Regenerating our city.

Revitalising our manufacturing base

Labour has ensured our city is on the move with

investment flowing into Sunderland at a rate never

before seen. More than £1.5 billion of external

funding has already been committed to our city within

the lifetime of this manifesto. This is all part of our

strategy to bring more and better jobs to the city.

Whether it be the £100m investment from

Legal & General into the city centre’s Riverside

Sunderland development, Envision AESC’s new

£450m Gigafactory supporting Nissan’s £1bn EV

hub, or the near £100m investment planned in 5G -

making Sunderland the most advanced digital city

in the country - it is clear that we are the place that

employers now wish to invest.

Labour will build further upon this success to broaden

the city’s advanced manufacturing capabilities into

the green economy, including modern methods

of construction in housing and maximising the

opportunities planned at Riverside Sunderland.

Revitalising our city centre.

Changing shopping habits mean that high streets

across the country are in decline. We cannot wait for

the government to resolve this national trend and

therefore Labour is taking steps to reignite our City

Centre with new developments.

Labour has realigned the council’s capital programme

to support our strategy of getting things done – Bold

Vision - with plans that will completely transform

Sunderland city centre, doubling the population (from

2,500 to 5,000) beginning with the new Vaux housing

neighbourhood and Expo, showing the world what

can be achieved to ensure homes are carbon neutral

and eco-friendly as possible. Our plans will also see an

additional 8-10,000 new jobs based in and around the

city centre.

Labour will bring our historical buildings to life, creating exciting new business spaces that will attract more new

jobs to Sunderland. The Music, Arts & Culture Quarter (MACQ) is emerging as the city’s cultural heart, adjacent to

Riverside Sunderland and close to the famous Empire Theatre.

Labour’s plans include:

• Neighbouring the restored Old Fire Station, our

city’s new £11 million, 450-seat Auditorium is now

open, complementing the Empire Theatre’s offer.

• At nearby Keel Square, the £18 million, 120-bed

Holiday Inn hotel is currently under construction.

• Mackie’s Corner is a thriving hub, with successful

niche businesses such as Sweet Petite and

Fat Unicorn.

• The Athenaeum building is being turned into a

gallery and studio space for artists.

• The former Hills bookshop at Waterloo Place

is being converted into space for creative and

independent businesses.

• A £3 million refurbishment project has seen the

former Wear Commissioners building reopened as

prestigious city centre office space.

• Historic Elephant Tearooms has reawakened as a

Local History Library.

• The upgrading of St Mary’s Boulevard into a stylish

new main street.

• Culture House will provide a new community hub,

that will attract people to Sunderland.

• A new pedestrian and cyclist crossing will connect

both sides of the river.

• Improvements to our Train Station will deliver an

attractive welcome point to those entering the city

by rail or Metro.

Taken together, this represents an unprecedented level of investment which will help to attract more shoppers,

more employees and more residents all spending more money locally, creating a virtuous cycle as part of our

successful Community Wealth Building (CWB) programme.

Becoming a Smart City.

In 2018, Labour made a commitment to begin work

ensuring our city is digitally connected and since then

we have taken great steps and are already delivering

ultra-fast, free 5G Wi-Fi in key areas of the city

providing an enhanced offer to residents, businesses

and visitors.

Fibre works commencing with CityFibre, Virgin Media

and Netomnia are all providing greater choice and

convenience for customers which will result in more

cost-effective broadband packages.

Labour has already made a number of commitments

relating to the development of 5G, including:.

• Ensuring that the Joint Venture accelerates the

delivery of digital infrastructure across the city,

ensuring over 95% coverage by 2026.

• Technology start-ups being well-established within

the city, with the goal of 500 new start-ups well on

the way to being achieved.

Labour is delivering on a range of other major

transformational projects such as:.

• Assistive technologies - such as smart video sensor

devices, smart building solutions, e-mobility -

helping people can stay in their homes.

