

# Sunniside Sunderland



# Sunniside Place Strategy

## Part 2. Strategy and Delivery Plan

August 2023



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For a summary of the priority actions from this place strategy

go to page 60

TOWN.



We need Sunniside to fulfill its incredible potential as a liveable, creative neighbourhood within the urban core.



This is an exciting time for our city. On the back of hundreds of millions of pounds of investment led by the Council, jobs and homes are coming back to Sunderland city centre. It's by growing the population living and working in the heart of the city that we'll make the city centre safer and more pleasant and prosperous for all Sunderland's citizens.

But while the pace of change is most visible in Riverside, with the new City Hall, office developments and now Vaux housing rapidly taking shape (and much more to come), we're just as ambitious for more established areas of the urban core where the focus is as much on conserving what's already there and supporting and growing existing networks of community and business as it is on physical change.

Sunniside is a jewel in the city's crown: it has arguably our greatest concentration of beautiful streets and historic buildings, is home to many longstanding and loyal businesses and residents and is the beating heart of Sunderland's creative economy. But it's also seen by many citizens as a 'problem'

area: a place of high levels of crime and anti-social behaviour, and of physical dereliction. That's partly reality, partly perception. But what's clear is that for the city centre to prosper as our City Plan seeks, we need Sunniside to fulfil its incredible potential as a liveable, creative neighbourhood within the urban core.

Sunniside has had positive regeneration initiatives in the past, but this ten-year Place Strategy is the first time a proper look has been taken at the neighbourhood as a whole, including its identity, culture, businesses, residents, physical environment, social dynamics, housing market and development potential and a plan produced that integrates ideas for physical change with a programme for economic and social development. It's also the community's plan as much as it is the Council's, with over 100 people having contributed to discussions on its development over the last 8 months and the Strategy being absolutely clear that the stewardship of Sunniside by the people the live, work and play there is critical to its success.

I'm grateful to everyone that has played a part in putting this Place Strategy together, and to the Partnership for People and Places programme. Partnership is what's needed to help Sunniside become an even greater neighbourhood and I look forward to working with everyone with an interest in the place to make that happen.

**Councillor Kevin Johnston**

#### Image left

Local Heros food market taking place in Sunniside Gardens

1.

# Executive Summary

# Executive Summary

Sunniside has enormous potential as the neighbourhood for enterprise, creativity and cultural life within the urban core of Sunderland.

This potential has long been recognised amongst the City Council, the community and stakeholders. Recent investments such as the Heritage Action Zone on High Street West have seen the public and private sector working together to usher in real change for Sunniside.

The neighbourhood also has huge potential to contribute to the City Plan, which has more recently set a strategic framework for creating a stronger city centre, drawing in a bigger residential and worker population with more cultural opportunities for a new generation of urban living.

The purpose of this Place Strategy is to accelerate the delivery of this; coordinating decision-making across partners, and driving sustainable change - at pace - via a pragmatic action plan.

The development of this strategy has called on a wide-reaching stakeholder group to build a picture of Sunniside now, the plans people already have, the opportunities in the area and the factors that limit its success as a place where people can live well, work successfully and invest with confidence. This has led to a Place Strategy that is broad in its approach - looking to quality of place, economic development, property

development, housing policy, policing, public health services, communications, and the environment, all to play a part in bringing about change.

The strategy in these pages proposes five approaches: **Develop a Strong Sense of Purpose**, with actions that will change perceptions of the area; **Create a Safe Neighbourhood**, meeting the challenges of the area that frustrate positive and sustained change; **Activate the Neighbourhood**, bringing activity and life to the streets that grows a population of residents, workers and visitors; and **Cooperative Stewardship**, building a community with the agency to continue the change.

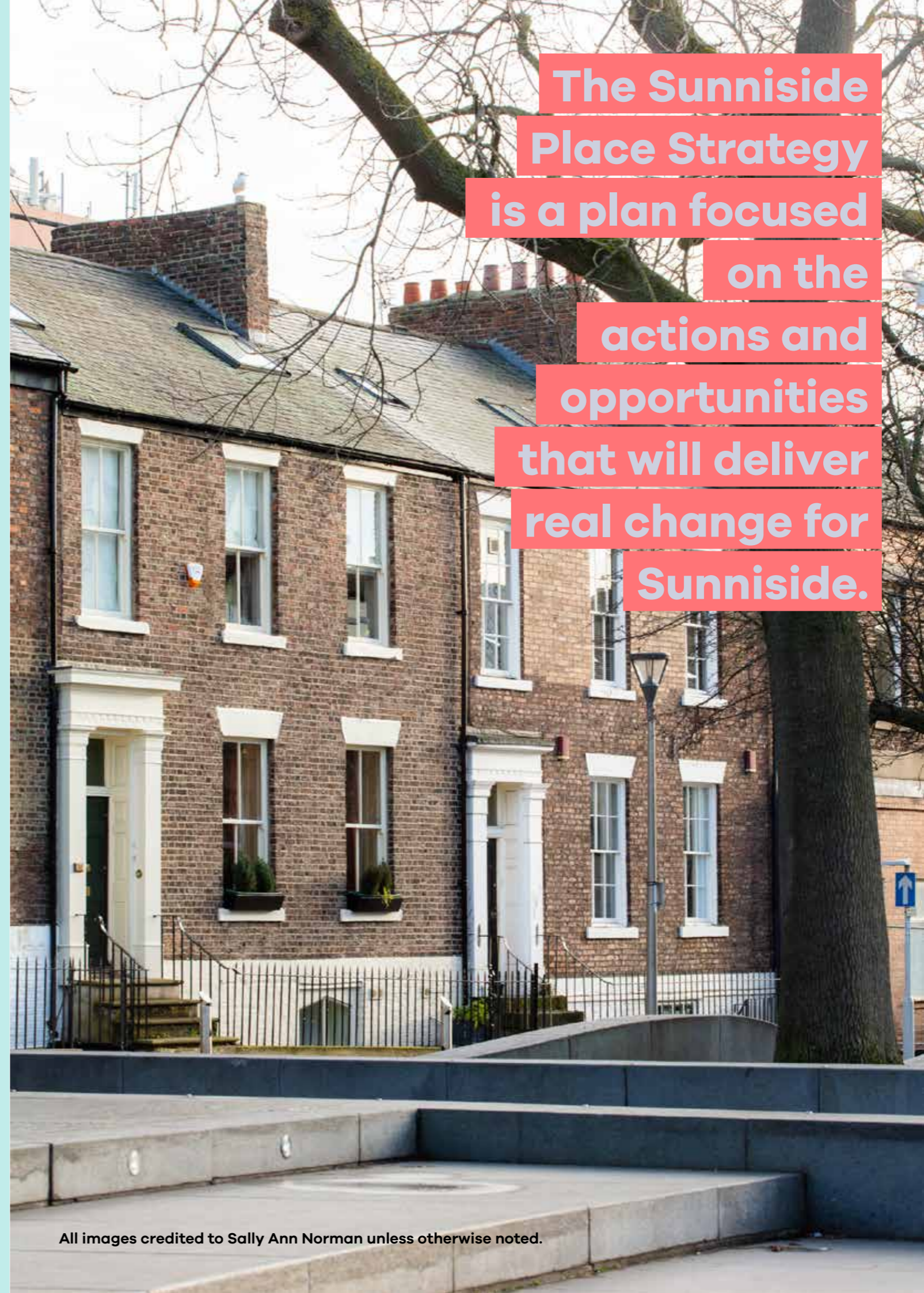
These are the organising themes of the action plan which has emerged in consultation with partners. The actions are summarised in the pages that follow, identifying those that are strategic early interventions, and those that are short, medium and long-term activities, prioritised on the grounds of impact and deliverability.

The final section focuses on a delivery plan, which will be led by the City Council in the early years in order to address risks and advance significant investments. As the programme progresses, it will be important to evolve a stewardship model for delivery, building agency in the local community to lead the area on to sustained success; embracing the creative talent, entrepreneurial spirit and determination of the local people which is at the heart of Sunniside.

August 2023



The Sunniside Place Strategy is a plan focused on the actions and opportunities that will deliver real change for Sunniside.



