

# **SUNDERLAND**

Transforming Our City  
The 3,6,9 Vision





**Sunderland is a city that makes things the world wants to buy, a city that innovates and creates and a city with pride and passion.**

### TRANSFORMING OUR CITY

Sunderland is a place that is changing, reinventing itself and being transformed from a great industrial 20th century town to a modern vibrant and prosperous 21st century city.

From a giant of the steam age when our coal powered the industrial revolution and ships built on the Wear sailed around the world it is becoming once again an economic powerhouse, but now as a great manufacturing city producing cars that are driven across the world, creating software for the digital age that is used throughout the world and positioning itself at the heart of a low carbon economy, that will hopefully help save the world.

Sunderland is a city that makes things the world wants to buy, a city that innovates and creates and a city with pride and passion.

It is a city that is being transformed through the ambition, intelligence, drive and determination of its people, working in partnership across all sectors of the economy and of society who have collectively created a vision of what our city could look like in 3, 6 and 9 years, based on investment that is happening, jobs that are being created, vibrancy that is returning and projects that are being delivered.

The impact that this investment in infrastructure, industry and education and training will have on our city has been calculated by independent economists and will be measured and monitored over the coming years by the city's Economic Leadership Board, the group of senior leaders from Sunderland's industry, commerce, public, academic and voluntary sectors, all people with a strong commitment to our city and with the skills, knowledge and experience to guide its economic future.

So where does the city stand economically today and where do we hope it will be in 2018, 2021 and 2024.

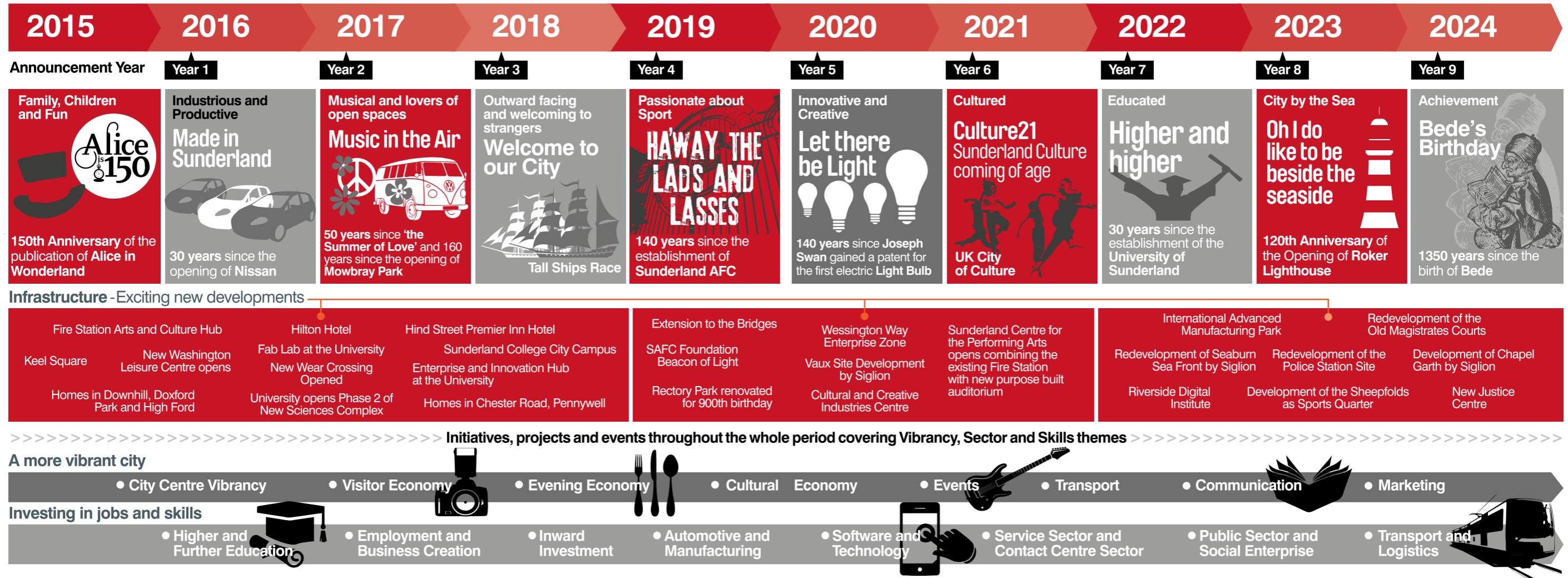
Sunderland did not fare well in the world economic recession that began in 2008. As a city with a major economic dependence on world trade, the downturn in global demand for manufactured products such as cars hit us hard and it is only over the last couple of years that we are seeing an upturn in the number of jobs and the number of businesses in the city.