• The first private 5G network operational in the city

enabling delivery of the automated logistics pilot at

Nissan/Vantec.

• Working to develop digital technology start-ups

within the city as well as developing a city-wide

Internet of Things network and a 5G Neutral Host

Joint Venture Partner.

We are also working with Sunderland College and the

University of Sunderland to develop digital careers,

focusing on curriculum development, working with

industry to fulfil job creation opportunities and the

search for a partner to work with children and young

people to raise aspirations as to careers in digital and

support pathway development.

Developing better housing.

Labour kept its promise to residents back in 2018 and

we are proud that the council - after 20 years - is once

again a Social Landlord, building social housing for

rent, 40 years on from the last house it constructed.

Labour has also been committed to improving

housing and management standards in the

private rented sector including Houses in Multiple

Occupation (HMOs) and has, through the council,

commissioned Shelter to support residents with their

housing advice needs and improving the standard

of housing.

We are also committed to reducing the number of

empty properties and have a current commitment to

bring 362 back into use as family homes. In bringing

these properties back to life, Labour aims to create

superb accommodation, with attractive fixed fittings

to ensure the final product is aspirational. From

empty shells, to comfortable, modern properties, our

work is transforming streets from the outside and

changing the lives of the residents who step into their

beautiful new home.

We are building 95 new homes – providing supported

accommodation and, as properties designed for our

vulnerable residents, we raise the bar again. Almost

every one of our bungalows (for example at Cork

Street in Hendon) will be fully equipped with assistive

technology and 5G provision, enabling residents to

live independently for longer, with support to raise

their quality of life.

These are life-changing additions to the community

and enable us to better support people who need

help most.

• Like Cork Street, our bungalows at Albert Place are

Category 3 compliant, with 5G provision – again

ensuring that those who live there enjoy a home

that is custom-built to meet their needs.

• Boult Terrace bungalows for our older residents

enjoy 5G access – something that fits with

Sunderland’s Smart City ambitions, ensuring we

connect and enable our people.

• 117 new-build bungalows will be delivered

across the city through the Housing Delivery and

Investment Plan.

• Only a year into the programme, the number

of homes (of all kinds) acquired, built or under

construction was already over 100.

Our city’s drive to carbon neutrality will also be

supported by our sustainable dwellings. We work

hard to ensure that the homes we build are designed

with the environment in mind. And it’s not just about

the in-built features of the home, but about enabling

residents to reduce their carbon footprint when they

move in. That’s why our homes feature smart devices

that help people who live there to reduce energy

consumption – not only keeping bills down but helping

the planet in the process.

In all, £59m of investment will deliver our housing

vision by 2025 through the Housing Delivery

and Investment Plan, already supporting 51 local

suppliers/businesses, as part of our community

wealth programme.

We’re working with a range of local artists to ensure

the creative sector in the city also benefits from the

plan. Labour will be commissioning a range of stunning

sculptures and public art, that will stand among

some of our new developments, to ensure we create

attractive communities residents can be proud to

call home.

Expanding our Culture and Tourism Offer.

Labour will continue to expand our cultural offer, so

that Sunderland continues to be the acknowledged

destination of choice, whether it be across the Culture

Quarter, new city centre, Washington, Houghton and

Hetton – ensuring we become an all-age friendly city.

Our tourism recovery plan is now in place working

toward increasing visitor footfall within Sunderland

and restoring visitor and business confidence

following the pandemic. The need to deliver and

coordinate high-quality events throughout the year

with partners will be critical to ensure Sunderland

remains an attractive events city.

We will continue to review and re-design Sunderland’s

event programme in line with residents’ expectations

and aspirations, as well as attract new world

class events into the city such as the Tour series

professional cycling and revitalise existing ones too.

