

SUNNISIDE CREATIVE ENGAGEMENT

Below is a summary of the Sunnyside creative projects we are commissioning to support the Sunnyside regeneration project and the Place Strategy objective to strengthen the sense of place in Sunnyside and what happens in this neighbourhood.

Background

Sunnyside is a neighbourhood in the urban core of Sunderland City centre making up about a third of the city centre. A Place Strategy was written in 2023 that set out a plan for regenerating the area. A cornerstone of this was to create a sense of place and purpose in Sunnyside so people recognised it as a distinct neighbourhood in the city.

This strategy also responded to the fundamental ask of many businesses in the area: to create more footfall in Sunnyside. The area is home to many independent businesses and established cultural and creative industry sector businesses. But it has long been perceived by many as a 'no-go' area at worst and dodgy at best, and despite the great businesses in the area, the perception persists.

The creative briefs we are issuing are part of the regeneration project in the area. We want to work with creative producers operating in and around Sunnyside to deliver interesting and inspiring content about the neighbourhood that we can use as an authentic starting point for promoting the area and which can help shape how people perceive it. Few people know where Sunnyside is, who is here and what happens here. We need a campaign to turn Sunnyside inside out, making clear on our walls and in our socials the interesting and exciting neighbourhood it is and to invite people to come and rediscover Sunnyside.

1. Sunnyside Zine project

As more people come in to Sunnyside we want to give them a sense that they're somewhere special, where it's a bit different to the rest of the city, a neighbourhood in its own right, a destination that you might choose to visit.

We want to commission someone to compile and produce a pilot Sunnyside zine. Really lo-fi but visually great, picking up on what's happening around Sunnyside, and how people can stitch together a lovely life off the back of places, services and activities happening here. We want this to be sent around the neighbourhood and to have it hanging about in shops and offices.

The commission is either for a content creator and editor plus designer and print. The designer and print may be a separate commission.

2. Sunnyside Archives project

We want to commission a piece of work that summarises some of the interesting history of Sunnyside and presents this to the wider public. Not just the polite heritage or the area but the edgier and activist heritage of the area.

This will involve researching the history of Sunnyside, collating stories, historic facts, maps and imagery of Sunnyside's past. This should include stories from local people and images of past buildings, people and activity. This should also include a timeline of a story of Sunnyside.

This material will go on to be designed into posters/graphics that can be shared on socials or exhibited on walls.

3. Capturing Sunnyside Photography project

We are looking for a photographer to capture Sunnyside, telling a story of this place that challenges perceptions of the area as being a 'no-go area' and instead portrays it as an important part of 'city-ness' where difference is joyful.

This might respond to the 'Sunnyside Archives' project that is collecting content and stories about Sunnyside's past, presenting the Sunnyside now set against the Sunnyside of past. Or you might want to present a different approach. We are not looking for someone to just record Sunnyside, rather offer a story of Sunnyside in what they capture.

If you are interested and would like more information on how to apply, please get in touch by emailing Kate Percival – Kate@wearetown.co.uk with the project as the subject.