With a population of just over 275,000, the city has about 120,000 jobs and an unemployment rate of 8.3% against a national rate of 5.4%. While most parts of the country have returned to pre-recession levels of jobs and unemployment, Sunderland still lags behind. However the growth in the number of businesses in the city, 6,500, the city's Gross Value Added (GVA) output at just over £5bn and a GVA per head of population at over £18,500 do indicate a upturn in our economic fortunes.

The challenge we face is to increase the levels of employment significantly, bringing down unemployment and at the same time increasing GVA levels - in other words, more and better jobs.

We will achieve this through planned and structured investment in both the private and public sectors. However, more jobs in Sunderland does not necessarily mean a fall in the city's unemployment rate as the increase in demand for labour can only be met if our people have the required education, skills and training to meet employers' needs. Therefore raising our education and skills levels and an increase in the number of our citizens with appropriate degrees, skills and apprenticeships is fundamental to the success of current employers and of those employers we seek to attract in the future.

Finally without a vibrant heart to the city, some of our brightest and best people will leave to work elsewhere, we will not attract students, workers or investors to our city and we will have not have delivered to the people of Sunderland, the type of place and the quality of life they seek and deserve.



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You will see in later sections of this document that over the next 9 years in Sunderland there will be:

- Over £1bn of investment into the city's infrastructure and industrial assets;
- About 20,000 new jobs created across a range of sectors, increasing our productivity and reducing our unemployment levels
- A more vibrant and attractive city with more happening in terms of events, entertainment and culture;
- A significant increase in our levels of education, training and skills.

We see the most important sectors for job creation in the city being the Manufacturing and Automotive sector where we anticipate more than 5,000 new jobs as a result of continued organic growth in the sector and the stimulus given by the establishment of the International

Advanced Manufacturing Park and the associated Enterprise Zone. We also anticipate strong growth in the Software Sector and the Social Enterprise Sector creating 2,000 and 1,500 new jobs respectively. The development of the Vaux site and the impact it will have on the city centre economy should bring an additional 2,500 jobs in the period. While we anticipate a decline in public sector jobs, we anticipate a steady growth of on average at least 1.5% per year in jobs in most other sectors in the city. This should result in another 8,000 – 9,000 new jobs across the city. These figures assumed there are no significant economic disturbances and that the UK economy continues to grow at the predicted rate in excess of 2% over the coming years

While it is true that global forces can and sometimes do influence the economic prospects of a place, it is also the case that by working together, understanding and promoting our city, believing in our people and their ability and determination to achieve we can help shape and drive this place and that the future of our great city lies in our own hands.

The estimated employment and GVA impacts demonstrate a likely step change in the Sunderland economy, especially as other employment and output creation is also likely in this period.



## INFRASTRUCTURE

One of the most important economic drivers in the city in the coming years is the significant amount of infrastructure investment that is currently taking place or that is planned to take place in the city.

The following list includes some of the major infrastructure developments scheduled through the period:

### Public Sector

- The Sunderland Strategic Transport Corridor and the new Wear Crossing
- International Advanced Manufacturing Park
- City centre infrastructure and public realm investments
- New Central Business District and the development of the Vaux site
- Development of Chapel Garth
- Redevelopment of the seafront at Roker and Seaburn
- Sunderland Railway Station
- Port Enterprise Zone
- Washington Leisure Centre
- Bishopwearmouth Heritage Townscape Development and High Street West

### Private Sector

- Premier Inn
- Hilton Hotel
- Lear Corporation
- Nissan
- Vantec

### Educational Investment

- University's Enterprise and Innovation Hub
- University's Phase II Science Complex
- College Holmeside Campus

### Social Investment

- The Beacon of Light for the Foundation of Light
- The Music, Arts and Culture Quarter centred around the Old Fire Station in the City Centre

We estimated that approximately a 1,000 new construction jobs will be created during the construction phase. Once the construction phase is complete and projects are brought into use, further employment and GVA are generated. We have estimated the economic impact generated by the following:

- Developing the Vaux site.
- University led growth initiatives including the creation of innovation space.
- The International Advanced Manufacturing Park.
- New cultural and creative quarter in the city.
- Further developing the existing Enterprise Zone and taking forward a new zone.
- Other capital projects.

Our analysis shows that by 2024 it leads to additional GVA of £1.8bn over the period 2015-2024.

The main components of these impacts are employment on the Vaux site and other city centre employment, together with employment created at the International Advanced Manufacturing Park and the current and upcoming Enterprise Zones.

The estimated employment and GVA impacts demonstrate a likely step change in the Sunderland economy, especially as other employment and output creation is also likely in this period.



**The city has a vibrant music scene ranging from home grown indie bands performing in bars to major international acts attracting 50,000 crowds to the Stadium of Light.**

## VIBRANCY

One of the most important factors in the attractiveness of a city as a place to live, work or study is its level of vibrancy. If Sunderland is to really be a modern European city then vibrancy is a key ingredient. So what do we mean by vibrancy? It is the feeling of excitement and of things going on that make some cities great places to be. It is sometimes not an easy concept to measure as people use proxies such as footfall in shopping centres, consumer spend on food and entertainment or participation rates in cultural activities.

