasury.gov.uk./media/9/5/subnational_econ_review170707.pdf

- **Local Government White Paper: Strong and Prosperous Communities (2006)**

Aimed at giving local people and local communities more influence and power to improve their lives. It is about creating strong, prosperous communities and delivering better public services through a rebalancing of the relationship between central government, local government and local people.

Weblink: Volume I: www.communities.gov.uk/documents/localgovernment/pdf/152456

Weblink: Volume II: www.communities.gov.uk/documents/localgovernment/pdf/154067

- **Local Government and Public Involvement In Health Act 2007**

Provides a legislative framework on which a number of proposals in the White Paper are based including setting out the place-shaping and community leadership role of local councils, working with Local Strategic Partnerships and local partners.

Weblink: www.opsi.gov.uk/acts/acts2007/ukpga_20070028_en_1

- **Sustainable Communities Act 2007**

Promotes the sustainability of local communities based on the principle that local people know best about what needs to be done to promote the sustainability of their area, but that sometimes they need the help of Government to enable them to do so.

Weblink: www.opsi.gov.uk/acts/acts2007/pdf/ukpga_20070023_en.pdf

6 Shapers and Influencers - related strategies and agendas

- **Commission on Integration and Cohesion: Our Shared Future**

In June 2007 the Commission on Integration and Cohesion published its report on the major challenges facing Britain in response to increasing change in local communities. The Commission's recommendations for action are around building up four principles:

- Prioritising a shared future over divided legacies – in other words focussing on what binds communities, rather what differences divide them
- Building a new (strong) model of rights and responsibilities – in other words a sense of citizenship and the obligations that go with it.
- Developing an 'ethics of hospitality' (in other words respect between groups)
- Delivering 'visible social justice' (in other words to build trust in public institutions)

The report sets out practical proposals for building integration and cohesion at both national and local levels and its recommendations will be built into Sunderland's developing Community Cohesion Strategy.

- **Community Empowerment Action Plan**

This plan sets out how the Government will deliver on its commitment to bring about greater devolution and empower communities, by bringing 'devolution to the doorstep'.

Weblink:
http://www.communities.gov.uk/publications/communities/communityempowermentactionplan

- **Partnership in Public Services: An action plan for third sector involvement**

This plan aims to ensure that the third sector is able to actively engage in public service delivery through the improvement of the experience of third sector organisations working with front-line commissioners and procurement officers.

Weblink:
http://www.cabinetoffice.gov.uk/third_sector/public_services/public_service_delivery.aspx

- **Housing and Regeneration Bill**

In the recent Green Paper on Housing Homes for the Future: more affordable, more sustainable, the Government announced a new drive to support more affordable housing. This included plans for:

- More homes – 3 million new homes by 2020 – backed by more ambitious building targets, increased investment and new ways of using land for development
- More social housing – ensuring that a decent, affordable home is available for everyone
- Building homes more quickly – including unblocking the planning system and releasing land for development
- Greener homes

The Housing and Regeneration Bill will implement provisions which:

- Help deliver the national housing supply ambitions
- Empower tenants
- Ensure affordable housing provision works more effectively and efficiently

The Bill consists of three main elements:

- Delivering on the commitments made in the housing green paper
- Empowering tenants
- Improving housing services

- **World Health Organisation European Healthy Cities Network**

Sunderland is an active member of this network and has been undertaking innovative work within the four key objectives of Phase IV of the programme: Healthy Ageing, Healthy Urban Planning, Health Impact Assessment and Physical Activity and Active Living.

Weblink:
http://www.euro.who.int/healthy-cities

7 The Sunderland Partnership

7.1 The purpose of the Sunderland Partnership

The Sunderland Partnership is the city's Local Strategic Partnership (LSP). It brings together the public, private, community and voluntary sectors to work together to achieve success, encourage improvement, and tackle and overcome problems for the benefit of all citizens now and in the future. Sunderland has a long history of partnership working. The City of Sunderland Partnership was originally established in 1994, and this went on to become the city's LSP in 2001. It was re-named the Sunderland Partnership in 2005.

