

# SUNDERLAND

# 1992

Granted city status in 1992



The largest UK city by the sea



Population of over 275,000 with more than two million people living within a 30-minute radius



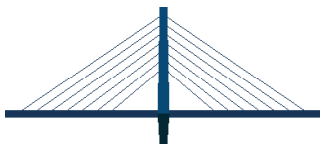
The 'third richest city in the UK', according to scientists who looked at the assets the city has to offer vs the things that play the greatest role in leading a rich & fulfilled life



Sunderland's Nissan Motor Manufacturing UK is the country's largest car manufacturer & most productive in Europe, producing over half a million cars a year (that's more than the whole of Italy!)



A total of 80 companies from 20 countries have located in Sunderland employing more than 25,000 people



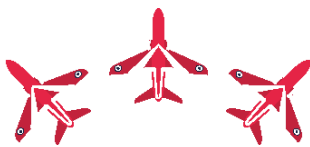
Recent past, current & future investment is close to £1billion. Regeneration includes a multi-million pound Wear crossing that is under construction & planned to be taller than London's Big Ben



Set to compete for UK City of Culture 2021, the city is immersed in a host of cultural initiatives with a new music & arts hub scheduled to open in the city centre mid-2016



With the largest theatre between Manchester & Edinburgh, Sunderland is known as the West End of the North East



Home to Europe's largest free international airshow



The city's visitor numbers are increasing, up by 200,000 compared with 2013



One of only 11 cities with a Premier League football team, Sunderland AFC



The Tall Ships Race is coming to Sunderland in 2018, bringing a potential two million visitors to the city and an economic value of £50million



Sunderland College has enjoyed a 99% pass rate for the last seven years



University of Sunderland research is judged as world-leading in ten subjects

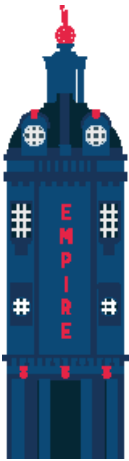


Sunderland's schools boast an above-national-average pass rate of students achieving five A-C GCSEs



More than £600million is being invested in housing, added to the £1billion invested in the city by Sunderland's largest social enterprise, Gentoo

# PLACES



## EMPIRE THEATRE

- Opened 1907, seating 2,000
- Largest theatre in the North East and the only theatre between Edinburgh & Manchester large enough to host major West End shows such as; War Horse, The Lion King, Wicked, & The Producers
- Will play host to Billy Elliot for 2016



## STADIUM OF LIGHT

- Opened in 1997 with current-day capacity of 49,000
- One of the best attended football stadiums in the country. Close to 1million football visitors annually
  - Among the largest and busiest conferencing & events venues in the region
- The stadium village has a new Fanzone with food, drinks & live entertainment & will have a hotel onsite from April 2016



## WASHINGTON LANDMARKS

- Arts Centre Washington is based in a converted 19th Century farm
- Multi-arts centre that hosts a 110-seat theatre, gallery, rehearsals room, cafe
- Area is also home to Washington Old Hall, a picturesque stone manor house
  - Incorporates the original home of George Washington's ancestors



## PENSHAW MONUMENT

- Built in 1844 on Penshaw Hill, standing 136m tall
- Official name is The Earl of Durham's Monument
- Half-sized replica of the Temple of Hephaestus in Athens
- Visitors can climb a hidden staircase to the top of the monument to take in views of Sunderland



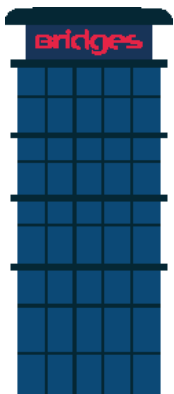
## HYLTON CASTLE

- Originally made of wood in around 1066
- Rebuilt with stone during the late 1300s
- Grade 1 listed building since 1949
- Currently being redeveloped to return it to its former glory



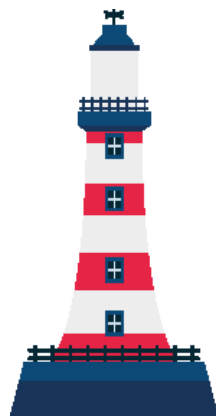
## NATIONAL GLASS CENTRE

- Opened in 1998 to celebrate the city's glassmaking history and visited by more than 210,000 people each year
- Regular exhibitions and daily glass blowing demonstrations
- 3,250 square metres of glass on the roof that people can walk on and look in on the centre below. Each glass pane is 6cm thick