It was clear to many in Sunderland that the city was losing out in both its daytime retail economy and its evening economy to regional competitor destinations and so in 2012 the Sunderland Business Group was established as a forum and action group to bring together companies and organisations of all sizes from throughout the city to tackle not just the city's image but also to stimulate, encourage and organise more exciting things to happen in the city. Eight Key Businesses in the city joined forces and shared marketing budgets to positively engage and collaborate on a range of initiatives to improve the city's vibrancy. This group also acts as the Vibrancy Results Group for the Economic Leadership Board.

One of the most obvious initiatives has been the publication of the Vibe magazine published quarterly and distributed to every household in the city and also now in selected areas throughout the region. This magazine carries articles and news on what is happening in the city and provides a positive message encouraging people to engage and participate.

The Business Group also established a Partnership Scheme, open to all businesses in the city and the region who wish to engage and influence in the development of our city. The revenue the scheme generates allows the Vibrancy Group to extend its activities and promotions.

The Business Group were also the driving force and main sponsor of the Business Improvement District which was approved by the business rate payers of the city centre. The BID leads activities and promotions that encourage visits to the city's retailers and participation in a whole range of events.

The Vibrancy group promotes initiatives such as the Food and Drink Guide and the city's Restaurant Week intended to stimulate the evening food economy in the city. It also promotes the city as a whole through PR and pieces have included business columns placed in the Journal, BQ and Northern Echo highlighting

the collaborative approach the city is taking; a feature in the Northern Echo about the City of Culture Bid and the difference it will make to the city if successful; Christmas programme PR that generated a great deal of publicity; a feature in The Journal on Sunderland businesses that are trading internationally; and some good coverage of a History of Sunderland film screening.

A key target are young people and the Group works with the College and University to communicate 'What's On and What's going on' in Sunderland. It also encourages young business development by celebrating our Young Entrepreneurs and showcasing new Young Business Start-Ups.

The city has a vibrant music scene ranging from home grown indie bands performing in bars to major international acts attracting 50,000 crowds to the Stadium of Light. It is also the home of the Sunderland Empire, the largest theatre between Leeds and Edinburgh and known as the 'West End of the North East'. It attracts more than 300,000 patrons a year to see touring versions of the best West End shows. These and other elements of entertainment and culture in the city need to be encouraged and promoted if Sunderland is to be a truly vibrant place.

The Vibrancy Group has made a significant impact on the city and this with new hotels coming on stream and a record number of bars and restaurants opening offering a higher quality experience and the changes on the Seafront, including the Illuminations are giving people really high visible signs of progress.

The City is known for its annual Air Show that attracts a million people to the seafront each July and also for the Sunderland Illuminations each autumn. However it will also host the Tall Ships Race for the first time in 2018, potentially attracting 2 million people to the city many who have never visited Sunderland before. The city has also decided to bid for the UK City of Culture title in 2021 and if it were to achieve this it would generate huge positive publicity for the city as well as attracting significant visitor numbers and investment. More importantly it would create a sense of pride, excitement and anticipation in the people of Sunderland and provide a year of vibrancy in 2021 in a way that the city has never before experienced. Both the Tall Ships event and the City of Culture Bid have given the 3, 6, 9 vision milestones against which to set targets and measure progress on infrastructure, sector and skills development and vibrancy and this led to each year being themed to give focus to events and promotional activity.



## SECTORS AND SKILLS

Sunderland is a city that over the last forty years has completely reinvented itself economically. Throughout previous centuries it had made a living from Shipbuilding, Coal Mining and Glass Making. Each of these three pillars of the economy was world-famous, with a skilled workforce and long traditions but in a matter of two decades all had closed so that by the late 1980s the city had to find new industries to employ its people. Inward investment from the Far East brought Nissan and its suppliers and astute use of government enterprise zone status in the 1990s and the natural friendliness of our people allowed the Financial and Contact Sector to grow. Out of a total workforce currently of 120,000 in the city about 20,000 work in the Automotive and Engineering Sector and a further 15,000 in Contact Centres and Financial Services. If these two sectors had not been attracted here the economic makeup of the city would look significantly bleaker. Both sectors have grown and prospered here for different reasons.

### The Advanced Engineering Sector

In little more than 25 years, Sunderland has gone from a standing start to being recognised as one of Europe's principal automotive locations. Nissan's is the UK's biggest ever car plant in terms of output, with more than 500,000 units produced annually. Four-fifths of all production is for export. Total investment now exceeds £3.5 billion, and the plant employs up to 7,000 people.

The City is also home to a cluster of 25 'tier one' automotive suppliers, including Unipres, Calsonic Kansei, Hitachi-Vantec, Lear Corporation, Johnson Controls, Snop and R-Tek; which together employ another 7,000 workers and produce a diverse range of components for Nissan and other Original Equipment Manufacturers (OEMs) located in the region and further afield.