As the local strategic partnership, our main tasks are to:

- Agree, implement, monitor and review the Sunderland Strategy – our sustainable community strategy
- Bring together local plans, partnerships and initiatives to allow effective joint working to meet local needs
- Agree, implement, monitor and review the Local Area Agreement

This strategy is the key document through which partners in Sunderland set out their vision and priorities for the city. Working through the Sunderland Partnership, different sectors, communities and organisations have come together to share information and experience about the challenges facing Sunderland, and to consider the best way of tackling these.

Partners will remain responsible for ensuring implementation of the strategy, and also for reviewing and evaluating progress to ensure that it is achieving what it set out to do - making Sunderland the place where you can have a better future.

7.2 Our Values

In working towards the achievement of our vision and aims by implementing the Sunderland Strategy, all actions and initiatives will be undertaken or enabled by members of the Sunderland Partnership within the following Value Framework.

In everything we do, we will:

Put people first - by developing our services and our organisations around the needs of local people, valuing and responding to their views, by keeping people informed through meaningful consultation processes, and making decisions that have a lasting positive impact for the people of Sunderland

Be fair and open - by valuing every individual regardless of their race, sex, age, religion, sexuality, disability, ethnic or national origin, personal beliefs or circumstances; respecting individual rights, whilst looking after the interests of the wider community

Act with integrity - by taking decisions in an open and transparent way, adhering to the highest standards of professional and ethical conduct, accepting responsibility for our own actions and ensuring the opportunity for people to participate in decision making

Strive to be the best - by being ambitious, reaching our vision through collaborative working, embracing learning and development for the benefit of individuals and partners, sharing our knowledge and experiences to learn from each other and building upon good practice

The Sunderland Partnership is also committed to **Fair Trade** - awareness of the Fair Trade movement has increased significantly in recent years and has made a substantial contribution to the reduction of poverty levels in the developing world. Buying Fair Trade products helps address the inequalities in the international trade system, by ensuring that producers from all countries get a fair price for their goods and labour.

In supporting Fair Trade principles, we will promote awareness of Fair Trade issues and the opportunities for supporting Fair Trade in the city, encourage the purchase of Fair Trade goods, and recognise the complementary nature of Fair Trade with existing activities in promoting the local economy.

7 The Sunderland Partnership

7.3 Achievements so far

Significant progress has been made across Sunderland as a result of partners working together and many examples are included in this strategy document. As described in the previous sections, key improvements in city-life, which would have been impossible for organisations to achieve working in isolation include:

- The major reductions in overall crime in the city
- Residents and businesses in Sunderland recycling more of their waste than ever before
- The development of state of the art wellness facilities across the city
- The reducing number of deaths caused by cancer, circulatory disease, heart disease and stroke
- Reduced unemployment, and an increasing number of residents choosing, and being supported to set up their own businesses
- An ever increasing number of school pupils achieving five or more GCSEs, grades A*-C, giving them the best possible start in adult life

Between now and 2025 we will build on these achievements, as we continue to create a city that everyone can be part of, and proud of.

7.4 The future of the Sunderland Partnership

Now that the strategy is in place, we as partners will turn our attention to ensure that collectively we achieve the ambitious targets we have set ourselves, and that there is a real improvement to the quality of life for people in Sunderland by 2025. Clear and transparent lines of accountability and responsibility will be developed between partners to ensure this happens.

The supporting Local Area Agreement will allow partners the flexibility to develop creative and innovative solutions to local issues. Linked to this will be robust performance and reporting arrangements, which will ensure that the Partnership is on track to deliver what it has set out to.

An effective approach to delivering the shared vision for Sunderland will include:

- Co-operation taking place through the LSP framework as part of a continuous process of planned engagement
- Establishing a shared understanding of the resources that local partners can contribute and secure
- Sharing information
- Identifying what works and what does not in terms of service provision
- Exploiting opportunities for economies of scale and sharing services
- Creatively stimulating delivery capacity from all partners

7.5 Managing Risks

Successful risk management will be integral to the management of the Partnership's performance, enabling it to be effective in strategic decision-making, service planning and the delivery of objectives and targets. The purpose of managing risks is to ensure that the best possible outcomes can be achieved under each of the priorities for the city, with the aim of improving services, opportunities and the quality of life for local people.