All images credited to Sally Ann Norman unless otherwise noted.

**It is the energy of the  
urban pioneers of  
Sunderland that will  
sustain Sunniside's  
continuing development  
as a unique and joyful  
neighbourhood.**

**2.**

## **About Sunniside**

## A place strategy for Sunniside

Sunniside is an historic part of the urban core of Sunderland and home to many entrepreneurs, creatives and urban pioneers who bring activity, culture, vibrancy and diversity to the city centre.

Bounded to the north and east by the A1018 road, with the East End neighbourhood beyond, to the south by Borough Road bordering with the Hendon Ward and Mowbray Park, and to the west by Fawcett Street, Sunniside makes up approximately a third of the current city centre.

This Place Strategy for Sunniside comes at a time when Sunderland is embracing the new thinking about town and city centres in a changed world. In place of the traditional retail focus, successful high streets and town centres will be places with a rich and varied mix of places to live, to work, to shop, to meet, to eat and to be entertained. Common to most is that the commercial offering is not only a destination for people visiting from the suburbs or other places; it acts as the local neighbourhood offering for a substantial residential population who make urban living a positive lifestyle choice.

Sunderland City Council's renewed focus on the importance of the city centre to the prosperity of the city as a whole is set out in the City Plan. Implementation of this strategy is already well underway and is an important context to this place strategy, in particular the Riverside Masterplan and the emerging Central Business District to the north-west which shares its boundary with Sunniside.

Sunniside has a key role to play in delivering the outcomes that the City Plan strategy pursues and in particular the repopulation of the city centre. This place strategy is about practical and deliverable action that will realise Sunniside's function as a resilient mixed-use neighbourhood of homes, businesses and amenities that attracts and retains residents and workers in the city centre whilst also repositioning Sunniside in the changing geography of the city centre as it is pulled west and north.



### This place strategy sets out:

- the headline **findings of a place analysis** of Sunniside, part one of this strategy development process that we distilled into a Place Analysis Report that shares our understanding of this area based on many conversations, surveys and study of data.
- **a strategy for change** that responds to this understanding of Sunniside, building on the particular strengths of the area, addressing the challenges that pose a risk to investment and utilising the breadth of opportunities found in the social, economic and built environment.
- **early actions that will support early progress** over the 2023-25 period and create the foundations for future economic and social development.
- **priority investments** to be delivered over the 10-year timeframe of this place strategy.

### Purpose of this Place Strategy

The Sunniside Place Strategy has four key functions:

- To direct efforts and resources across a partnership of the Council, public bodies, businesses, residents and others, all working towards a common ambition for Sunniside.
- To coordinate activity across physical investment and economic and social development activities, enabling the neighbourhood and wider city to secure maximum benefit from investment and economic activity.
- To give confidence and inspire, reassuring people that Sunniside has a vibrant future to invest in and that this is realisable through partnership and coordination.
- To plan for the long-term stewardship of Sunniside.

**Sunnyside of the past**

Sunnyside emerged out of the industrialisation of the River Wear and the port area around Old Sunderland (now the East End). The settlement grew westwards over the course of the 18th and 19th century along the route of High Street West to the important settlement of Bishopwearmouth (now within the city centre). Sunnyside provided housing on the periphery of this burgeoning port area, a cleaner neighbourhood for workers, later developing as a business district for the merchants using the port. The high-quality heritage buildings and streets in Sunnyside are testament to the past wealth of the area. Sunnyside's post-war decline followed the pattern of many UK inner-city neighbourhoods; the decline of big industries and the associated role of the port, along with the drive for modernisation, saw the city centre shift west. The light

industry of creators, makers and producers commandeered the area, furniture makers, printers and warehouses. Depopulation of this city centre neighbourhood began as the population of Sunderland began to decant from the city centre and settle in the suburbs. By the early 1990s, Sunnyside's suffered from a cycle of falling employment and economic activity, rising crime and environmental degradation, attendant population loss and physical decay.

Since the late 1990's, cycles of investment have sought to halt and reverse this decline, seeking to realise the potential of the area as a distinct and vibrant part of the city centre. The Place Analysis Report (Appendix 1) considers the impact of these, the attributes of the successful as well as the less successful regeneration strategies and investments and the challenges that continue to present a risk to investment and must be met by this place strategy.



**Sunnyside of today**

Sunnyside today is a diverse and mixed-use urban neighbourhood amidst conservation areas and low-density land uses. It is home to a mix of activities: housing, shops, hospitality and leisure, creative industries, cultural activities, personal service businesses such as hair and beauty, light industry uses such as motor-trade services, and office accommodation serving professional services, third sector and support service organisations. There are over 50 cafes, restaurants, bars, takeaways and food shops within Sunnyside although footfall data shows that it is a predominantly daytime economy. Characteristically, many of these businesses are independently owned.

There are around 400 residents within the place strategy area, predominantly a youthful population with 55% aged 15-29. There are

a further 300 residents living close to the boundary including the area to the north of Sunnyside.

Housing is predominantly private rented. The vast majority of households in Sunnyside have either one-person (57%) or two people (33%) and, correspondingly, the vast majority of residential properties have either one (46%) or two (46%) bedrooms.

People in employment living in Sunnyside are more likely than in the city as a whole to be in white-collar jobs. The most prominent occupations are sales and customer service (20%), professional occupations (16%), low-skilled (typically blue-collar) elementary occupations (12%) and caring, leisure and other service occupations (11%).

79% of the Sunnyside population is in good or very good health.



## A place strategy for Sunnyside

In the area to the south of Sunnyside's boundary of Borough Road, there is a concentration of supported housing and some housing in multiple occupation (HMOs). There are estimated to be 109 rooms in registered supported accommodation within or in close proximity to Sunnyside of which 18 are single rooms and 91 are shared with an approximate population of around 200 people. Supported accommodation is intended to be temporary and provide residents with support to enable them to move into other housing where they can live independently but, in the unregulated sector, there are understood to be many long-term residents often with multiple problems and insufficient support for them. The gathering of residents of these properties - often with other vulnerable people living in and sometimes outside the area - in Sunnyside Gardens and other points in Sunnyside is widely perceived as having a detrimental effect on the public sense of safety, attractiveness to visitors and residents and the reputation of the area.

The neighbouring area to Sunnyside is one of the most deprived neighbourhoods in the country with the Lower-level Super Output Areas (LSOAs) adjacent to the Sunnyside falling in to the 1-2 percent most deprived in England when assessed against Indices of Multiple Deprivation (IMD).

### What Sunnyside Needs

The Place Analysis Report generated from phase one of the strategy development process sets out a detailed analysis of Sunnyside, its role amidst the changing landscape of Sunderland city centre, its strengths and weaknesses, the opportunities that make this a promising place and the threats to Sunnyside's success and the investment needed.

In our concluding analysis of Sunnyside we identified specific needs in the area that a strategy for change in Sunnyside must work to address over the next ten-years of delivering this place strategy. These needs offer up objectives for this strategy to pursue.

- Increase awareness and understanding of where Sunnyside is and the positive activity that happens there.
- Increase demand for property, services and wares.
- Increase concentration of residential, retail, leisure and employment uses.
- Improve the support and accommodation that currently underpins an unhealthy neighbourhood for vulnerable people.
- Improve the management and deterrence of anti-social behaviour to make a safer and more welcoming place that allows footfall to increase and repopulation to take place.
- Reduce crime so that businesses can remain operational and viable in Sunnyside and others are encouraged to locate and invest in the area.
- An action plan that drives long-term change but begins at pace.
- Long-term leadership and coordination between stakeholders in the neighbourhood which drives the action plan.



# Ambitions for Sunnyside

A vision for Sunnyside as a vibrant city area has long been evolving, shaped by the entrepreneurs and urban pioneers of Sunderland who have been building businesses, working and living in the area over the last 10 and more years.

This ambition for Sunnyside will be built on with a strategy that supports its cultural life, embraces the entrepreneurial spirit and strengthens the diversity of this area, working with Sunderland's urban pioneers to build a population of residents and workers looking to be part of Sunderland's exciting city neighbourhood.

This bigger population will sustain the businesses of Sunnyside creating a liveable and vibrant city neighbourhood in the midst of Sunderland City Centre.