Sunderland boasts production facilities that are among the most efficient in the world. The City's workforce has proven highly flexible in responding to the rapidly changing demands of the industry, with output-per-worker increasing year-on-year. For example, over the past fifteen years, a 35% growth in Nissan's workforce has yielded an 85% increase in production (the company produces more than 70 vehicles per employee per annum; whereas the figure for Jaguar-Land Rover is less than 20).

The City is home to other leading-edge engineering companies in a diverse range of industries including Rolls Royce which produces advanced components for the next generation of fuel-efficient aero engines and BAE Systems which makes precision metal components for the defence industry. Other major plants in the City include specialist crane manufacturer Liebherr, which is headquartered in Germany, and USA company Joy Mining Machinery.

Growth in this sector is focussed on the following areas:

- Continuing investment by OEMs located here e.g. Nissan is introducing new mainstream models, including a replacement for the Juke and the prestigious Infiniti model and Rolls Royce investing in a new state-of-the-art plant in the City, at a cost of £100 million to produce turbofan discs.
- The supply chain, where there is significant investment by auto suppliers to increase production and exploit new markets. Suppliers located in Sunderland are competing successfully for contracts with OEMs based outside the region and the UK.
- An increasing emphasis on innovation through the application of leading-edge technology, such as low emission vehicles is of enormous importance to the City. Nissan itself has invested more than £400 million in electric vehicle production in Sunderland, including the establishment of its European battery plant.

Challenges to the sector growth include a severe shortage of affordable and deliverable sites and an emerging skills shortage, restricting the growth of businesses in the sector, as well as triggering rising labour costs, impacting on the competitiveness of companies located here. Productivity improvements can help to offset the problem, but the sector is already highly efficient, and there are limits to how far output-per-worker can realistically be further increased. Nevertheless our economic analysis of the investment that is currently being made in this sector and the development of the International Advanced Manufacturing Park and the Low Carbon Vehicle Corridor Enterprise Zone indicates that this will lead to an additional 5,200 jobs over the coming years

### **Financial & Customer Services (Contact Centres)**

Sunderland has gained a reputation as one of the UK's premier contact centre locations, with a host of global companies engaged in financial & customer services choosing to locate here including Barclays, More Than, TSB, Npower and EDF Energy. This sector now employs more than 14,000 people in the City. The city has a pool of skilled labour and successive waves of reinvestment by these companies demonstrate their satisfaction with the City as a location, where the workforce has proven to be highly flexible in responding to the rapidly changing demands of the industry. Npower has recently identified its Rainton Bridge site as a centre of excellence within the group. After relocating staff from other centres, the company now employs 2,700 people in Sunderland.

In the foreseeable future it will be a challenge to attract new companies to the area, but there continues to be significant scope for further growth by employers that already have a presence here. Again we anticipate some rise in the number of jobs in this sector but these are more likely to come from internal growth rather than significant new inward investors. We estimate that over the period from 2016-24 the Contact Centre Industry will generate 1,500 more jobs.

### **The City Centre and the Retail and Evening Economy**

Retail is still a major employer in Sunderland with more than 10,000 employed in retail, wholesale and associated services. However, Sunderland's city centre has suffered significantly as retail has moved out of town and many of the city centre's major public sector employers have downsized. The Bridges Shopping Centre provides the central shopping destination and has the highest level of footfall within the City Centre, reflecting the better quality and range of retailers, and the presence of the Debenhams department store as an anchor. To create a vibrant and sustainable city we all want, the City Centre must be improved. There is optimism that the new extension to the Bridges will generate more trade and

the emergence of the Music, Arts and Culture Quarter, the new Vaux Business District and the College's Holmeside Campus will create more footfall and increase spend.

The city's evening economy suffered through the recession as disposable income fell. The attractions from other towns and cities also provided strong competition to Sunderland. However the evening economy is seeing considerable growth over the last couple of years and this is anticipated to continue as the city's entertainment and cultural offer improves.

### **Health & Social Care**

The Health and Social Care sector is not only one of the largest in the city employing about 20,000 people it is also one that will grow significantly in coming years as the population of the city ages. However the sector faces significant challenges on staff and skills shortages. This is an area that will impact on most of us as we grow old and the city needs to coordinate and engage with a wide range of providers across the City to strategically plan for the future, identifying further areas of skills needs/ training development.

### **Software**

The Software Sector has grown from almost nothing 15 years ago to a thriving and profitable sector with the city's economy with about 180 companies employing almost 1,500 employees. The impressive element is the growth in the sector both in terms of jobs and revenue. Turnover of the sector in Sunderland is currently estimated at more than £40m and with the strong level of support and incentive given by the City Council and Sunderland Software City the sector is predicted to more than double in the next decade creating high skilled and high paid jobs for our graduates. The city's reputation for innovation has led it to be made one of the Government's three Digital Catapult hubs outside of London. Growth in the software sector is significant and we estimate that 2,000 more jobs will be created in this sector by 2024.