We worked with partners to launch the

new mysunderland.co.uk platform. This is a key part

of the city’s efforts to market the ‘attractiveness’

of Sunderland and was timed to drive forward

the city’s economic recovery following Covid. We

will also encourage the Heritage Partnership to

expand as a formal partnership and open up funding

opportunities.

We launched a new tourism campaign, ‘City of

Surprises’, aiming to raise Sunderland’s profile as a

destination of choice this summer and to support

the economic recovery of the city. The campaign

showcases Sunderland’s unique mix of city, coast

and green spaces and highlights some of our

sometimes-hidden gems, challenging perceptions

about what Sunderland has to offer both visitors

and residents. We are also supporting the city’s

independent businesses, with an increased focus on

promotion, to ensure they are able to bounce back

from the challenges of the pandemic and play their

part in making Sunderland a more attractive visitor

destination.

Labour will build on the above with further impactful

campaigns, particularly looking at bringing the

city plan to life and focussing on key sectors for

Sunderland. We will also ensure residents are well

informed about economic developments in the city

and linked to the opportunities offered by them.

Other key projects Labour will bring to completion

during the lifetime of this manifesto include:.

Culture House - £28m project that, in 2024, will

create a library to be proud of - the most advanced in

the UK - bringing local studies and archive collections

to life for the benefit of all residents and a focus

on family learning – spaces for meeting – making –

creating – learning – all in one place.

Crowtree Place – The development of a new

commercial leisure development on the site of the

former leisure centre.

Community Bridge - A new high-level ‘smart bridge’

that will connect both sides of the river, featuring light

installations and VR to deliver engaging experiences

for pedestrians and cyclists that cross it.

Riverside Park - Transformation of Galley’s Gill into a

superb landscape park, and new green spaces in the

heart of the city.

Elemore Country Park – Undertaking a communityled development of the site to deliver a mix of passive/

organised leisure activities as well as a co-operative/

social enterprise element supporting adults with

learning difficulties.

Key objectives 2022 – 2026.

In addition to existing commitments, following our

consultation with residents Labour will deliver on the

following priorities:.

1. Manufacturing - A key objective of developing

our manufacturing economy will be to ensure it

is focused on green technology and we will bring

forward an action plan on how this will be achieved.

2. The Internet of Things (IoT) and 5G – We will

ensure ALL residents benefit, ensuring there is

no digital divide within the city by undertaking

commitments to combat digital poverty as

outlined in section 4 of this manifesto

3. More and better social housing will be

achieved through:.

a. Upscaling our current social housing delivery

targets so by 2026 we will be increasing our

council housing stock at the rate of 250 units

per year. We need this ambitious target for

social housing over the next four years to give

people hope.

b. Leading the way as a social landlord and setting

the standards required for homes in the city for

future generations, looking to other providers

to follow our example.

c. Taking steps to ensure our council stock now

and in the future is safe from ever being able

to be sold to private individuals or providers

again. Ensuring the city always has a baseline

of its own social housing stock, meeting

the needs of residents across the city for

generations to come.

d. To aggressively purchase private housing

stock where there is an absentee landlord and

properties are in disrepair.

e. To have plans in place to upscale further where

financial support is obtained from a future

Labour government.

4. Supporting the private rented sector, which will be

achieved through:.

a. Reviewing Environmental Health services to

address issues around run-down properties

and absent landlords quicker, more efficiently

with tougher enforcement action on landlords

whose properties are not up to the required

set standard.

b. Providing financial support and assistance

for landlords willing to engage and complete

required update work on their properties.

c. Improving links and a focus to drive publicity

for more to sign up to the existing landlord

accreditation scheme.

d. Nurturing the development of a Private

Tenant’s association across the city.

5. Developing a local construction co-operative

– expanding our social housing stock will result

in increasing employment opportunities and

trade for local people and businesses. We intend

to harness this and ensure local workers get

all the benefits of the regeneration of this city

through developing a local construction cooperative, employing local people to work with us

side-by-side.