**We will build an  
exciting city  
neighbourhood with  
and for the urban  
pioneers, creatives  
and entrepreneurs of  
Sunderland.**

## **An approach to developing a place strategy: Collective, responsive, practical and enabling.**

The brief for this place strategy was to take a partnership approach. Since the start of 2023 we have worked with over 100 stakeholders in the community and across the city to gather intelligence on Sunniside - how it works and the barriers to its growth and improvement. This generated vital input into what has become a collective action plan for change that will be delivered through the collective efforts of the City Council, community and partners.

Sunniside faces complex challenges. Our engagement with the community has highlighted the significant barriers to transitioning to a more vibrant neighbourhood. The approach of this place strategy is to be responsive to this intelligence from the community. We have drawn in stakeholders positioned to help deal with these challenges, they have helped evolved this intelligence from the community into strategic actions that address these challenges and mitigate the risk they pose to the investment being made by locals, the Council and others. This responsive approach will need to continue through delivery as challenges change.

We have taken a practical approach to developing an action plan. Traditional regeneration of 'catalytic' physical investment, though important, will not be enough; Sunniside demands creative thinking and innovation from all levels: experienced officers, visionary locals and industry innovators. A plan needs to address all aspects of place: the physical environment,

the economics, the people. It also needs to look across all types and scales of solutions: from big capital investment and policy change to enabling strategies and individual actions.

This approach has generated a plan that will deliver the right change, quickly and will be the change that local people need to see to inspire confidence.

This place strategy is designed to facilitate delivery. We have used this initial strategy development process to generate business case material that will help secure investment. We have already established working partnerships that will now be useful for getting on with delivery, and we have identified early actions that will support everyone to be effective in delivering change themselves.



3.

# Strategy

# Strategy

To develop a vibrant and sustainable city neighbourhood in Sunnside there are five strategic moves that should be used to direct action, resources and investment in Sunnside over the next 10 years.



## The following pages detail each strategic move, explaining:

- The challenge in Sunnside that each strategic move responds to, as defined in the needs analysis
- The objectives of each strategic move
- Spatial considerations within each strategic move
- The recommended early actions that need to be delivered within the first 6-12 months to support effective delivery of the place strategy. These early actions are designed to support delivery of future actions or to manage an immediate risk to investment.
- Proposed short-term (3 year), medium-term (6 year) and long-term (10 year) actions
- Actions with a \* indicate actions identified as priority based on an assessment of impact, fundability and deliverability. These are summarised on page [x],

## The Action Plan

The Place Strategy will be operationalised by an action plan that sets out all the actions determined at the time of writing as being relevant to delivering the vision for Sunnside. These actions are owned by a broad range of stakeholders within the council and community.

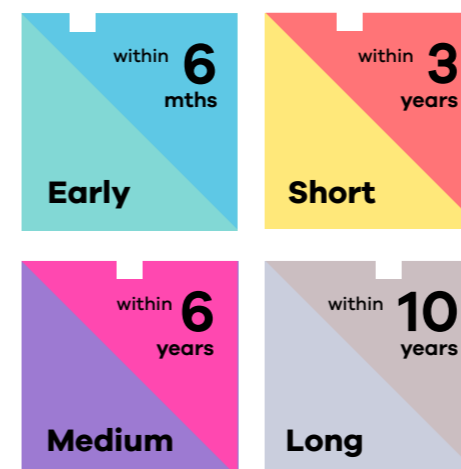
“Action” is a broad term used as a catch-all for any type of response to an opportunity, challenge or risk. Actions may be capital projects, policy, programmes or small interventions.

The action plan is effectively a programme management tool that sets out each action, indicating delivery timescales, outline delivery plan, project ownership, funding requirements and needs, and - where determined already - estimated costs.

The action plan also makes an assessment of each action so as to identify priorities. This is done using the criteria of impact, fundability and deliverability. Impact is understood as the action’s ability to deliver repopulation and resilience; enable other opportunities; longevity and contribution to placemaking. See the summary of these priorities on page [x]

The action plan is a working document. Over the course of time opportunities and challenges will arise that generate new actions and the list will change or new funding opportunities will arise that make projects deliverable and priorities will shift. It is intended as a coordinating tool that drives delivery and can be developed with and by the stakeholders of Sunnside.

### Actions Key



\* Priority actions

1.

THEME

# Develop a strong sense of place and purpose

Actions under this theme will all contribute to Sunniside developing a stronger sense of place and purpose as an area.

People will know where Sunniside is, what's special about it, the places to go, and will recognise the distinctive contribution the Sunniside community makes to the city. More people will be drawn to and feel like they belong in this neighbourhood.

## The challenge

Sunniside is currently not well defined as a location or place in the minds of the people of Sunderland. It has limited profile beyond the boundaries of the city and among some local people is seen as being a no-go area but in the minds of most it doesn't have an identity or purpose.

There is valuable and productive work happening in Sunniside, much of it servicing and growing the creative business and cultural life of Sunderland. Work needs to be done to highlight this valuable activity across the city and to grow and strengthen these sectors, using the spaces and streets of Sunniside to build networks and create opportunities.

## Objectives

- Reshape people's understanding of where Sunniside is and the use and value of Sunniside to the people and city of Sunderland.

- Work with the local people to make a planned shift to a stronger identity for the area that builds on its strengths as a creative, social and entrepreneurial neighbourhood
- Build agency in the community
- Build a collective sense of place
- Attract others to visit, live and work through establishing a strong identity
- Grow a sense of pride and belonging in the area

## Spatial considerations

Sunniside feels like a typical edge of city centre neighbourhood: slightly remote from the ebbs and flows of city centre users but with the strong urban form of a place that thrived in the Victorian period and the tentacles of a city centre reaching in to it. It is also a place of two halves, with two distinct character areas: the western half characterised by heritage properties and the original fabric of the Georgian streets, populated by professional services; and the eastern half beyond Sunniside Gardens more rough and ready, with great heritage gems mixed with poor quality recent development, postwar light industry, studios and gap sites. This brings a quality of interest, legibility and diversity to the neighbourhood. These distinct character areas and uses will be an important consideration for defining the area whether as an identity, design quality, and in terms of grouping uses.

## Actions ▶▶▶

### Early actions within 6 months

6  
mths

#### Place Identity project\*

This is a design project that takes a deep dive into the identity of Sunniside and, understanding the genius loci of the place, works with local people to formulate creative and visual projects that will reshape perceptions of the area and encourage people to explore Sunniside. Stakeholder engagement will be imperative.

Creative projects might include area wide wayfinding, gateway markers, street art, street planting, digital communications, visual merchandising and promotional campaigns.

#### Place Principles

This project will work with businesses, residents, the council and community to identify the unique character and qualities of Sunniside and formulate

guidelines and principles that can be used to direct other design and development projects in the neighbourhood. These place principles will work to collectively reinforce the character and quality of the area over time and will contribute to a future design guide (see below).

#### Wayfinding

A review of signage and waymarkers in the Sunniside area and city centre (directional, businesses, highways), that concludes with a proposal for improvements to location, type and quality of signage in Sunniside and for Sunniside across the city.

This should also include capitalising on the new station entrance opening up inc. improving wayfinding / visual landmarks that could reinforce footfall from and to this arrival/departure point.

### Short term action within 3 years

3  
years

#### Sunniside Planning and Urban Design Guide.\*

An action to reintroduce a guidance document based on the now deleted Sunniside Planning and Urban Design Framework, reviewing and updating it and reinstating the succeeding

document as Supplementary Planning Document (SPD) to mitigate the risks of poor-quality design and ensure that future development in Sunniside contributes to Sunniside's sense of place.



Images: Before and after investment in the Hutchinson's building by Kirtley Co.



# Create a Safe and Healthy Neighbourhood

Actions under this theme will all contribute to Sunniside having safe and joyful streets in a neighbourhood that supports a healthy community.

Crime and anti-social behaviour will be decisively reduced and their causes addressed, returning the streets to a theatre for life in Sunniside, welcoming to people and activity. The public realm will be improved for dwelling, walking and cycling. Amenities and services will support healthy lives and wellbeing.