### **Creative & Cultural Sector**

While this sector has in the past been relatively small in economic terms there is clearly an upturn as the city seeks to increase its cultural capacity and generate greater vibrancy, excitement and activity in the city centre in particular. The publication of the Sunderland Cultural Strategy in 2014 was a statement of cultural ambition recognising that culture plays an important role in creating wealth and jobs in the city. With this strategy beginning to deliver investment such as the development of the Music, Arts and Culture Quarter and jobs in the sector, the City's ambitious bid to become the UK City of Culture 2021 would bring significant more investment as well as a stronger civic image and greater vibrancy.

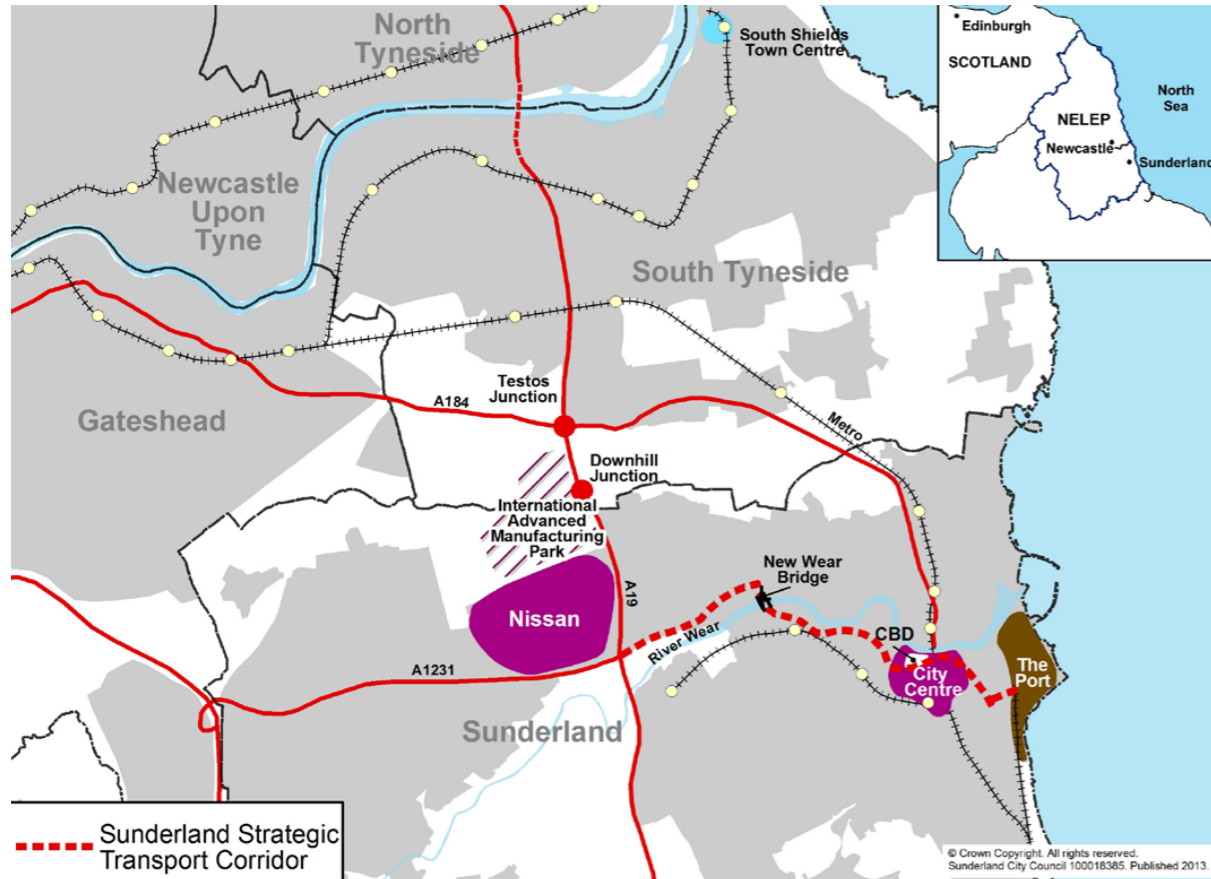
### **The Education and Skills Challenge facing the City**

In almost every sector in the city we have found that a significant barrier to growth is the lack of sufficient skilled labour. This has been a long-standing problem for the city that not only hampers indigenous growth but also discourages inward investment and therefore must be a high priority if the city is to achieve its full economic potential. Currently the city's children perform at about the national average at Key Stage 2 and in general they also perform reasonably well at GCSE although there have been a noticeable fall in School performance levels as the nature of examinations has changed. However it is at higher levels that the city really falls behind the national average. In the city we have only 33% of our adult population with a Level 3 qualification or higher. This compares to a national average of 41%. It is an essential target for the city to move towards and reach the national average by 2024. The problem is exacerbated by the city's low level of young people who go onto study at degree level at University or higher level Institutions Nationally 50% of young people now go onto degree level study. In Sunderland as whole it is about 25% and in some areas of the city it is almost down to a single figure percentage. By not equipping our young people with the education and skills that they need we disadvantage them in their

lives and hold back the city's economic development. It is essential that we set targets to increase higher-level education and skills levels and aim to be at or near the national average by 2024.