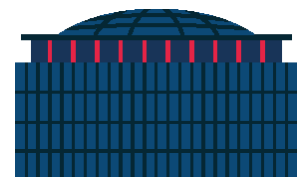
## THE BRIDGES

- Houses over 90 stores
- Including Debenhams, Topshop, H&M, Starbucks & NEXT
- Provides over 2,000 jobs
- Attracts 18million shoppers annually



## THE BEACHES

- One of only three English cities to enjoy a beach
- Stunning coastline, improved thanks to major redevelopment
- Roker Beach is now home to a modern boulevard, play park and a range of eateries to keep visitors well fed! It is even home to a bar with its own gin distillery!
- Seaburn has a large stretch of golden beach, peppered with bars, restaurants & traditional fish & chip shops



## SUNDERLAND MUSEUM & WINTER GARDENS

- First municipally-funded museum outside of London
- Displays capture the history of Sunderland including its mining heritage & glass-making
  - LS Lowry painting collection
- Winter Gardens is home to over 2,000 different flowers
- Set in stunning Mowbray Park, one of the oldest municipal parks in the North East, which was restored to its former Victorian splendour



## KEEL SQUARE

- Part of a £11.8 million development project
- Area celebrates Sunderland's shipbuilding & industrial heritage
- Unique public art feature The Keel Line spans the length of the Naess Crusade – the largest ship built on Wearside
- At 291m, the line includes the names of Sunderland-built ships
- It spans from Stephen Broadbent's sculpture – Propellers of the City – to the River Wear
  - Broadbent's 3.5 metre-high interactive artwork includes photographs of former shipyard workers

# MUSIC SCENE

## VENUES



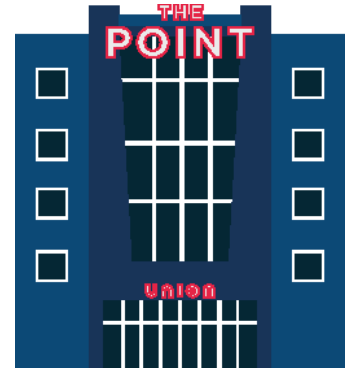
### INDEPENDENT

- Reopened in 2013
- Capacity of 500
- Alternative music such as Alt-J, Frankie & the Heartstrings & The Lake Poets



### THE BUNKER

- Open for over 30 years
- Organisation which aims to develop music & arts in Sunderland
- Recording & rehearsal facilities



### THE POINT

- Popular student haunt, hosting alternative club nights, live bands & art exhibits
- Capacity of 1400
- Home to a music venue & three bars



### POP RECS

- Independent record shop, coffee shop, gallery & music venue
- Run by Frankie & the Heartstrings
- Has hosted Maximo Park & James Bay



### STADIUM OF LIGHT

- 56,000 capacity for concerts
- Delivered first concert in 2009
- Hosted Bon Jovi, One Direction, Rihanna, Foo Fighters, Coldplay, Take That & will soon welcome superstar Beyonce.

## HOMEGROWN TALENT



### GEN FACTOR

- Home grown talent is nurtured by social enterprise Gentoo which organises GenFactor, an annual search for the city's young stars

FIELD  
MUSIC

paul liddell

LILLIPUT

HYDE & BEAST

THE LAKE POETS

FRANKIE & THE HEARTSTRINGS

THE FUTUREHEADS

Sunderland based bands have generated almost £1million of worldwide record sales

# SPORTS

## ESPN'S GREATEST SPORTING CITY IN THE NORTH EAST

- Research revealed Sunderland is best city in the North East to be a fan
  - More than 5,000 fans questioned to rank 48 UK cities & towns
  - Measured on value for money, success, history, choice & more
  - Sunderland places fourth nationally, behind only Manchester, London & Glasgow
  - Home to nine council-run leisure & wellness centres, including newly opened Washington Leisure Centre, an £11million development, on the outskirts of the city

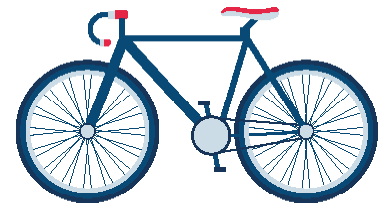


### SUNDERLAND A.F.C

- Established in 1879, SAFC are two-time FA Cup winners, lifting the trophy in 1937 & famously beating Leeds United in 1973
- One of the best supported clubs in the country with average attendances above 43,000
- Over 1.5million social media followers
  - Audience of over 140million for Sunderland AFC games globally

