

**SUNDERLAND
CITY COUNCIL
RESIDENT
SURVEY**

**Sunderland
City Council**

Listening and acting on residents' concerns



We are committed to listening to residents and acting on what they tell us. Regular residents' surveys allow us to understand what is important to you, what you think of the council and the services we provide, and how you feel about the city as a whole. We have commissioned Ipsos to carry out our resident surveys annually to see how we are doing over time. We use the analysis of the responses to understand what action we need to take to better support our residents and to ensure we are delivering on our City Plan.

Our themes



A DYNAMIC SMART CITY

by 2035 we will have:

- more businesses, housing and cultural opportunities creating a strong city centre
- great transport links with low carbon and active travel opportunities for everyone
- more city residents with great skills and qualifications sought by employers
- equitable opportunities and the best life chances for children and young people with poverty and its impacts significantly reduced
- great digital connectivity supporting a low carbon city
- increased employment in more jobs that are fulfilling and better compensated



A HEALTHY SMART CITY

by 2035 we will have:

- a clean, welcoming and attractive city with people feeling safe in their communities and all areas of Sunderland
- more and better housing
- more people living healthier, longer lives as health inequality gaps are reduced
- great support and social care that enables those who need it to live the life they want to lead



A VIBRANT SMART CITY

by 2035 we will have:

- more resilient residents and cohesive, inclusive communities in the face of ongoing challenges including the cost-of-living crisis
- a strong sense of pride amongst residents, and communities feeling engaged in shaping Sunderland's future and the opportunities being created
- more people visiting Sunderland, with more residents shaping and participating in cultural or sporting events
- more people being active and participating in their communities

Our approach

In 2024, our fieldwork ran from 14 October to 5 November. We received 1,002 responses via a Computer Assisted Telephone Interview survey. This provides a robust data set to analyse.

We would like to thank all residents who took part in the survey.

Please note change in methodology between 2023 and 2024.

Your local area

We ask a range of questions to find out how you feel about where you live. We use this information to inform how we deliver services.

Satisfaction with local area



Base: All valid responses (998)

79% feel they belong to their local area

59% are proud to live in Sunderland

Feelings of safety in your local area



Your council

We also ask about how you feel about the council.

	Sunderland 2024 %	Sunderland 2023 %
Trust the council	45	37
Satisfaction with the council	46	37
Acts on residents' concerns	39	34
Keeps residents informed	38	32
Speak positively about the council	28	26
Value for money	34	26
Council is ambitious	44	24



We ask how you feel about the services we deliver.
We know there are some services residents feel we are delivering well:

Street lighting

2024 **satisfied**

79%

+10



Base: All valid responses (990)

Local tips / recycling centres

2024 **satisfied**

77%

+11



Base: All valid responses (923)

We know there are others where we need to continue to make improvements:

Tackling anti-social behaviour

2024 **satisfied**

26%

+10



Base: All valid responses (989)

Road and cycle way maintenance

2024 **satisfied**

33%

+10



Base: All valid responses (959)



Your city

We want to understand how you feel about our city. We use this information to shape how we deliver our services and we share it with partners across the city.

Feelings of safety in the city centre



72%
agree Sunderland
has lots of nice
places to eat and
drink

56%
agree that
Sunderland has
a positive future

57%
would
recommend
Sunderland as a
place to live

Acting on your concerns

We're continuously listening to residents' views to shape the services we deliver. Here are some highlights of what's we've been delivering:

Keeping residents safe

Our multi-agency SAIL project works in the city centre with key partners to make the area safer for visitors, businesses and residents.

From October to December 2024, compared to the same time period in the previous year:





The ambitions for the city

Striking in design to meet Sunderland City Council's ambitious vision and incorporating multiple sustainability features, the **new Wear Footbridge** will be accessible to pedestrians and cyclists alike crossing the River Wear from entrance points at The Beam, next to City Hall, and the Stables, close to St Peter's Metro Station.

New Wear Footbridge

Part of the city's Sheepfolds redevelopment and due for completion in late 2025, the multi-million-pound **Housing Innovation Construction Skills Academy (HICSA)** will deliver the right skills, qualifications and improved career prospects for thousands of young people entering the construction industry. **Over £15.6m** is being invested into this ground-breaking facility, seen as a national centre of excellence for the North East and wider UK.

£15.6m

Housing Innovation Construction Skills Academy (HICSA)

Culture House is a much-anticipated landmark building which once open in late 2025, will become a vibrant and iconic cultural venue for the City of Sunderland and wider North East region. Sitting at the heart of Riverside Sunderland at Keel Square, this modern **£35m development** wholly reflects the city's future vision and will deliver an extensive new library and knowledge centre, multi-purpose events and exhibition spaces, galleries and creative areas, as well as an engaging learning and resource hub for residents and visitors alike.

£35m

Culture House

Supporting our residents

36%

of residents think their personal financial circumstances will worsen in the next 12 months

51%

of residents aged 65+ think their personal financial circumstances will worsen in the next 12 months

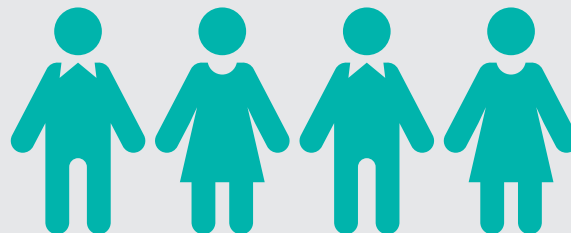


We continue to offer support to our most vulnerable residents.

5,000+ pensioners

Supported through the launch of the Sunderland Fuel Fund.

Providing a one-off payment of up to **£300** to eligible pensioners across the city.



Access to 2,500+ schemes and support

Partnered with Lightning Reach to help residents access the financial support they are eligible for.

WHAT NEXT

We'll continue to work through our action plans as a result of what you have told us in this survey.

Find out more about what the council is doing to improve the city and communities at www.mysunderland.co.uk

Sign up to our newsletter to get all the latest news and service information at www.sunderland.gov.uk

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 Sunderland City Council