The risk management process involves the identification, analysis, control and monitoring of the risks and the maximisation of opportunities that can impact on the Partnership's overall aims and objectives.

In developing the Sunderland Strategy, each of the thematic partnerships have been asked to identify Community Risks in terms of working towards the city we wish to create by 2025, and that these are reflected in the challenges and opportunities identified under each strategic and cross cutting priority.

To embrace a collective risk management ethos, members of the Partnership aim to:

- Be aware and understand the nature and extent of the risks they face jointly and individually
- Have an effective strategy and strategic framework in place, with appropriate risk management plans, to identify barriers that will prevent objectives being achieved; to put in place effective controls to ensure delivery of the aims and targets under each priority

7 The Sunderland Partnership

- Ensure Risk Management is a core element of the Corporate Governance of all partners, ensuring each one mirrors best practice nationally in all aspects of Risk Management
- Monitor and review the overall performance of partners in relation to Risk Management

7.6 Members of the Sunderland Partnership

Sunderland City Council

The University of Sunderland

City of Sunderland College

North East Chamber of Commerce

Northumbria Police

Tyne and Wear Fire and Rescue Authority

Sunderland Teaching Primary Care Trust

City Hospitals Sunderland NHS Trust

Learning and Skills Council (Tyne and Wear)

Job Centre Plus

Sunderland Echo

Sunderland Community Network

Gentoo (formerly Sunderland Housing Group)

Sunderland ARC

Government Office North East (in an observational role)

Appendix 1

Sunderland – Trends and Key Facts

Population

Sunderland has a population of 280,600, (2006 mid year estimate – Office for National Statistics - ONS) and covers an area of 13,737 hectares

Consistent with the general trend of population decline, it is projected that the city's population will reduce to 263,000 by 2029 (ONS 2004 based projection)

Sunderland's population of people of pensionable age (65+ male/60+ female) is set to rise by 40.7% (over the 2004 base figure) by 2029 (ONS)

The city's population of working aged people (15-64 male/15-59 female) is set to decline by 16.4% (over the 2004 base figure) by 2029 (ONS)

Deprivation

82 of the city's 188 Super Output Areas (SOAs) ranked among the 20% most deprived SOAs in England. 41 of those SOAs ranked within the 10% most deprived nationally according to the 2007 Indices of Multiple Deprivation (a measure of relative deprivation at a very local 'neighbourhood' level) (CLG)

70 of the city's 188 SOA's had in excess of one-third of their older residents suffering income deprivation, while 63 SOAs had one-third or more of their child residents living in income deprived households.

Economy

Over the past decade there has been a large-scale industrial shift towards the automotive manufacturing and service-based 'call centre' sectors, notably through the Doxford International development at which 8,000 jobs have been created

City unemployment levels have been reducing or remaining stable, however, a gap remains between Sunderland and national unemployment levels – Sunderland has 4.8% of the economically active population unemployed compared to 2.7% nationally. Sunderland's economic inactivity rate is 25.8% compared to 21.5% nationally (ONS Annual Population Survey)

Average Gross weekly pay (full time workers) in the city is 88% of the national figure, but has grown quicker than the national rate in recent years (Sunderland = 11% over past 3 years, national = 9%) (ONS Annual Survey of Hours and Earnings)

Gross Added Value (GVA) per head of population (a measure of the relative wealth produced in a specific area), remains well below the national average (Sunderland's average was £15,321 in 2005 and the UK £18,205) although it has been increasing at a greater rate than nationally (ONS)

Housing

The number of households in Sunderland is expected to rise to 137,000 by 2029 (CLG)