### SUNDERLAND A.F.C. WOMEN

- Crowned Champions of the FA Women's Super League Division 2 in October 2014



### SEA TO SEA CYCLE ROUTE (C2C)

- Sunderland is the finish point for the C2C, a route opened in 1994
- Between 12,000 & 15,000 cyclists complete the route every year
- Generates around £12million a year for the local economy

## SPORT IN SUNDERLAND

- Sunderland Cricket Club has been established for over 200 years
- Sunderland R.F.C. is also popular in the city, with senior, junior, & mini teams
- Sunderland is home to Karting North East, a 30-acre site that was reconstructed in 2014 with more than £400,000 investment
- Adventure Sunderland is Sunderland's £1million Watersports Centre, offering surfing, coasteering, rowing & kayaking



### SILKSWORTH SPORTS COMPLEX & SKI SLOPE

- The facility boasts a 165m outdoor dry ski and snowboard slope
- The Sports Complex also offers a 34 station gym, 25m swimming pool, two full-size astro-turf sports pitches, angling lake, skate park & floodlit outdoor 400m athletics track
- 8 indoor and 10 outdoor tennis courts, that host county & international tournaments



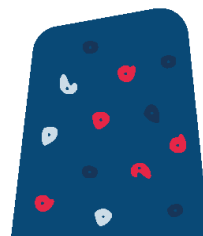
### RAICH CARTER SPORTS COMPLEX

- Opened in 2001
- Gyms, pool, outdoor Astro Pitch
- Named after sportsman Raich Carter



### SUNDERLAND AQUATIC CENTRE

- Opened 2008 April
- 50m swimming pool, diving pool, & gymnasium
- Olympic torch carried through as part of 2012 torch relay



### SUNDERLAND WALL

- Largest & highest indoor climbing wall in the UK
- Offers over 900m of climbing & bouldering
- Hosts national & international climbing competitions, including the British Indoor Climbing Championship

# BUSINESS



## University of Sunderland

### UNIVERSITY OF SUNDERLAND

- Has 20,000 students in Sunderland, London & at global partner colleges in 12 countries
- Conducts research judged as world leading in ten subjects
- Generates £560million GVA to the UK economy, supporting 500 jobs
- Has invested £130million in campuses in the City Centre & at St Peter's
- Has knowledge-transfer partnerships with multi-national companies & SMEs
- Has employable graduates - within six months of leaving seven out of 10 are in graduate level jobs
- Developing a £9million Sunderland Enterprise & Innovation Hub, expected to create over 120 innovative growth businesses & 250 jobs over five years



### DIVERSE BUSINESS SCENE

- Sunderland is home to big businesses, including Berghaus; Barclays, EDF Energy, More Than, Nike, Tombola, Rayovac, SCS & Vantec
- It has a thriving contact centre industry, with 14,000 people working in the sector & the economic value to the city in salaries alone is circa £210million
- The city has a strong independent scene, with a range of fantastic eateries & retailers
- Sunderland has an impressive commercial property portfolio, with the £10million Sunderland Software Centre; Sunderland's 'Silicon Valley' Evolve Business Centre & the new £6million Washington Business Centre

### AUTOMOTIVE

- Home to Nissan, employing 6,100, with plant opened in 1986, & now the most productive car plant in Europe
- First European factory to be built by a Japanese carmaker
- Building Qashqai, Juke, Note, LEAF & Infiniti models
- £100million to be invested in Nissan after site was awarded new generation Juke model
  - Growing supply chain with Lear Corporation TRW & Unipres among the major city employers



### PORT OF SUNDERLAND

- Will celebrate its 300 year anniversary in 2017
- First-class ship repair, marine engineering, dry-docking facilities
- 24/7 access to deep-water river berths
- Three minutes from open sea
- A major redevelopment site in the city that is ripe for investment



### STRONG INTERNATIONAL LINKS

- Digital experts from across the globe flock to Sunderland Software Centre, which hosts DrupalCamp – a showcase for open source content management that now powers millions of websites & applications
- Sunderland signed a Friendship Agreement with Washington DC in June 2006 & is the only non-capital in the world to have such an agreement
- The agreement has been a catalyst in the city's economic growth, with regular trade missions to ensure Sunderland's businesses enjoy international success
  - The city's software & tech businesses are blazing a trail in this respect, with many now doing business internationally, including in the US
- The city also enjoys a similarly strong relationship with Harbin, with a Friendship Agreement that was originally signed in 2009
- The international strengths of the city are bolstered by the University of Sunderland, which has a strong global footprint
  - More than 15 per cent of the university's students come from countries outside of the UK & each year it welcome students from over 100 countries