To conclude this section it is worth noting that one of the major initiatives by Sunderland Businesses has been the establishment of the Work Discovery Program, an initiative to improve the employability of young people in Sunderland. There is a full programme including a careers fair, business visits and problem solving challenges and young people attending specialist sector days and inspirational speaker days. This programme not only informs young people about different careers it also guides them in academic choices and shows them the importance of qualifications in achieving a successful career.

**The publication of the Sunderland Cultural Strategy in 2014 was a statement of cultural ambition recognising that culture plays an important role in creating wealth and jobs in the city.**



### CASE STUDY - INTERNATIONAL ADVANCED MANUFACTURING PARK (IAMP)

As Sunderland grows as an internationally-significant manufacturing city one of the key pressures it faces is on the availability of land, infrastructure and buildings in which existing business can grow and into which new businesses can be attracted. Yet over recent years a number of large investment projects have had to be turned away due to a shortage of suitable sites in the city.

Sunderland clearly wants to accelerate economic growth and create the conditions for private sector investment so it has had to address not only shortages of skilled labour but it has also to make suitable land available for commercial growth.

The challenge was to find a suitable location for such a large-scale, high quality strategic employment site for advanced manufacturing that would be an attractive location for national and international business investment and job creation. To satisfy the demand a new International Advanced Manufacturing Park (IAMP) will be built in Sunderland and South Tyneside, to the west of the A19. Secretary of State for Communities and Local Government, Greg Clark, has already confirmed the designation of site and recognised its national significance.

The IAMP initially will be in the region of 100 hectares. However there is the possibility to allow scope for a potential longer-term expansion up to 150 hectares if demand requires it. The park will provide modern business premises close to existing employers and will build on the region's advanced manufacturing strengths.

The IAMP will bring a predicted £295million in private sector investment and the creation of over 5,200 new jobs over the next decade with more than 500 new jobs being created every year from 2018. Automotive growth is predicted to continue to be strong worldwide and particularly investment in the UK is expected to continue grow as this country is seen as a stable economic environment with benefits from being outside the Eurozone, with low corporation tax and high productivity levels. The trend towards near-shoring of suppliers close to OEM's like Nissan is expected to continue and strong demand is expected from non-automotive advanced manufacturing, distribution and logistics.