## The Challenge

- There is a high concentration of poor-quality, unregulated “supported” accommodation in Sunniside that exploits vulnerable people with complex needs and increases their vulnerability, enabled in part by the interaction of private-sector housing benefit (Local Housing Allowance) with very low capital property values that produces high investment yields from running hostels. The impact of poor support is that instead of individuals moving on quickly to independent living, communities of vulnerable people emerge, offering support to each other instead. But these are not always healthy community networks and the problems in them play out in the streets of Sunniside.
- The support and accommodation in Sunniside for vulnerable people needs to be improved with the goal of enabling people to reestablish lives outside of supported accommodation beginning with move-on accommodation. By the end of the lifetime of this Strategy, the concentration of unregulated supported accommodation in and around Sunniside must be a thing of the past.
- The anti-social behaviour that people experience in Sunniside on a daily basis blights the lives of residents and businesses and until this is managed, perceptions of the area will remain poor, footfall will not increase and investment in activating the neighbourhood for the

short term will bring little long-term benefits. This is a significant challenge that must be managed for revitalisation of the area to progress.

- Crime – and specifically burglary – is frequent in Sunniside. Businesses and residents struggle to remain operational and viable in the face of repeated break-ins. Management of this crime will enable businesses and residents to feel safe, retain businesses and enable streetscapes to again have active rather than shuttered frontages.
- The management of crime and ASB is a priority focus and the place strategy must drive long-term change but begin at pace to manage the risks to early investment.
- The Place Strategy must address ‘problem spots’ in the area that make people feel unsafe, vulnerable or deter people from walking through the area. Interventions should all contribute to creating a welcoming environment in Sunniside that restores the public’s confidence. This must be timed with well managed streets and reduced ASB so that investment is not wasted.
- There are many opportunities to create a healthy neighbourhood that supports wellbeing for all community members, including working with social enterprises invested in the community, and improving amenities such as access to quality and affordable food.

## Objectives

- Rapidly reduce ASB in the area, restoring the community’s sense of safety, security and wellbeing and enabling confidence in the area to be restored and perception to change
- Improve security and partnership working with police to reduce burglary of properties and businesses
- Disrupt and challenge the housing and support system in the neighbouring areas that currently creates conditions for ASB and crime and making change that sustains any reduction in ASB beyond the period of the SAIL initiative (3 years minimum).
- Improve the environment in a way that supports feelings of safety, wellbeing and community, and gives people the confidence to move through Sunniside and with reasons to enjoy the experience
- Progressively reduce the concentration of exploitative unregulated accommodation in and around Sunniside by providing better citywide alternatives and ending the perverse interaction between the property market and the benefit system, working with central government where necessary.

### Spatial considerations

This strategic theme requires action beyond the boundaries of Sunniside, working in neighbouring areas where supported accommodation is located.

ASB is most commonly experienced around the western half of Sunniside and in particular around the southern end of the Sunniside Gardens area.

Coronation Street (image right) is perceived as a threatening pedestrian route to the east end. Improving the sense of safety on this street and promoting its use as a key pedestrian crossing to the East End, over the A1018, would bring significant benefits to the area and to the neighbouring East End. There are a number of vacant or opportunity sites on Coronation Street that are deliverable including the Nile + Villiers housing scheme which fronts on to this street.

Environmental improvements are needed across the Sunniside area and there are opportunities to link to city wide initiatives around health and wellbeing and environmental improvements.



**A** **Actions to manage anti social behaviour in the area and reduce burglary.**

**Actions** ▶▶▶

**Early Actions**  
within 6 months

6  
mths

**Support and coordinate with SAIL Initiative.\***

The SAIL initiative (Sunderland Altogether Improving Lives) is the most important action for improving safety, perceptions of securing and to address ASB. A newly established partnership project (December 2022) it is addressing ASB issues within the city centre taking the approach of managing individuals that are reoccurring offenders and offering support to address complex issues.

- Coordination between the a Sunniside focused resource and the SAIL delivery team is needed to support the effectiveness and responsiveness of this programme in the Sunniside area. ASB needs to be reduced and sustained to create a period of time (3 years minimum and starting immediately) when confidence in the area can be restored enough that when the area is activated, perceptions remain positive and footfall can be increased.

- Council and community coordination with this partnership will also be needed to promote communication between the public and police to target crime and reduce break-ins.

**Other early actions include**

- Address perceived issues around the off-licences selling alcohol in the area
- Work with Public Health services to address issues or perceptions of issues with methadone dispensing points
- Mapping of support services for people with complex needs and measure of the impact this concentration of services has on the area

**Short-term actions**  
within 3 years

3  
years

**Improve High Street West and Lambton Street Junction**

Actions to deter ASB on this junction including collecting date evidence to justify the installation of a CCTV camera



**B** Actions to disrupt and challenge the housing and support system in the area.

Actions ▶▶▶

**Early Actions**  
within 6 months

6  
mths

**Delivery of the Supported Housing Improvement Pilot (SHIP) Initiative. Priority Action.**

The SHIP initiative began in May 2023 and is an important early action for supporting the delivery of the Place Strategy. This two year initiative managed by the Housing and Homeless team, will address the lack of support provided to vulnerable individuals by supported accommodation providers, leaving individuals exploited and vulnerable to further exploitation.

**Address inappropriate gender mix in supported accommodation. \***

**Short-term actions**  
within 3 years

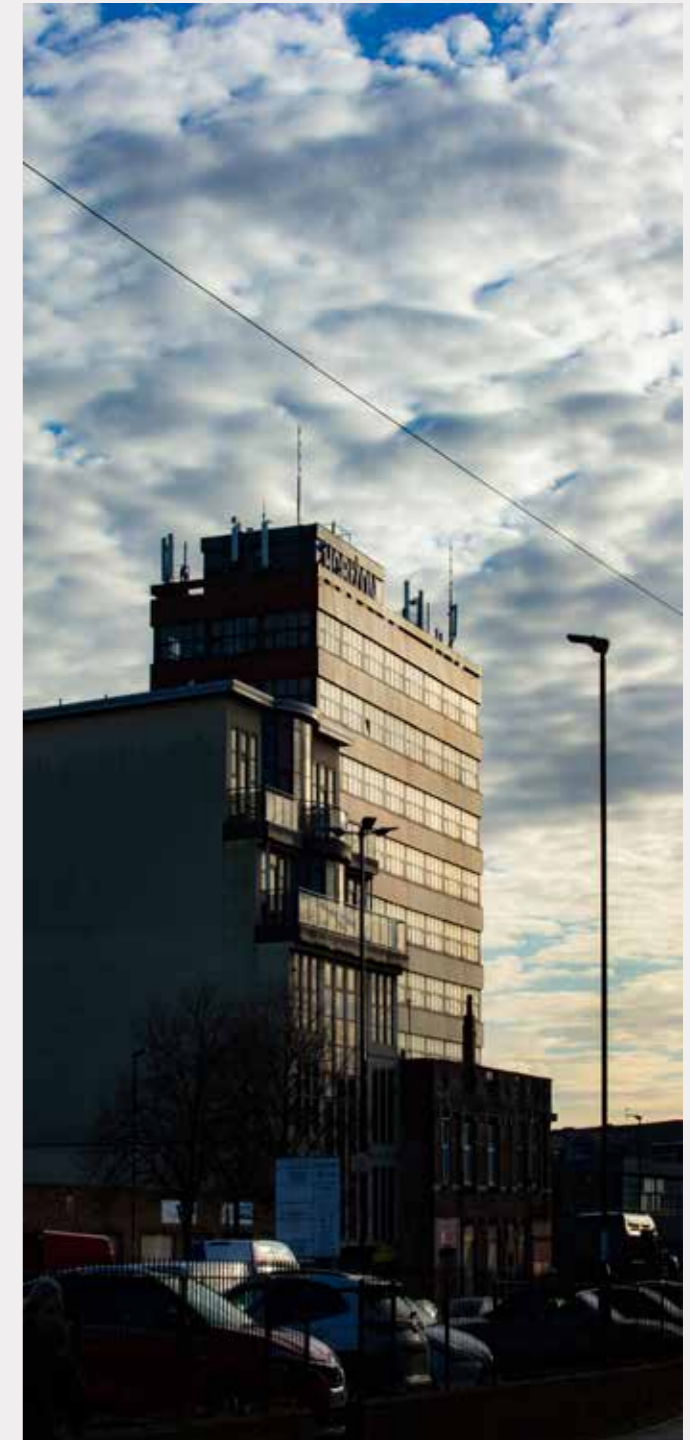
3  
years

- Work with independent supported accommodation providers to improve their housing provisions. Priority Action.
- Action to increase the proportion of residents transitioning to move-on accommodation through improves mechanisms to enable move on.
- living in Horizon building with complex needs and poor support

**Medium-term actions**  
within 6 years

6  
years

- Review move-on accommodation options - along with wider cost and management arrangements - to better facilitate appropriate move on. Priority Action.
- New drop-in facility. Provide a new Drop in facility with wide range of advice and support for those homeless and involved in homelessness services –with potential to build on current offer provided by Oasis Community Housing @ Basis. Priority



**C** Actions that will improve the environment in a way that supports feelings of safety, wellbeing and community, and gives people the confidence to move through Sunniside and with reasons to enjoy the experience.