### INNOVATION

- A reputation for innovation, as the birthplace of Joseph Swan, who brought light to the world
  - 150 software & technology businesses, worth £65million & creating over 1,000 jobs
- Sunderland is home to innovative app businesses including Clixta, a social media platform that allows people to share pictures of the past & AssistMi, an app that will change the way that people with disabilities live. Gaming companies like Epic Games UK & Coatsink also call Sunderland home
  - The Sunderland Enterprise & Innovation Hub will house a FabLab, with the latest technology
- Home to one of three Digital Catapult Centres, designed to rapidly advance the UK's digital ideas
- Sunderland's £15m BIC has helped create over 6,000 jobs and supported 5,000 entrepreneurs to start up their own business.

# VIBRANCY



## ALICE IS 150

- Sunderland hosted a series of events & activities to celebrate the anniversary of Lewis Carroll's famous creation during 2015
- The city enjoys special links to the character, with author Lewis Carroll, a frequent visitor to the Sunderland area
  - He wrote most of The Jabberwocky whilst in the area
- Areas such as Hylton Castle & Backhouse Park, are widely believed to be the inspiration for Alice in Wonderland
- Whitburn beach is thought to inspire nonsense verses in Through the Looking Glass



## PUBLIC & PRIVATE SECTOR COLLABORATION

- Sunderland Business Group – a collective of companies based, or with an interest in the city – was created & work together, alongside the council on a range of projects
- “Sunderland Vibrancy” grew out of the Business Group. The project aims to promote Sunderland as a fantastic place to live, work & visit, working hand-in-hand with Sunderland City Council
- The Vibrancy agenda is driven by the Bridges shopping centre, Gentoo, Sunderland AFC, Sunderland BID, Sunderland College, Sunderland Live and the University of Sunderland
- The group launched a partnership scheme to influence the city's 3,6,9 Vision - a plan for vibrancy & investment in Sunderland over the next nine years



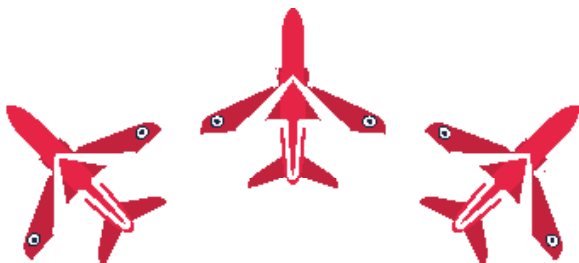
## THINGS TO DO

- Sunderland comes to life on an evening, with a plethora of things to do
- The city has an eclectic range of restaurants from Asian fusion to Indian tapas & Egyptian delights to Greek treats
- The city is home to a range of great bars, from destination bars Liberty Brown & Poetic License to city centre hotspots like Port of Call, Gatsbys & Holy Smokes
- Lots of hotels are springing up in the city to cater for the increasing number of visitors



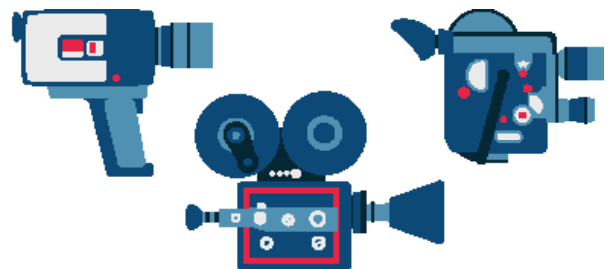
## CITY REGENERATION

- Sunderland City Council, Carillion & Igloo have formed the Siglion partnership to oversee & manage the £100million regeneration of five key city centre sites
- Redevelopment sites: former Vaux site, Seaburn, Chapel Garth, Numbers Garth & Farrington Row
- More than £7million invested in transforming Roker Seafront
- Sunderland's Old Fire Station is at the heart of the Cultural Quarter, with work underway on a £2.4million regeneration project
  - A £2million bid has been submitted to regenerate Sunderland Minster, the Empire Theatre & Town Park