6. Ensuring Carbon Neutrality in future building

developments - looking at the wider development

of erecting new buildings - whether in

Washington, Coalfield or Sunderland – as they

too cannot escape the need for efficiency as we

build for the coming era of carbon neutrality. We

will ensure that we develop Passivhaus-equivalent

performance (especially the requirement that

space heating should need no more than 15 kWh/

m2 pa) a planning approval condition for all new

buildings. Developers who claim to achieve this

performance without fully adopting Passivhaus

should be required to (1) demonstrate that their

plans will achieve this, (2) pay for a post-occupancy

energy audit.

7. Enhancing of our culture and tourism offer

through further development of public realm to

attract visitors / local residents and businesses,

having a direct impact on local economy through:.

a. Effective advertising, communicating more

effectively and shouting louder.

b. Leaflet drops to let residents know what is

going on in the city.

c. Invest in public spaces in communities, from

our pocket parks through to larger spaces such

as Silksworth Ski Slope and Thompson Park.

d. Support the strong desire from our public

consultation for:.

i. more live concerts and the number of

venues whether you live in Washington,

Coalfield or Sunderland.

ii. better lighting around our monuments

such as Penshaw monument.

8. Introducing a children’s culture offer, similar

to Labour’s national ‘ten by ten’, listing ten

opportunities the city’s children should access by

the age of ten.

An inclusive local economy.

Keeping Sunderland’s wealth local

In 2018 Labour began working with the Centre

for Local Economic Studies (CLES) to develop

our municipal socialist programme through a

distinctive community wealth building project,

receiving national recognition as being unique in

developing wealth in terms of social outcomes as well

as economic.

The programme is demonstrably improving the lives

of residents and communities. Labour has ensured

that a key CWB objective has been to prioritise spend

with local suppliers. This pledge has led to the council

recording its highest local spend ever recorded - at

£122m - up a massive £42,9m on 2013 when the

council started compiling its records. By spending with

local businesses, we are circulating the “Sunderland

Pound” in Sunderland, creating jobs and opportunities

for people and businesses in the city.

The overall third party spend in Sunderland stands at

40% and within the region at 68.5% in the 2020–21

financial year. We do have ambition to continue

this positive progress even further, so that by 2026

even more of that Sunderland pound is circulating

in the local economy. Labour is now working with

anchor institutions such as our health partners, the

University and College, Gentoo and others to consider

how procurement activity is best used to support

local economic activity and put in place a city-wide

CWB strategy.

Getting more from social value.

In addition to the Sunderland pound, Labour has

been at the forefront of using Social Value legislation

to ensure we get the most out of commissioning

arrangements and that contractors actively recruit

locally, with employees paid a fair day’s pay for a fair

day’s work.

So, for example during the Redevelopment of

Parsons Depot, Esh Construction Ltd committed to

£5,560,208 worth of social value, including:.

• 55 local people to be employed on the project, with

two further FTEs ringfenced to local long-term

unemployed.

• 52 weeks training to be offered to those working

on the scheme (to be recorded on their BTEC, City

& Guilds, NVQ, HNC Qualifications).

• 150 weeks of Apprenticeships supported by Esh or

their sub-contractors.

• 100 days (10x2 weeks attendance) work

experience opportunities to local school/

college students.

Procurement activity undertaken over the past two

years has secured social value community benefit

targets totalling a massive £166 million.

We intend to move further with social value as there is

a demand – particularly from the social enterprise/cooperative sectors - for greater emphasis being placed

on the additional social benefits from contracts. So,

for example, we will work with anchor institutions to

launch a Community Wealth Charter, which focuses

on procurement and resident financial resilience,

the real living wage, low carbon practices and the

environment, as well as the health and wellbeing

of workers.

Labour has ensured that a VCS Alliance has also

been established, working with the council and

wider anchors to ensure they commission the VCS

to support neighbourhood delivery of services. We

will therefore commit to increase social value through

procurement and wider activity, ensuring a systematic

approach for awarded contracts to link with local

VCS to ensure greater impact for residents.