Actions ▶▶▶

**Early Actions**  
within 6 month

6  
mths

**Urban Growing Initiative**

Develop a proposal for an Urban Growing Initiative that delivers community-led green space across Sunniside.

**Short-term actions**  
within 3 years

3  
years

**Improvements to Coronation Street**

Interventions that improve the feeling of safety and sense of place on this pedestrian corridor and coordinates the contribution of individual projects to the streetscape.

**Installation of street tree planting**

**Medium-term actions**  
within 6 years

6  
years

**Improve A1018 roundabout crossing**

Improvements to this pedestrian link between High Street West and High Street East noting the design thinking in the emerging Old Sunderland Conservation Area Management Plan.

**Provide Electric Vehicle infrastructure**

Increasing and centralising this provision.

**Bike Hub facilities**

Create Bike Hub facilities that are compatible with Riverside bike hub facilities.



Improvements around Coronation Street

- Site design boundary
- Proposed street trees
- Improved directions of connectivity
- Proposed spatial projects

# Activate the Neighbourhood

Actions in this theme will build short-term activity that creates footfall and demand for services and wares in Sunnyside and develops sustainable longer-term uses and activities that meet the needs of the wider city and build the creative enterprise function of the neighbourhood and resultant demand for currently underused property.



The place strategy focuses activation in strategic locations across the neighbourhood to encourage a flow of activity between the wider city centre and Sunnyside, and on developing activity to the east of Sunnyside to drive footfall through and across the neighbourhood.

## The Challenge

- Demand for services and wares are limited due to poor perceptions of the area, little awareness of the area's offer, and limited footfall in the city centre at large. Poor connections to the East End also contribute.
- Businesses that do not have a strong community or customer network and quality offer that positions them as a destination business struggle to survive.
- Sunnyside is an area of property market failure leading to low property values, poor uses/vacancies and lack of investment in maintaining properties. This blights the environment and makes it difficult to encourage people to walk around the area amongst these properties.
- Activation of the area must be sustainable in the long-term but to stem the flow of businesses and residents-with-choice out of the area, short term activation needs to begin at pace.

## Objectives

- To deliver short-term activation that supports and capitalizes on Sunnyside's uniqueness, immediately increases footfall and begins to build demand for services and activity in the area. During this first 3 years of the place strategy delivery, the area, businesses and activities, will need to act as a destination, drawing in audiences that are visiting Sunnyside for a unique and high-quality experience.
- To sustain the activation of the area in the long-term through residential-led development and the strengthening of the creative and entrepreneurial uses of the area. Investment in assets, property, policy and programmes should respond to opportunities in both Sunnyside and the city.
- To prioritise early investment in areas where there are existing strengths and opportunities so that clusters of activity develop, creating destinations in the neighbourhood that drive visitor footfall. Action should be taken to encourage complementary uses, businesses and services, offering choice and an attractive experience that keeps people in the area for 3 hours or more.

Image overleaf: Before and after investment in the Binns Store, High Street West by Sunderland City Council and Tyne and Wear Building Preservation Trust



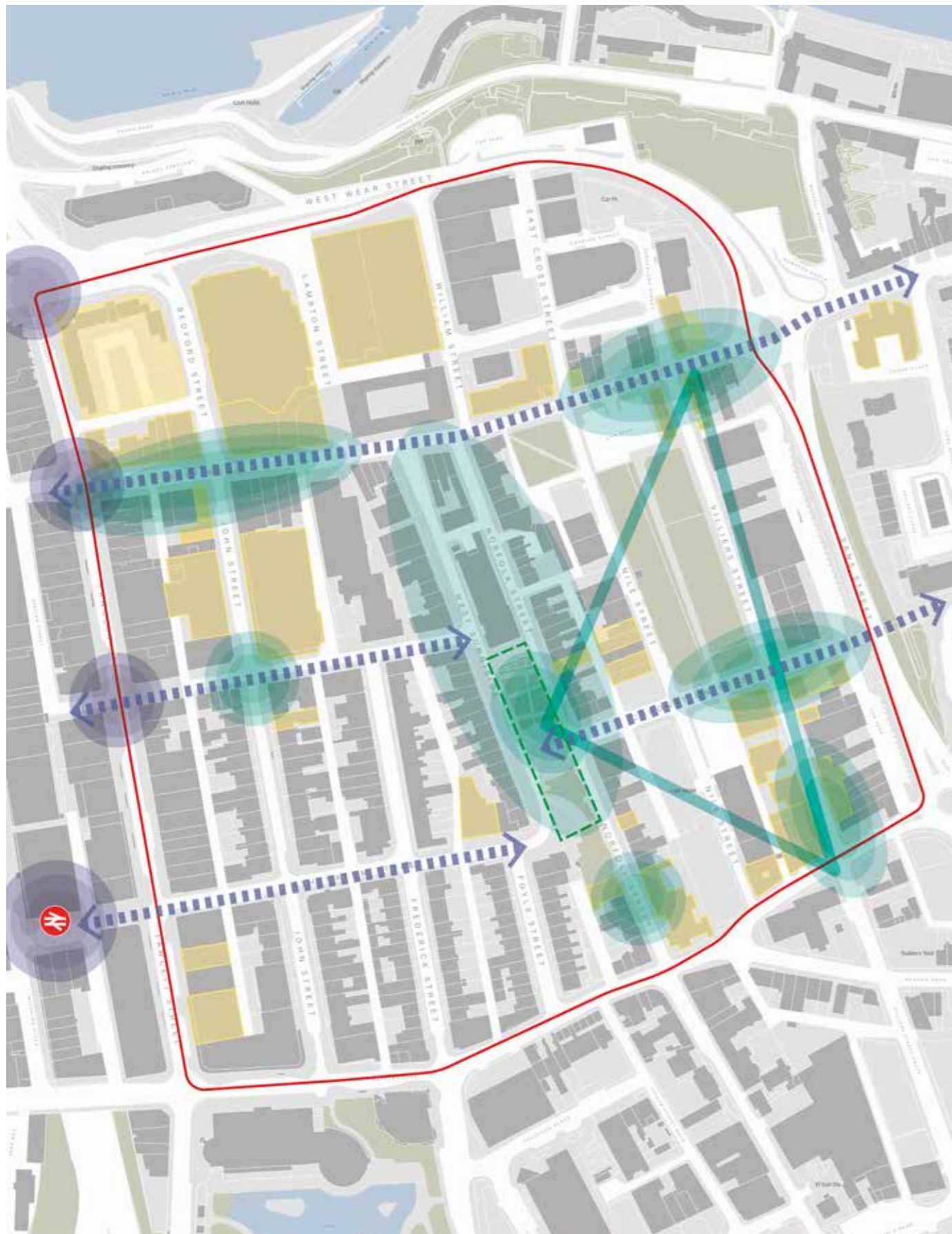
Image courtesy of Sunderland City Council



Images: Before and after investment by Sunderland City Council and TWBPT in heritage buildings on High Street West.







### Areas of Activation.

In the short-term, the place strategy should prioritise delivering a critical mass of activation in the central gardens area, around the gateway area between Sunniside and the Riverside area, and in the north east corner of Sunniside. These will act as destination areas with clusters of businesses and activities. There are a number of important opportunities that the Place Strategy has identified that will help facilitate this.