## EVENTS

- Sunderland International Airshow is the largest free airshow in Europe & attracts one million people every year
- Sunderland Illuminations have become a staple of winter events calendar & attract around 150,000 visitors
- A three-day celebration of music, arts & culture kicked off Sunderland bid to become the UK City of Culture 2021
- “Wonderlands” is the UK's first ever graphic novel expo. Created by a Wearside author & illustrator Bryan Talbot, of Alice in Sunderland fame
- The Stadium of Light has hosted the Foo Fighters, Red Hot Chilli Peppers, Rihanna, Oasis, Take That & Kings of Leon



## SUNDERLAND SHORTS: FILM FESTIVAL

- The city is home to Sunderland Shorts, an annual short film festival that was established in 2015
- The event was inspired by the city's connection with Washington DC, where a short film festival is held every year
  - The first ran for four days at venues across the city
  - It attracted film producers from around the world
  - And will feature sidebar events that tap into specific groups & communities
- The 2016 event will include a sidebar event for the city's Polish community

# CULTURE & HERITAGE



## SUNDERLAND A.F.C

- Sunderland AFC has been at the heart of the city since it was formed in 1879
- The oldest professional club in the North East & six-times national champions, a total only bettered by five teams
- Stadium of Light opened in 1997 after the closure of former ground, Roker Park
  - It is at the heart of the city's communities, through the pioneering work of the Foundation of Light, a charity that uses the power of football to change lives in the city
- Shaping culture beyond the city. SAFC in Africa is developing partnerships across the continent, including the Nelson Mandela Foundation, Symbion Power, Bidvest & South African Airways. SAFC Global is growing the club's following, developing partnerships around the world



## VENERABLE BEDE 673-735AD

- Sunderland's St Peter's Church was once home to one of the greatest ever Anglo-Saxon scholars, Venerable Bede,
  - Wrote around 40 books dealing with theology & history and is still revered today
- Educated at Monkwearmouth monastery & Sunderland's St Peter's Church became his home in the 7th Century
- The Anglo-Saxon church of St Peter's was built in 674AD by local nobleman Benedict Biscop & is twinned with a monastery in Jarrow
  - It is one of the UK's earliest stone churches with original parts still standing, including the West Wall, porch & stone carvings
  - £1million has been invested in the redevelopment of the grounds, to make it even more attractive to visitors

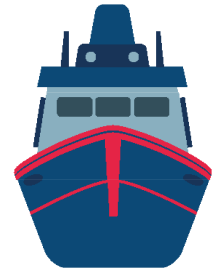


## MINING

- Sunderland's mining was the key driver of the city's historic economic prosperity
- In 1835 Sunderland was home to the world's deepest mine, Wearside Colliery
- Many people were employed in the mining sector until the town's four main pits closed between 1966 and 1993
- The city's rich mining heritage is still celebrated, with an extensive display about the industry housed in the Sunderland Museum, in the city centre

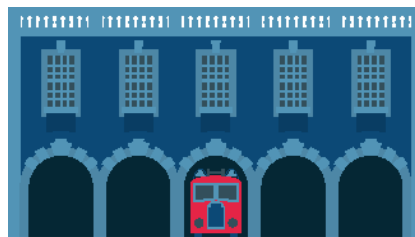
## SHIPBUILDING

- Sunderland was the shipbuilding capital of the world
- By 1970 the town was building around 19 ships a year
- During the war, German forces targeted Sunderland shipyards as they were producing 25 per cent of the nation's ships
- Sunderland was heavily bombed, but is enjoying a revival, with the port at the heart of the city's resurgence
- Millions of pounds have been invested in the port, which will celebrate its 300th anniversary year in 2017



## GLASSMAKING

- Sunderland has a rich heritage of glassmaking
- The first stained glass produced in England was made in St. Peter's Monastery in 674AD by Benedict Biscop
- The city's shipping links made access to quality sand easier for glassmaking & it quickly became a staple Sunderland industry
- Its status saw glassmaking giant Pyrex base itself in the city for 85 years, until 2007, with all of its products made in Sunderland
- Sunderland's glassmaking heritage is celebrated at its National Glass Centre which attracts some 210,000 visitors annually.



## CITY OF CULTURE 2021

- Sunderland is one of ten cities that has declared intention to bid for City of Culture status in 2021
  - The bid is being developed by a consortium of Sunderland organisations, who will make the case for the city
  - The bid will bring together the city's strong sense of identity & community culture
    - The bid was officially launched in September 2015, in the city's stunning Keel Square, which is the first piece in the jigsaw of a new cultural quarter, that will see Sunderland's Old Fire Station brought back to life
- The city hopes that bidding for the status will put Sunderland under a national spotlight, allowing it to build upon the extensive regeneration programme already underway.