Building a democratic & communityfocused economy.

To realise Labour’s aspirations to improve our

communities, we must not ‘manage’ but instead

‘transform’ our local economy. As part of our CWB

strategy, we need to support forms of economic

ownership and activity that are community focused,

democratic and that create and retain wealth

in the city; this is at the heart of our municipal

socialist vision.

As a starting point, Labour - over many years - has

ensured that we have a reputation as a leader in

developing social enterprise, with the number of

Community Interest Companies (CICs) in Sunderland

standing at/totalling 187 in July 2021 – the highest

number and also growing at the fastest rate in the

whole of the North East.

Labour has already committed to go further in

developing an inclusive economy through partnering

with the North East Business Innovation Centre (BIC)

in delivering its ‘Innovate for Good’ project, with plans

underway to enable three new cohorts of businesses

to take part. This programme has attracted national

and international interest and builds on examples such

as Bishopwearmouth Nursery, PopRecs, Elemore and

more recently Grace House.

To truly transform our economy, we also need to

promote democratic control of the local economy

as a goal and look to significantly expand this sector,

both within the VCS network, but also as part of the

wider economy.

On the side of Sunderland’s workers

Labour will continue to support the rights of working

people in Sunderland by working with the TUC in

promoting trade union recognition with employers

and as a social value outcome in local purchasing.

Labour will further expand our proposed charter and

seek other anchor institutions and employers to adopt

it – providing a gold standard for local employers to

work towards. By doing so we will make increasing job

quality a key part of the conversation when pursuing

local economic development opportunities.

Labour will ensure the council continues not to

request staff work to zero hours contracts and we

will apply this principle to our purchasing policies as

far as legally possible. Neither will we engage with

organisations involved in illegal blacklisting activities.

Labour has also ensured that the council will

rigorously apply the Co-operative Party Modern

Slavery Charter in addition to applying the principles

of the Fair Tax Charter to ensure companies pay their

fair share in tax.

Fair pay for a day’s work.

Labour has ensured that our council has paid the

REAL living wage (RLW) to its workers since 2014

and, following our commitment in our last manifesto

became in 2020 the first council accredited with the

Living Wage Foundation in the North East of England.

In 2018, 22,8% of the workers in Sunderland earned

less than the RLW and to tackle poverty pay we made

a commitment to use whatever means available to

ensure residents in work would benefit from higher

wages. These actions have resulted in a year-on-year

drop in poverty wages in this city – so that by 2020 it

stood at 16,1%, well below the national and regional

averages – making Sunderland 1st out of all the North

East’s 12 local authorities – the impact is very real.

The journey has not finished though, and we will

work tirelessly with anchors and businesses across

the city to develop a Living Wage City Action Plan,

encouraging all employers in Sunderland to ensure

their staff benefit from the RLW and become the first

REAL Living Wage City in the North East.

Key objectives 2022 – 2026.

In addition to existing commitments, following our

consultation with residents Labour will ensure:.

1. We further develop our commitment to becoming

a Real Living Wage city through ensuring:.

a. Options such as a business rate reduction

are explored for any accredited Real Living

Wage Employer.

b. Workers employed on service contracts will

continue to earn the RLW, phasing in the

requirement for companies themselves to

also be accredited real living wage employers

by no later than 2026, being sector specific in

prioritisation of this commitment.

c. Payment of accreditation fees for the first

three years for any Sunderland based employer

that has committed to becoming an accredited

RLW employer.

d. A commitment that partnerships and joint

ventures the council enters into moving

forward will require payment of the RLW to

its workers.

e. Funding to the VCS network will be linked to

being an accredited RLW employer and for this

to be implemented no later than 2024.

f. Any support package provided to new or

existing Sunderland based employers, in

addition should be linked to a commitment to

paying their workers the RLW.