50% of the city's housing was built before 1964. In 2001 80% of the stock was terraced or semi-detached, 12% had 3 or fewer rooms and 78% were in the lowest Council Tax bands A and B. Only 0.5% are in the highest bands G and H (Valuation Office Agency 2005/6)

Education and Training

Educational attainment has improved considerably over recent years but generally continues to trail national averages:

- 5+ GCSE A*-C, 2007: Sunderland 59.4, very close to the national average of 62%
- Key Stage 3 Level 5 achievement 2007 Maths: Sunderland 74%, England 76%
- Key Stage 3 Level 5 achievement 2007 English: Sunderland 69%, England 74% (DfES)
- 62.5% of 16-19 year old trainee apprenticeships achieved the full qualification in 2007, slightly better than the national average of 62.1% (LSC data)
- During 2005/2006, 9.42% of 18–20 year olds entered into Higher Education, slightly more than the Regional average of 9.07%, but less than the average for England which was 11.83% (DfES, ONS)
- Number of learners achieving the Level 1 qualification in literacy: Sunderland has 21% of local residents below this skill level compared to 18% nationally (DfES Skills for Life survey)
- Number of learners achieving an entry Level 3 qualification in numeracy: Sunderland has 65% of residents below this skill level compared to 36% nationally (DfES Skills for Life survey)

Appendix 1

Health

80 of the city's 188 Super Output Areas – containing 42.5% of its population – were ranked among the 10% most health deprived nationally in the Indices of Multiple Deprivation 2007. However since 2000, deaths in the city due to coronary heart disease or cancer have fallen by 35% and 18% respectively (CLG).

24% of the population of Sunderland have a limiting long term illness compared to 17.9% for England as a whole (ONS 2001 Census)

Life expectancy for men in Sunderland for the period 2003 to 2005 was 75.3 years compared to 76.9 years for England, for women the figures were 79.4% and 81.1% respectively (ONS)

Crime

Crime in the city has been falling significantly, and has been below the national average (overall crime rate per thousand population) since 2006 (Northumbria Police/ONS)

There has been a 70% reduction in the levels of offending amongst persistent offenders since 2004 (Northumbria Police)

Environment and Transport

As car ownership increases, road traffic is increasing in Sunderland, growing by 11% between 2000 and 2006 – and expected to continue to grow at about 2% per year (according to Tyne and Wear Local Transport Plan).

This is accompanied by a decline in public transport usage, which is expected to drop by 3.5% between 2003 and 2011 (according to Tyne and Wear Local Transport Plan)

The percentage of household waste sent for recycling and composting has increased from 2.4% in 2002/03 to 23.7% during 2006/07, and residents are showing increasing satisfaction with the service (BVPI's 82a and 82b)

Sites important for wildlife are in good condition. Of the 104 hectares classified as Sites of Special Scientific Interest, in 2006/07 99% of this land is in good condition, or is recovering (Annual Monitoring Report - LDF)

The city's carbon emissions have risen 1% between 2001 – 2005. If left unchecked, emissions could increase by another 8% up to 2021, from increased transport, regeneration and housing (Developing a Climate Change Action Plan for Sunderland)