## VAUX BREWERIES

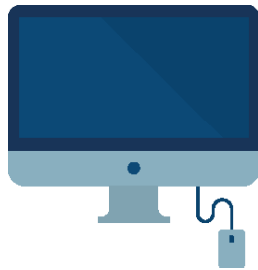
- Vaux Breweries was a major brewer in Sunderland and was listed on the London Stock Exchange
  - The company was founded by Cuthbert Vaux in 1837 & for nearly 170 years was a major Sunderland employer
- The company closed in 1999, when it was sold
  - Two former Vaux directors & the former head brewer went on to set up the Double Maxim Beer Company, buying the beer brands & recipes
- The renamed Maxim Brewery is still based in Sunderland & now brews & sells bottled beers across the UK
  - The former Vaux site is set to be redeveloped by newly-formed Siglion, which is redeveloping the city

# LIFE IN SUNDERLAND



## UNIVERSITY OF SUNDERLAND

- Supports the city's citizens & businesses to excel
- Providing skills, higher education & life-changing opportunities since opening in 1901
- Working with city & regional partners on solutions to health, skills, community & economic challenges
- Took over the running of National Glass Centre in 2010
- Appointed Olympic athlete Steve Cram CBE as Chancellor in 2008
- Voted top 10 in the UK for Student Accommodations – Whatuni Student Choice Awards 2015



## SUNDERLAND COLLEGE

- Developing a new £29m flagship City Campus, due to open in 2016
- City Campus will accommodate up to 2,000 students & over 120 staff
- 93.3 per cent of 16-18 year olds progress from Sunderland College to Higher Education or employment
- 92% of Sunderland College's apprentices remain employed at the end of their apprenticeship



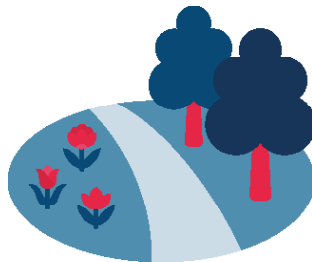
## HEALTH AND CARE

- Sunderland Royal Hospital deals with over 350,000 patient visits each year
- 24 hour, seven day a week emergency eye care available at the Eye Infirmary
- Gentoo led an innovative trial on improving health of patients to reduce their interactions with the NHS. Gentoo is now working with partners to take this programme nationwide
- Over £100million invested in the Better Care Fund, delivering integrated health & social care in Sunderland
- Sunderland is a Vanguard site for the NHS New Care Models scheme, leading the way in developing a better healthcare service



## SCHOOLS

- More than 100 nurseries, first schools, secondary schools & schools for pupils with special educational needs
- Above national average of students achieving five A-C GCSEs
- Home to a school in the top five best performing in the North East



## GREEN SPACES

- Sunderland is one of the top five greenest cities in the UK, with 57 per cent of the city area being green space
- Mowbray Park is one of the oldest parks in the North East and restored to former Victorian splendour
- Herrington Country Park boasts eight lakes, a 3,000 seat amphitheatre, 12km of footpaths and cycleways, 5km of bridalways & 40 hectares of native trees

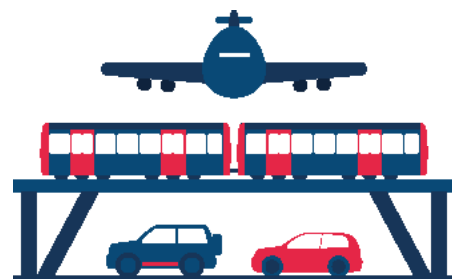
## JOBS

- One of the highest job density ratios in the region
- Home to 750 SMEs, more than the regional average
- At the heart of a region with the fastest growing knowledge economy



## HOUSING

- Sunderland has some of the most eco-friendly, energy efficient, sustainable homes in the UK with the nation's first large-scale PassivHaus development
  - Home to social enterprise Gentoo, building sustainable homes & reinvesting in the environment in Sunderland, and beyond
- Gentoo continues to develop new homes in the city
- Newly formed Siglion will also be investing heavily in the city's housing



## CONNECTIVITY

- Waterfront to green rolling hills, 12 minutes
- International Airport to city centre, 37 minutes
- Port of Sunderland to open seas, three minutes
- Connected by Metro, road & rail to Durham, Tyneside, Teesside & the Metro Centre
  - Easy access to the east coast's principle north-south road & rail routes
  - First UK city to offer blanket, super-fast broadband