The graphic features a background of four diagonal stripes in teal, orange, purple, and light green. The text is centered and reads:

**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 2030 we will have:

- a lower carbon city with greater digital connectivity for all
- more and better jobs
- more local people with better qualifications and skills
- a stronger city centre with more businesses, housing and cultural opportunities
- more and better housing



A HEALTHY SMART CITY

by 2030 we will have:

- reduced health inequalities enabling more people to live healthier longer lives
- access to equitable opportunities and life chances
- people enjoying independent lives
- great transport links with low carbon and active travel opportunities for all
- a cleaner and more attractive city and neighbourhood



A VIBRANT SMART CITY

by 2030 we will have:

- more resilient people
- more people feeling safe in their homes and neighbourhoods
- more residents participating in their communities
- more people visiting Sunderland and more residents informing and participating in cultural events, programmes and activities

Our approach

In 2023, our fieldwork ran from August to November. We carried out a postal and online survey, distributed to a random sample of 5,800 addresses across the city. There were 1,169 valid responses from the original sample, which is a response rate of 20%. This provides a robust data set to analyse. This is an increased response rate from 2022 and is in line with other residents' surveys across the country.

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

2023 **agree** 61%

2022 **agree** 57%



Base: All valid responses (1,142)

64% feel they belong to their local area

43% are proud to live in Sunderland

Feelings of safety in your local area



In your local area

77%

feel safe during the day



Base: All valid responses (1,129)



In your local area

41%

feel safe after dark



Base: All valid responses (1,103)

Your council

We also ask about how you feel about the council. In 2023 we saw stability in the key metrics with no statistically significant changes:

	Sunderland 2023 %	Sunderland 2022 %
Trust the council	37	40
Satisfaction with the council	37	40
Acts on residents' concerns	34	35
Keeps residents informed	32	34
Speak positively about the council	26	30
Value for money	26	26
Council is ambitious	24	27



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

Local tips / recycling centres



Base: All valid responses (1,028)

Refuse and waste collections



Base: All valid responses (1,115)

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

Pavement maintenance



Base: All valid responses (1,123)

Services and support for children and young people



Base: All valid responses (777)



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



50%

agree Sunderland is a place where you can travel easily using public transport

44%

agree Sunderland has lots of nice places to eat and drink

33%

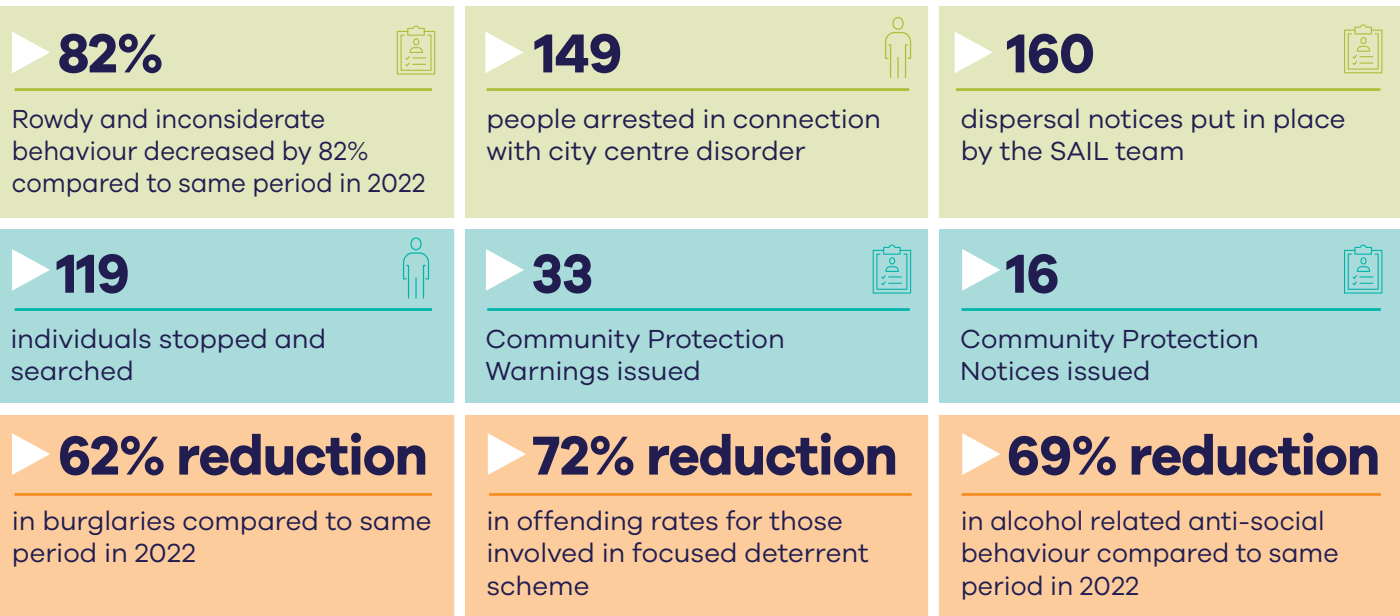
agree that Sunderland has a positive future

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.





The ambitions for the city

Planning is in place for a £450 million Crown Works Studios in Sunderland, which will create over 8,000 jobs in the region. The studios will be among the largest in Europe with over 20 sound stages, generating £336 million a year in inward investment for the North East.

£450m

Crown Works Studios

£336m

a year in inward investment

The new Sheepfolds Stables leisure development will bring a range of new openings:

- ➔ **Yem** – a cocktail bar, serving classic and modern drinks.
- ➔ **I Scream for Pizza** – a pizza restaurant serving New York-style slices and homemade ice creams.
- ➔ **Propa** – a street food offer from Hairy Bikers star Si King, serving hearty dishes with a twist.
- ➔ **Spey Snug** – a bar and lounge from Speyside Distillers.
- ➔ **The Calabash Tree** – Caribbean food, inspired by the traditional tastes of Trinidad and Tobago.
- ➔ **Ember** – an Asian-inspired restaurant from skilled chef Tamar Hassan.
- ➔ **Vito's Osteria** – offering small plates of Italian cuisine.
- ➔ **Southpaw Dance Company** – the contemporary dance company is opening a new studio space.

Improving the offer for children and young people

5 new Family Hubs opened across Sunderland

18,866

residents registered



Holiday Activities and Food programme offered

17,397

spaces during the holiday periods
1,845 sessions offered



Together for Children's prevention bus has offered
420 community sessions, 1,560 evening sessions
and 1,958 school sessions

420

community sessions



Launch of Foster with North East with Together for Children leading 12 local authority partners in the first ever regional fostering hub

Positive Ofsted feedback for Child Protection Plans and Supported Lodging Inspection

Launch of My Best Life as one stop shop website for families to find out about support and events in Sunderland's Family Hubs

WHAT NEXT

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

We'll also be starting the next round of resident survey in autumn 2024. This will allow us to track our progress across all measures, ensuring we are delivering our City Plan.

Once again we'll use random sampling so if you do receive a copy please make sure you complete and return it, to allow us to act on what you tell us are your concerns and priorities.

Find out more about other engagement opportunities at www.sunderland.gov.uk/letstalk

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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