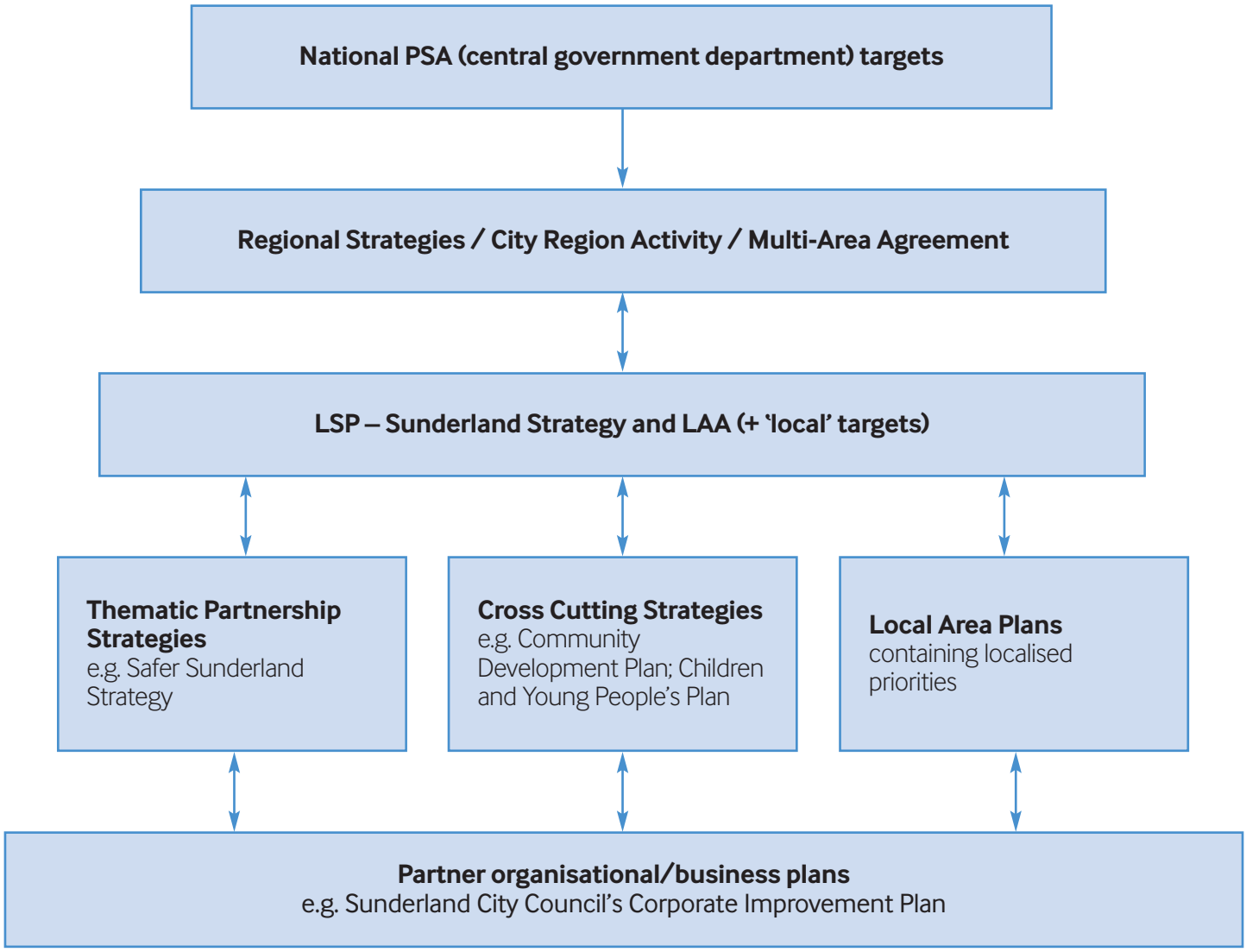
Satisfaction Levels

Whilst services are actually improving year on year (IPSOS-MORI Annual Residents Survey) there is a general, national trend of declining satisfaction with local authorities. In Sunderland:

- In 2006 62% of those surveyed reported that they were satisfied with the council, a reduction of 3% from 2004
- In terms of providing Value for Money, 33% agreed that this was the case in 2006, compared with 44% the previous year
- People that thought the quality of council services overall is good – 58% in 2006 compared with 64% in 2005

Appendix 2.1

Hierarchy of Plans and Strategies



Appendix 2.2

The roles of Sunderland plans and strategies

National PSA (central government department) targets:
These are targets set at a National level, that appropriate Government departments are responsible for meeting. These play a significant role in shaping Sunderland's local targets.

Regional Strategies / City Region Activity /Multi- Area Agreement:
There are a range of regional level strategies and agendas which shape and influence the Sunderland Strategy, and these will continue to influence the Sunderland Strategy as we move to implementation and delivery under each priority. It is also the case that the Sunderland Strategy will in turn help shape emerging and evolving strategies at these levels. These are discussed in more detail in Section 6 of the Sunderland Strategy.