In the medium to long-term, this activation will need to be strengthened on the eastern edges of Sunniside and beyond, around Coronation Street and the south east corner of Sunniside, around the Peter Smith Antiques buildings and the southern end of Villiers Street.

The objective is to encourage visitors in to the area and then to draw people across Sunniside to the eastern fringes, generating footfall across the whole neighbourhood, and in the long-term encourage this footfall to go beyond Sunniside to the East End.

Map left: Key areas of activation in Sunniside based on clusters of opportunities and the need to drive footfall to the east.

### Investment that delivers a walkable and legible environment.

Actions in the place strategy will reinforce the legibility of Sunniside and key routes through to the north and east.

High Street West continues to be the major high street through Sunniside and investment should continue to reinforce this.

Developing opportunities along Coronation Street in the medium to long term will support the shift of pedestrians to the east, support footfall into the gardens and closing the perceived distance between the city centre and the east of Sunniside and the East End.

Wayfinding to and from the Sunderland Central Station and from around the city centre should reinforce the sense of where Sunniside is and create welcoming routes into and through Sunniside.

An important outcome of this investment is to create a walkable environment, reassuring people that the area is safe to move through with active frontages, animation, wayfinding and improved road crossings.

**Sunniside-wide**

The majority of short, medium and long-term actions concentrate on these tactical areas of activation; the spatial dimension of each of these area are illustrated in maps alongside the actions set out below.

There are however some important early actions that support activation across the whole of Sunniside.

**Actions** ▶▶▶

**Early Actions.**  
within 6 months

6  
mths

**Sunniside Marketing Plan.**

An area wide strategy towards develop demand in Sunniside, profiling existing and potential audience/customer groups and addressing the 5 Ps of marketing: place, people, promotion, price, product. Developed with stakeholder engagement. Outputs will inform a number of other actions in the action plan (sector dev plans, investment prospectus, place identity work, place principles) and may generate additional actions.

**Sector development plans. \***

These are short sector development plans specific to the emerging or strong sectors in Sunniside: music, creative industries, F&B and leisure, social enterprise. Written by people embedded in Sunniside and experts in their field, these have been developed through stakeholder engagement. Plans identify what each sector needs to support growth in Sunniside, what would enable them to activate the area and to intensify these industries' use of Sunniside. Ideas, tactics and recommendations are sector and Sunniside specific but acknowledge the role of wider city centre economics and initiatives. Actions will be built in to the Sunniside Place Strategy action plan when reports are completed in October 2023.

6  
mths

**Meanwhile Use**

Temporary, 'meanwhile' and pre-development uses can all play a part in the transitional development of an area and the development of key sectors. A meanwhile use strategy can use the phasing of development in Sunniside as an opportunity for meanwhile use, either to test the market for an activity or to test how a building or site can best be used, including testing people's willingness to use or visit an area or building. In an area as challenged as Sunniside with little-to-no footfall, meanwhile use will not be able to support businesses to test their offer unless this is part of a substantial project with significant subsidy.

**Investment Prospectus**

There is a need for a promotional document that shares the vision for Sunniside, the areas of activations and nature of activation, and supports stakeholders to attract businesses that will support the delivery of this vision.

**Tenant / Space match making function**

There is significant floating interest from tenants looking to set up in Sunniside. Knowledge of available space/ownership/ terms/costs isn't complete. This is a proposal to have a central list of space opportunities and prospective tenants with relationships managed centrally. There is a specific need to support the development of the food and beverage sector and this service

6  
mths

could influence the strengthening of clusters and the quality of offer. This function should also include key assets in the East End. This action links to the action to develop a lettings strategy.

**Property Use, Condition and Ownership Audit**

An action to review property in Sunniside, street by street, to establish condition, use, occupation levels, ownership. This will build on an audit already underway of City Centre ground floor space.

**'Future Walls' Street Art project**

A programme led by Sunderland BID to develop Sunniside as a street art gallery, driving footfall into and engagement with the area. Briefs for the wall murals are to be co-developed with the community through engagement. Key locations for art work to be confirmed.

3  
years

**Short-term actions**  
within 3 years

**Address neglected properties**

Properties in poor condition blight the area and impact on people's sense of safety. A programme to audit property and work with property owners is required.

**Improve street lighting**

Prioritise areas of clustered activity and the pedestrian routes to these areas in the short-term.

## Activation Area 1.

### Gardens for a city neighbourhood.\*

Sunniside Gardens should be treated as the focal point of the Sunniside neighbourhood.

This area is a priority for activation and investment which should be used to help realise the full potential of this area for community-wide congregation, socialising, dwelling, trading, celebrating – inclusive to all residents and workers in the neighbourhood.



- Site design boundary
- Proposed street trees.
- - - Improved directions of connectivity
- Proposed spatial projects

### Early Actions within 6 months

6  
mths

#### Mini Masterplan Sunniside Gardens.\*

A short design challenge that produces a mini masterplan for the gardens and neighbouring properties that will deliver an active focal point for the neighbourhood.

#### Deliver a programme of markets in the Gardens.\*

Starting in 2023, a food market has been successfully trialled in Sunniside Gardens. This is a starting point to develop a consistent and wider programme of markets and supporting events that makes good use of the landscape design of Sunniside Gardens.

### Short-term actions within 3 years

3  
years

#### Sunderland BID 'activation' programme for Sunniside.\*

#### Wayfinding for the Gardens.\*

Installation of visual markers that draw people into Sunniside Gardens and encourage people to explore and use the area, attend events and support businesses.

### Pavement seating for Cafes and Bars.

3  
years

Work with licencing, highways and others to develop a comprehensive plan for pavement seating around Sunniside Gardens that directs the location, terms and design that coordinates with the wider programming of the area.

#### The Place.

Redevelopment of this building to the British Esports HQ and gamer training accommodation.

#### Evening transport planning.

Transport plan to improve late night transport options for people visiting the area in the evenings building on learning from recent Taxi initiative.

### Medium -term actions within 6 years

6  
years

#### Redevelopment of Norfolk Hotel

Repurposing of this substantial building for creative and commercial uses including café, and community spaces.

#### Somerford Buildings

Former Torgersens offices, this building has a significant presence on the Gardens area and its redevelopment will be important in reducing ASB in the area.

## Activation Area 2.

### Creating a welcoming gateway between Sunniside and the Riverside.\*

The North West of Sunniside continues to be a priority to build on the successful investment in the High Street West and Fawcett Street Junction which is an important area linking Sunniside, the central business district and the Riverside masterplan area. Further investment addressing the use, quality and placemaking value of properties along High Street West

moving eastwards will enable Sunniside to capitalise on the benefits from the investment made as part of the Heritage Action Zone programme and draw people from the city and along this key route to activity and businesses in Sunniside and to the East End and vice versa.



- Site design boundary
- Proposed street trees.
- Improved directions of connectivity
- Proposed spatial projects

### Early Actions

within 6 months

6  
mths

#### Mini Masterplan North West gateway.\*

A short design project to develop a mini masterplan that determines a design-led solution to a number of the challenges around the Sunniside Leisure site and coordinates various ideas proposed. This would look to address the vacant units and underuse of Sunniside Leisure, the connectivity between Sunniside Leisure and Sunniside Gardens, the visibility and accessibility of the Cinema complex and improvements to the Sunniside multi-storey carpark.

The mini masterplan is the deliverable here but with subsequent actions arising from it that manages these issues and changes the activation of this area.

### Short-term actions

within 3 years

3  
years

#### High Street West and Fawcett Street junction.

To see the completion of the quality development around this junction, including occupation of space with complementary uses that brings much greater activity to the junction.

### More high-quality accommodation for students in the City Centre.\*

Advance opportunities to develop high-quality and high-density residential led mixed tenure development north of High Street West. This would be an opportunity to support the city to address the unmet demand for quality student accommodation that currently limits the appeal of Sunderland as a university destination.

#### Mackie's Corner redevelopment.

To see Mackie's Corner fully occupied and continuing to build a strong audience, operating as a destination business at this important junction between the city centre, Sunniside and Riverside.