### CASE STUDY - THE SUNDERLAND STRATEGIC TRANSPORT CORRIDOR AND THE NEW WEAR CROSSING

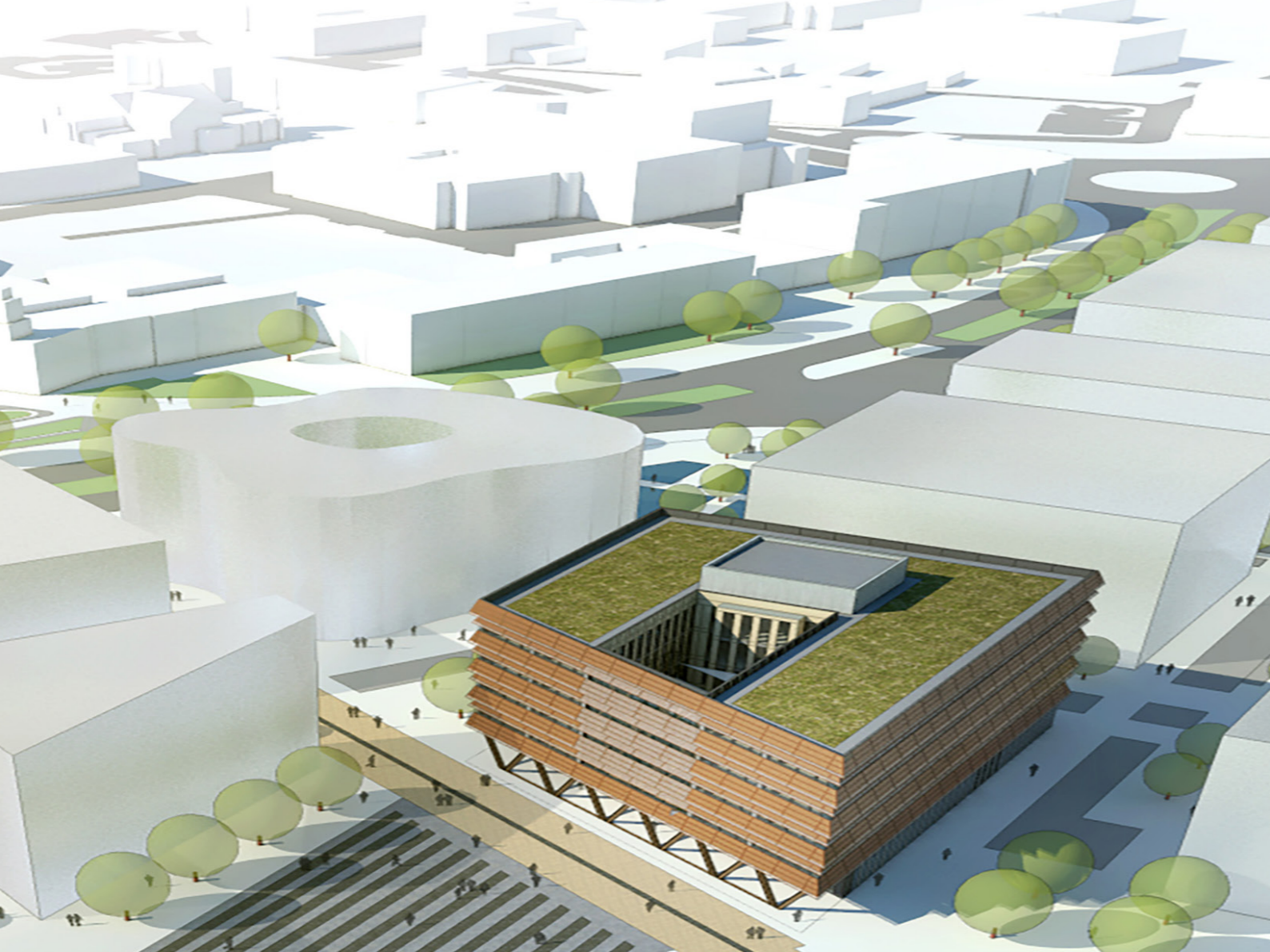
When Nissan opened in 1986 few people imagined that it would grow to become the largest automobile producer in the UK and the only one that consistently produces more than 500,000 cars a year. What is more, 80% of its production is exported making it the single biggest exporting plant in the country. As its production has grown Nissan has used the Port of Tyne as its main export route, accessible along the A19 using an increasing stream of car transporters. As car manufacture continued to expand and with plans to develop the International Advanced Manufacturing Park nearby, it became increasingly important to open up other export channels to service existing manufacturers and to provide the export facilities necessary to attract new businesses. The obvious choice was the relatively undeveloped Port of Sunderland sitting a few short miles from the Nissan site on the A19. The only problem was getting there. The route to the port involved crossing an old bridge, totally unsuited to carrying hundreds of thousands of cars and driving down city streets often laid out in the days of much lighter traffic use.

So for the last 10 years there have been proposals to establish a Sunderland Strategic Transport Corridor and a new Wear Crossing, opening up the city and the port, not only for the export of Nissan's cars but

also to allow other products to be shipped through the port. It would facilitate the redevelopment of the key riverside industrial sites including Pallion, Deptford and Farrington Row that lie between the A19 and the port and also make the successful development of the Vaux site more likely. In 2015 the separate elements of the scheme were finally approved. The strategic transport corridor will provide a continuous dual carriageway, linking land at the A19 to the Port of Sunderland and involve improvements to St Mary's Way, the New Wear Crossing, a dual-carriageway linking the south end of the new Wear bridge with St Michael's Way in the city centre, improvements on Wessington Way, between A19 and north end of new bridge and improvements to routes into the Port. The full route, including the new Wear crossing, will bring significant economic, regeneration and transport benefits to Sunderland and the wider North East region. The funding for the next stage of the road infrastructure is in excess of £45m, £40.5million of which comes from the North East Local Enterprise Partnership (LEP) Strategic Economic Plan and Local Growth Deal allocation with a further £5m contributed by the City Council.

The cost of the new Wear Crossing is a £117.6 million with the UK Government contributing £82.5million through the Sunderland and South Tyneside City Deal, with Sunderland City Council investing £35.1million in the project.





Areas are being designed to invite people into the site to enjoy views of the Wear and the bridges, as well as providing space for future events



**CASE STUDY - THE VAUX SITE DEVELOPMENT BY SIGLION – BRINGING BUSINESS BACK TO THE HEART OF THE CITY**

For many people in Sunderland, the Vaux site symbolised the city’s inner city decline in the first decade of the 21st century. Lying empty for more than 15 years it is one of the most prominent and visible sites in the city. The former location of Vaux Brewery, vacant since 1999, it was for most of that period owned by Tesco who were unwilling to release it despite continued attempts by the Regional Development Agency and the City Council to buy it. However in 2010, an agreement was reached that allowed Tesco to develop a major supermarket on another site close to the Stadium of Light and allowed the Vaux site to be acquired for the city.