Sunderland Strategy, Delivery Plan and LAA:
These documents are key for the Sunderland Partnership. They bring together the guidance and targets set at a national and regional level, with the challenges and opportunities that face Sunderland at a local level, to develop a clear set of long term objectives and short term targets for the city. The Sunderland Strategy sets out the overall vision of where the Partnership wants the city to be by 2025. The Delivery Plan sets out, in a rolling 3 year plan, the short terms targets and actions that the Partnership undertakes to meet, in order to achieve the long term vision for 2025. The Local Area Agreement consists of the targets in the Delivery Plan that are considered by the Partnership and Central Government to be of greatest significance for the city. These will be monitored by Central Government.

Thematic Partnership Strategies:
Some thematic partnerships will develop their own strategies, and in some cases this is a statutory requirement. These will take the aims, targets and objectives of the Sunderland Strategy, Delivery Plan and LAA that require implementation by that particular thematic partnership, and further develop actions and interim targets to meet them.

Cross Cutting Strategies:
Section 5 of the Sunderland Strategy gives details of the cross cutting issues that impact on the work of the Sunderland Partnership. Cross Cutting strategies set out in more detail what members of the Partnership need to do to ensure that the needs and aspirations of all groups and individuals are considered, and that this is complemented by the city's appropriate social and physical development.

Local Area Plans:
Local Area Plans have a dual role: to interpret the citywide Sunderland Strategy and Delivery Plan (including the LAA) at the area level, and to identify issues and priorities for improvement specific to the different areas.

Partner Organisations' Business Plans:
Partners' business plans will set out what actions individual partners will take to contribute to the overall aims, objectives and targets detailed in the Sunderland Strategy, Delivery Plan and LAA.

Appendix 3

Developing the Sunderland Strategy

The following processes and activities have been undertaken over the past two years to ensure that the strategy is robust and fit for purpose:

- **City Council Elected Members**

In their role as community representatives and community leaders, elected Members established through a series of events and workshops what the priorities for the future should be, in order to work towards realising the image for the city.

- **Sunderland Partnership**

The Partnership's development of the strategy was coordinated through a specially established Sunderland Strategy Coordination Group, launched in January 2007. The purpose of this group was to bring together on a regular basis everyone who had a role to play – representing their organisation, thematic partnership or cross cutting priority – in the development of the strategy.

Through work undertaken at Board, Management Group and Thematic Partnership levels, a proposed focus for each priority was developed, with the members of the Board identifying their own organisation's strategies for the future. This enabled the Partnership to work through a process of aligning individual and organisational agendas with the developing single vision, and sets of aims and priorities for the city, ensuring that the eventual strategy could be wholeheartedly signed up to by each partner. Partners were also keen to identify and be clear about how through good collaboration, quality of life in the city could be improved in a far more significant way than any one organisation could achieve.

To ensure the Sunderland Strategy lives up to its new role as a 'sustainable community' strategy, a thorough sustainability appraisal was carried out on the previous Sunderland Strategy, to identify where key sustainability objectives were either missing, or conflicting with other priorities (see Section 5.1 for further detail). These omissions and conflicts were reported back to the Partnership and authors of the Sunderland Strategy in three stages: before drafting commenced, after two intermediate drafting stages, and after the final version was produced. As a result, the sustainability appraisal can demonstrate that the drafting process has progressively improved how the Sunderland Strategy meets the required sustainable community objectives, as recommended by central Government, but in a way that fulfils the local needs of Sunderland.

- **Community Engagement and Consultation**

It was agreed at the outset, that the development of this strategy, building on the widespread good practice already demonstrated, would be fundamentally based on the views, needs and requirements of local people. To supplement the range of intelligence systematically gathered including the results of the Annual Residents' Survey, and many service specific surveys, focus and community engagement groups (for example, creating the CYPP), some special activities were undertaken to establish local people's views specifically on the vision and priorities for Sunderland's future:

- **The Citizens' Panel – Community Spirit**

Panel Members took part in the Priority Issues Survey, discussion groups and a follow up survey relating to both the Sunderland Strategy and the Local Development Framework. There was a good response. 857 and 1,033 panel members respectively, took part in the surveys and 86 in the discussion groups.