### Medium-term actions

within 6 years

6  
years

#### Elephant Tea Room.\*

Within this period a long-term best use for this building will need to be secured and the building fully occupied.

This illustration considers what scale and massing might be possible for residential accommodation in Sunniside.

Good quality student accommodation is needed in Sunderland City Centre. Sites in and around Sunniside could play an important role in delivering this, supporting the growth of the university, the wellbeing of students and bringing a bigger population to Sunniside and the city centre.

Image credit: FaulknerBrowns Architects



## Activation Area 3.

### A lively north east gateway.\*

Recent investment in the north east of Sunnside by Tyne and Wear Preservation Trust and others has made a remarkable impact on this corner of Sunnside. It is a priority of the place strategy to build on this success with complementary uses supporting this corner to become a strong, lively gateway into

Sunnside and to bring the neighbourhood amenities that will support existing and future residential populations, the first of whom will be part of an innovative housing development on the brownfield site between Nile Street and Villiers Street.



- Site design boundary
- Proposed street trees.
- Improved directions of connectivity
- Proposed spatial projects

### Early Actions within 6 months

6  
mths

#### Mini masterplan /investment plan north east gateway.\*

A shared vision with stakeholders that imagines a comprehensive use of this corner, complementary uses, best use of these quality buildings and public realm, and which supports the link to the Old Sunderland Conservation Area of which this corner is a part.\*

### Short-term actions within 3 years

3  
years

#### Tyre Shop complete.\*

Development of the Tyre Shop for creative and commercial uses.

#### 176 High Street West in full use.\*

Bring 176 High Street West into active use with F&B or customer focused GF use.

#### Lambton House returned to full use.\*

Bring Lambton House, High Street West back in to use with F&B or customer focused GF use.

### Nile and Villiers commercial space.\*

3  
years

Development of the commercial space on High Street West as part of the N+V site with an active frontage to HSW.

#### Nile and Villiers Housing.\*

Delivery of the Nile and Villiers housing scheme of 80 homes.

### Medium -term actions within 6 years

6  
years

#### Former Travel Lodge.\*

Repurpose this building on High Street West into active use.

### Long-term actions within 10 years

10  
years

#### Liverpool House site

Redevelopment of this site with uses that support the development of key sectors and contribute to an active streetscape.



## Nile and Villiers Housing

The 0.8ha site, located between Nile Street and Villiers streets, will deliver around 80 two and three-bed homes plus around 4,000 square feet of new commercial/cultural space fronting the historic High Street West. The project is key to the City Council's aim to grow the population of Sunderland's urban core and is being designed to reinstate the historic street pattern and grain, create shared green local amenities and transport connections.

This illustration imagines what the shared garden space could look like for residents.

Image credit: Mawson Kerr Architects

## Activation Area 4.

### The south east Corner.

The south east corner of Sunnside is one of the most challenging areas in this neighbourhood where the impact of poor quality and poorly managed supported-accommodation are felt on the street.

Strategic acquisitions and ownership of property by the Council in the south east corner provides the opportunity to deliver the quality and scale of space needed to meet sector ambitions and deliver cultural and economic impact. The heritage and quality of these assets must be used to full advantage, securing characterful place qualities that will appeal to urban pioneers and deliver enduring placemaking impact.



- Site design boundary
- Proposed street trees.
- Improved directions of connectivity
- Proposed spatial projects

### Short-term actions within 3 years

**3**  
years

#### Prevent deterioration of Peter Smith Antiques Building (PSAB)\*

Actions to prevent water ingress and deterioration of the Peter Smith Antiques building.

#### Meanwhile Use strategy for PSAB

Work with partners to develop and cost a meanwhile use strategy for the Peter Smith Antiques building that supports its future use.

### Medium-term actions within 6 years

**6**  
years

#### Increase the activity in key buildings and their contribution to the streetscape.

Improvements to 19 & 20 Villiers Street

Improvements to the Collective Space building that positively contributes to the streetscape on this corner.

### Long-term actions within 10 years

**10**  
years

#### Repurposing and refurbishment of the Peter Smith Antiques building





## Intensify Use

Actions in this theme will build a denser population of residents and workers and a higher concentration of uses in Sunnyside.

Strategic Council-led acquisitions and developments together with rising private sector investment appetite will bring in to use vacant or underused properties with a focus on creating housing choice for a growing residential population and creating a welcoming and liveable neighbourhood that encourages a community to evolve. Existing buildings will be used more intensely bringing sustainable new life to streets and spaces across the neighbourhood.



### The Challenge

- The density of activity in Sunnyside is low. Even where buildings are occupied and in use, activity is part-time, hours of operation are short and space is in low enough demand that it's viable to use as storage.
- Affordable space must still be productive space bringing workers and residents and frequent daily use that generate a basic level of activity across the neighbourhood.
- Low market values encourage people to buy property but with little pressure to attract tenants and to fill buildings to capacity to secure revenue.
- Landlords have little incentive to provide quality accommodation leading to transient residential populations.
- There is limited housing choice in the area and not a high enough concentration or quality of housing that will attract long-term residents.
- There are not enough amenities to comfortably support local living for residents, in particular an small scale affordable supermarket to buy daily and weekly shopping.
- Buildings that come on the market that have the potential to be converted in to bedsits are in demand. This use is a risk to the delivery of this strategy and needs to be proactively managed.

### Objectives

- To intensify the use of individual buildings in the neighbourhood that are in use but underoccupied.
- To redevelop key vacant sites and unused properties in Sunnyside that have a deteriorating effect on the area but due to low property values have not been developable.
- To increase the concentration of retail, leisure and employment uses, prioritising key areas (see activate the neighbourhood section above).
- To increase the volume, quality and choice of housing in Sunnyside.
- To provide a liveable urban neighbourhood that supports residents to set down roots and build community over the long-term.

### Spatial Considerations

There are a number of vacant or underused sites and properties in Sunnyside, particularly in the east area as illustrated in the map (right). Sites and property has been acquired for redevelopment and management by the council and provide opportunities for the activation strategy of the masterplan. Other sites are opportunities to ensure good quality development using levers such as a planning and urban design guide.

There are a number of sites suitable for the delivery of homes in Sunnyside. As the area develops, further opportunities to deliver housing in Sunnyside should be sought beyond the period of this place strategy, moving light industrial uses to more appropriate areas outside the urban core and replacing it with further residential development.



Actions ▶▶▶

**Early Actions**  
within 6 months

6  
mths

**Former Joplings building**

Improvements to the ground floor frontage of this building to improve the streetscape on John Street and St. Thomas Street.

**Short-term actions**  
within 3 years

3  
years

**Acquisition strategy\***

Based on an audit and the place strategy priorities this will support risk management and the advancement of the place strategy.

**Lettings Strategy.\***

Produce strategy that supports coherent development of Sunniside and reduces empty space.

**15/16 Nile Street**

Repurposing and refurbishment of these terrace buildings on Nile Street into creative workspace with residential on the first floor.

**Biscop House.\***

Activate the ground floor of Biscop House providing space that is in demand and with an active frontage that supports surveillance of the street.

**Medium size supermarket.\***

Delivery of a medium size supermarket serving Sunniside and East End neighbourhoods with affordable food and creating a neighbourhood amenity.

**Medium-term actions**  
within 6 years

6  
years

**Sunderland Sandwich Shop**

Redevelopment of this opportunity site returning it to productive use and in a way that also contributes to the sense of safety on Coronation Street.

**Long-term actions**  
within 10 years

10  
years

**42-45 Nile Street**

Redevelopment of 42-45 Nile Street site for quality housing.