The Council then formed a development partnership with Carillion plc and Igloo Regeneration and created Siglion. This joint venture company will create new jobs and growth through bringing new life to key areas of the city and managing an investment portfolio of industrial, retail and office properties including Vaux and other key sites in the city.

Siglion have proposed a mixed-use development for the five and a half hectare landmark site combining new public spaces with restaurants, cafes, office and

leisure spaces. The Vaux will also have path and cycle routes along the cliff edge and through the site, with high quality public open spaces. These areas are being designed to invite people into the site to enjoy views of the Wear and the bridges, as well as providing space for future events such as food, drink and music festivals. The north west corner of the site has been dedicated to residential uses with fantastic views over the Wear. There will also be the continuation of the Keel Line linking the cliff edge to the city centre and new developments at the MAC Quarter, High Street and the Bridges via Keel Square.

The Vaux redevelopment will begin in 2016 with the first building scheduled to be opened in 2018. This building provides a series of office floors over a publicly accessible ground floor, designed to accommodate an mix of retail, café and restaurant offers. As an office building, it is aimed to attract a variety of prospective tenants, both in terms of their size and their type, environmental agenda, capital and running costs.

The capital investment into Phase 1 of the Vaux Business District Development is £23m and it is anticipated that it will create about 400 new jobs once it has opened in 2018. Further investment and job creation will follow as the site is further developed.



**Over the coming years the University and the College are key to the city's economic success as they continue to educate and train more of our citizens and the city and region's workforce.**



**CASE STUDY - THE UNIVERSITY OF SUNDERLAND AND SUNDERLAND COLLEGE - EDUCATING OUR CITY**

The University of Sunderland and Sunderland College are the major providers of higher and further education to the City and beyond. As well as the important role they have in raising educational and skills levels, they also have a major impact on the economy of the city. Both are significant employers within the city and with their students living and working in the city they bring substantial income to Sunderland. The University has more than 14,000 higher education students studying at its Sunderland campus as well as another 6,000 at its London and overseas campuses and the College has more than 10,000 full and part-time students. Between the two institutions they generate more than a £1bn GVA to the economy and have a significant positive impact on our society and our economy.

Over the coming years the University and the College are key to the city's economic success as they continue to educate and train more of our citizens and the city and region's workforce. They also act as a major attractor to the city to those from other parts of the UK and abroad who come to Sunderland to study and then often to work and live here.

Both institutions see their role and vision as being wider than just providing an excellent education to their students. The institutions themselves and their staff and students act as catalysts for and participants in the cultural and social life of the city, adding richness to the place that would be lacking with such involvement. Their work with industry and business both in consultancy and research and also in providing graduates and then continuing education and training is crucial to helping our economy grow and prosper.

Importantly both the University and the College are currently undertaking major infrastructure developments in the city centre.

The College is building a new £29million, 12,500 sqm campus on the Holmeside site that will be completed in 2016 and will accommodate up to 2,000 students and more than 120 staff. This will provide a major boost to retailers and add considerable vibrancy to the city centre.

The University also has large-scale infrastructure projects in hand with the £11m Centre for Enterprise and Innovation in construction with a target completion date of Jan 2017. The centre is expected to attract and create over 120 innovative growth businesses over five years, generating around 250 jobs, with a further 400 created over the longer term. Companies will benefit from laboratory space, space to trial new ideas and bring them closer to market, and space for creative businesses. They will also be able to utilise world-leading academic expertise, student and graduate support, as well as access to a network of other professionals.

The Centre will also host the University's Fab Lab – an innovative project started by the Massachusetts Institute of Technology (MIT) in the States, which enables people to prototype and try out new product ideas and will have with 3D printers, CAD software, scanners, and CNC machines which allow entrepreneurs, small businesses, students and schools to experiment with new products, with the support and expertise to bring them to market.

The other major development on the University's City Campus is Phase II of the Sciences Complex, adding more world-class teaching and research facilities to benefit students and staff. This £6m development is another piece in the more than £50m worth of investment that the University has already made or is planning to make in the city centre campus.

## THANKS TO:

### **Sunderland Economic Leadership Board Chairman**

**Paul Callaghan**, CBE, DL, FRSA, Chairman of the  
Leighton Group

### **Council Leader**

**Cllr. Paul Watson**, Leader, Sunderland City Council

### **Result Group Chairs**

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**Phil Marsh**, Managing Director at Dene Consulting  
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University of Sunderland

#### **Vibrancy**

**Gary Hutchinson**, Commercial Director, Sunderland  
Association Football Club  
**Allison Thompson**, Director and Principal Consultant  
at Ashmore Consulting Ltd

#### **Sector and Skills**

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and Innovation Centre (BIC)  
**Tom Hurst**, Chief Investment Officer Sunderland City  
Council

#### **Policy Support**

**Vince Taylor**, Head of Strategy and Performance,  
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