- **Independent Advisory Groups**

The city's Disability, Older People's, and Younger People's IAGs, along with the BME Network and the Voluntary and Community Network participated in events designed to obtain views on the same issues that the Citizens' Panel were questioned about in the Annual Priorities Survey. Approximately 90 people attended the events.

The Citizens' Panel and the IAGs voiced their support for the proposed priorities – over 60% of those surveyed agreed with the proposed focus of each priority, with 29% stating that they would fully meet their needs, and 45% stating they would mostly meet their needs – the focus of some of the priorities was subsequently updated in line with the comments received.

Words used by consultees to describe the city in 2007 included: friendly, busy, down market, unsafe and improving. When asked to describe how they expected the city to be in 2025, the words used included: friendly, welcoming, safe, prosperous and environmentally friendly.

- **Feedback to Consultees**

In recognising and valuing the commitment of local people to engage in a process such as this, the Sunderland Partnership is committed to 'closing the consultation loop' and ensuring that those people who have given their time to tell us their views, receive feedback about how those views have helped shape the strategies and plans we produce – if people's views and ideas are not used and addressed, it is equally important for us to explain why not.

On this basis a Feedback Event on the Future of Sunderland was held as the Sunderland Strategy document began to take shape. This gave people the opportunity to hear about the role of the strategy, how it links with the Local Area Agreement and Local Development Framework, and how specifically, the things that they told us during consultation were to be addressed through the implementation of the Sunderland Strategy.

It was agreed that the Partnership would hold annual events to report progress to local people.

Appendix 4

Contact Information

To make comments or for general information about the Sunderland Strategy 2008-25 contact:

Sunderland City Council
Corporate Policy Team

Tel: 0191 561 1152
Email: policy.team
(@sunderland.gov.uk

For information about the Sunderland Partnership contact:

Sunderland Partnership Team

Tel: 0191 561 1154
Email: sunderland.partnership
(@sunderland.gov.uk

For more information on the Sunderland Strategy Priorities email sunderland.partnership @sunderland.gov.uk or contact:

Prosperous City
Sunderland City Council
Business and Investment Team

Tel: 0191 561 1194

Healthy City
Director of Public Health
Sunderland Teaching Primary Care Trust

Tel: 0191 529 7159

Safe City
Sunderland City Council
Safer Communities Team

Tel: 0191 553 7915

Learning City
Sunderland City Council
Children's Services

Tel: 0191 561 1432

Attractive & Inclusive City
Sunderland City Council
Planning and Environment Service

Tel: 0191 553 1564

For more information on the Sunderland Strategy Cross Cutting Priorities/Linked Strategies email sunderland.partnership @sunderland.gov.uk or contact:

Sustainability
Sunderland City Council Sustainability Coordinator

Tel: 0191 553 1535

Creating Inclusive Communities
Sunderland City Council
Diversity and Equalities Team

Tel: 0191 553 1285

Sunderland City Council
Community Development Team

Tel: 0191 561 4622

Housing
Sunderland City Council Housing Service

Tel: 0191 566 1802

Culture
Sunderland City Council
Community and Cultural Services

Tel: 0191 514 8420

Local Development Framework
Sunderland City Council
Planning Policy Team

Tel: 0191 553 1537

Sunderland Partnership Community Development Plan
Sunderland City Council Community Development Team

Tel: 0191 561 4622

www.sunderland.gov.uk/communitydevelopment

The Sunderland Compact
www.sunderlandcompact.org.uk

Sunderland International Strategy
Sunderland City Council
International Team

Tel: 0191 553 1156

This information can be made available in large print, Braille, audio and other languages. Please contact the Sunderland Partnership on 0191 561 1154 or email sunderland.partnership@sunderland.gov.uk for help.

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