**Quality Student Accommodation**

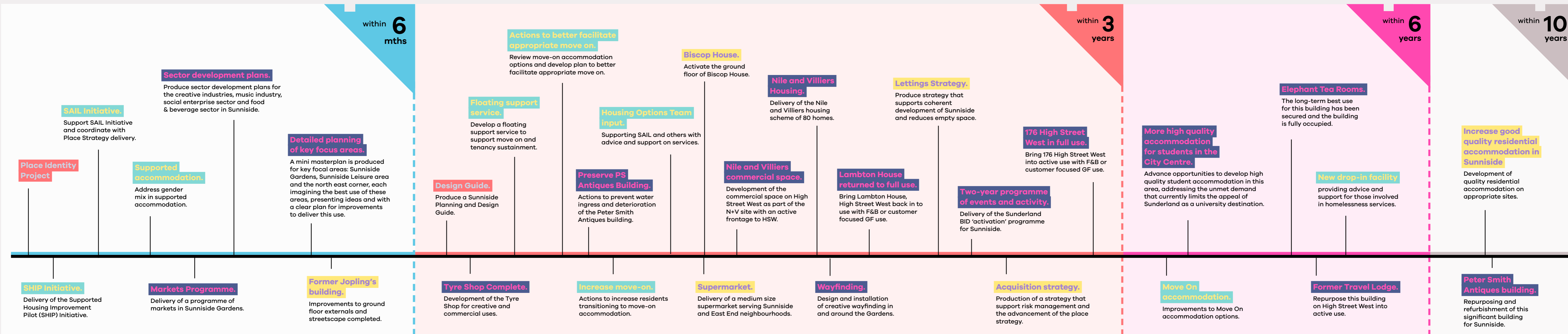
Development of quality student accommodation on appropriate sites.\*

**Quality Housing**

Development of residential on available sites.

# Summary of Priority Actions

with illustrated timescales



## Key to strategy themes

Develop a strong sense of place and purpose

Create a safe and healthy neighbourhood

Activate the Neighbourhood

Intensify use

4.

# Delivery Plan

# The Delivery Plan

This place strategy defines a 10-year delivery programme for Sunnyside that involves known and as-yet unknown but anticipated investment from numerous stakeholders.

The function of this place strategy is to provide direction to the regeneration of Sunnyside, bring coordination to development and delivery and to sustain delivery through partnership and coordination.

The final strategic move proposed by this place strategy is to coordinate and sustain activity through cooperative stewardship.

## The Challenge

- To maintain a focus and drive on delivering the vision for Sunnyside over a 10 year period.
- To quickly manage the complex challenges in Sunnyside that pose an immediate risk to investment.
- To deliver quick actions that will unlock opportunities, bring a sense of hope for sustainable change and quickly reduce barriers to change.
- To bring coordination to the activity in Sunnyside so benefits are maximised.

- To put in place the mechanisms that reduce the barriers locals experience in having their concerns heard and that increases their ability to influence change.
- To give the local community agency in determining the future of Sunnyside whilst respecting the capacity and energy required to manage businesses.

## Objectives

- to ensure steady leadership that is focused on delivering the vision throughout the 10-year period.
- to design a governance structure that maintains a drive for delivery with access to the capacity, the skills and the partnerships needed to secure delivery that has impact.
- to ensure that the action plan (see page 25) in the place strategy continues to evolved as a live document, responsive to local knowledge, the changing landscape of Sunnyside and emerging opportunities and needs.
- to ensure delivery begins at pace.



THEME

5. **Coordinate and sustain change through cooperative stewardship as a core principle of the delivery plan**

The nature of the priority actions in the place strategy has led to a two-stage approach to stewardship.

**Actions** ▶▶▶



**Phase 1. Early coordination, delivery at pace and risk mitigation led by the Council**

During year 1-3

Many of the early actions recommended in the place strategy, such as the marketing plan and place identity project, are designed to bring coordination to the investment being made by multiple stakeholders. This is to help maximise the impact of individual investments.

There are also actions that are specifically about mitigating risks to investment, especially the management of ASB over the first 3 years that without close management and coordinated action by a network of professionals across services, poses a significant threat to progress in Sunniside in the short and long-term.

**Governance in phase 1.**

Phase 1 will be led by the Council to deliver early actions and mitigations that will provide good foundations for continued delivery.

Critical will be coordinating the timings of actions to protect the value of investment. For example, opening pop up supper clubs in the gardens where ASB persists will further damage the reputation of the area.

**Council-led Steering Group**

A steering group will be established with key partners, officers and the Portfolio Holder for Regeneration to support sustained momentum during this early delivery and provide strategic oversight.

**Delivery Partner**

A delivery partner will be engaged to drive the delivery and provide coordination between partners, working groups and stakeholders.

**Working groups**

Working groups have already been established during the development of the place strategy, drawing together City Council officers, partners and stakeholders with responsibilities in areas where early action is required. These working groups will be continued into the delivery phase with additional stakeholders and partners drawn in to these as the action plan evolves.



## Actions ▶▶▶

### Phase 2. A Stewardship approach

During year 4-10

A coordinated stewardship approach will be driven by local stakeholders who will champion the vision for the area and be able to bring local intelligence to the development of the action plan.

A model of stewardship will be developed in partnership with local stakeholders and will need to evolve in response to local challenges of capacity and resources.

#### Sunniside Association

An initial unincorporated association of voluntary local stakeholders will be established to create a platform for communications.

It will engage stakeholders that have been part of the ongoing consultation, members of the council-led steering group with links into core organisations, and others from within the community.

Its common purpose will be to drive the strategy. The Association will take over ownership of the action plan after year 3, primarily ensuring good communications between all of the stakeholders that are developing projects and activity to help coordination and connect opportunities.

The association will also keep sight of the vision, championing projects that respond to local needs, and identifying issues in the area, using their network of partners established in phase 1 to solve challenges.

In the transition between the Council-led steering group and this association, close working relationships will need to be established with officers that can provide advice and support with ongoing delivery once the stewardship model becomes the main driver for the place strategy.

#### Capacity and skills.

A risk of an association model is that action and delivery is dependent on the capacity of its volunteers. An association will not have the capacity of the coordinator role seen in phase 1. This will be mitigated

through good working relationships with resources in the council and other agencies.

Skills required to maintain delivery of regeneration programmes are broad. Thought should be given in phase 1 to providing enabling mechanisms, upskilling of locals and strong network support to ensure delivery can be continued by the community.

This model will need to be periodically reviewed for effectiveness.

#### Funding

Using an association model for support stewardship of the area will need to be reconsidered if funding was sought to pay for core capacity, space or to deliver activity.



## Impact

Implementation of the place strategy will support the repopulation of Sunderland city centre with residents, workers and visitors and build demand that sustains this change in Sunniside, in a neighbourhood that is vibrant and feels safe to be in.

Quantifying the baseline figures of key indicators of success and monitoring the progress against these will be a part of the delivery plan, supporting funding and investment. The following indicators of success and how these will be measured have been proposed as follows:

### Residential population:

The residential population will rise and the proportion of these dependent on Local Housing Allowance will fall.

This will be measured by increases in dwellings and through statistic on Local Housing Allowance recipients.

### Activated space:

Delivery of the place strategy will increase the active use of vacant sites and the use and occupation of vacant space.

This will be measured by m2 in use and decrease in number of vacant sites

### Business survival rates:

Activation and intensification of uses in Sunniside will lead to increasing numbers of businesses operating and sustaining their businesses in the area. We expect these to predominantly be established businesses that have identified Sunniside as a good place to relocate to.

This will be measured by the survival rate of businesses in Sunniside beyond a three-year period.

# The change in Sunniside.

### Footfall increase:

There will be an increase in daily average footfall numbers across the Sunniside area with the greatest increase focused in East Sunniside. There will be an increase in the number of visitors dwelling within the Sunniside area for 2-3 hours.

This will be measured by daily footfall average and 2-3 hour dwell time.

### Decrease in ASB and crimes experienced:

The delivery of early actions in the place strategy will see the reporting of ASB and crime increasingly significantly, representing a true experience of the local community. Tracking this reporting will be important as a significant decrease in ASB and crime experienced is needed within year 1 so that investment in activation during year 1 and 2 delivers benefits decrease in crimes reported.

### Decrease in concentration of unregulated supported accommodation

This will be measured by the decrease in number of unregulated supported accommodation beds in the wider impact area around Sunniside based on 2022 data.

# With thanks

Whilst this place strategy is the only a starting point for this journey of change in Sunniside, many people have contributed to it, giving their time and thought into helping us shape a strategy that is deliverable and enduring.

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and all the people that joined the walkabouts during the development of the strategy.

# Sunniside Sunderland



Department for Levelling Up,  
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**TOWN.**



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