2. An objective of doubling of the co-operative

sector within the lifetime of the manifesto, where

necessary supported by a dedicated co-operative

development unit. To also link co-operative

development to area committees through

communities taking control of local assets to

become community co-operatives.

3. As part of this wider impact on the local

economy we will make a commitment within this

manifesto to put in place further advancements in

procurement and wider use of social value to help

stimulate economic growth through:.

a. Reviewing procurement systems to ensure

an average of 65% of procurement contracts

are with local employers and 80% regionally

by the end of the manifesto period, as more

local spend means more local enterprise

and more jobs for local residents. This will

also strengthen and expand the SME sector

and keep more of the “Sunderland Pound” in

Sunderland.

b. Doubling the number of apprenticeships and,

where appropriate, stipulate employment of

local residents who are long term unemployed/

NEET as part of the contract terms. This

commitment should also form the basis of any

partnership and joint ventures and supportive

package to new and existing employers.

c. Spot-checking contract compliance in relation

to commitments by employers for workers to

have regular hours as part of the TUC Great

Jobs agenda and ensuring they have robust

systems in place in relation to combatting

modern day slavery.

d. Review the council planning framework to

ensure minimum levels of social value in any

development (in addition to S106 etc) and

level of carbon footprint associated with

developments.

4. Insourcing will be the model of choice except

where social outcomes are more advantageous

(for example co-operative/social enterprise

development or communities taking over local

assets). We will therefore ensure the social

outcomes of any proposed service delivery

are rigorously tested to ensure the most

advantageous social outcomes for local residents.

5. In recognition of changing patterns of retail

shopping, we will prioritise the council’s Business

Investment Team (BIT) taking a flexible approach

to attracting independent traders/local businesses

into the city centre. In addition, also recognising

that with more people working from home there is

a need for sustaining and further developing local

retail shopping within communities.

6. “Access for all” must be at the forefront of all

regeneration plans and projects within the city.

Consulting and working with groups, including

the Youth Parliament and Ageing Well Board and

Ambassadors. Remaining up-to-date and mindful

of groups with specific needs when it comes to

access and development of regeneration proposals.

7. Exploring the development of a regionally-based

mutual bank of Northumbria and/a wealth

fund to support local enterprises that have

difficulty obtaining support from the traditional

banking sector.

8. Campaign rigorously for the government to

provide decent sick pay and oppose any attempts

to water-down existing employment rights.

9. Restructuring council directorates so our key

strategy for community wealth building sits within

distinct social and economic directorates. This will

ensure the various pillars of our CWB strategy

work under clear officer and political leadership.

10.In recognition of the commitment by council

workers during the Covid pandemic that we will

look to the introduction of a permanent additional

day annual leave designated as Sunderland’s “Key

Worker Day” and ask other employers to consider

a similar proposal moving forward.

Becoming a cleaner city.

Labour wants a clean city where our streets and

public spaces are free from litter, fly-tipping, graffiti,

dog fouling, vandalised or damaged street furniture

and signs. We have therefore ensured that around £5

million additional resources have been provided as

part of our Covid Recovery Action Plan, to ensure our

streets and the city centre are clean.

Labour has recently invested additional resources

into the Neighbourhood Cleansing and Enforcement

Team to tackle issues of anti-social behaviour and

environmental crime. Indeed, since 2019 we have

employed an additional 81 environmental staff

supporting our communities through keeping

them clean and issuing fines against those caught

undertaking such anti-social behaviour.

Labour wants to give the council more powers to

combat fly-tipping and other anti-social behaviours

and, following your agreement, these are now in place.

Our new public space protection order (PSPO) now

allows greater actions against dog fouling through to

maxing out on fines for fly-tipping.

This is all in addition to the work undertaken by our

area committees to keep their communities tidy.

Labour has also ensured that we have good quality

beaches, attractive, tidy and green open spaces,

well-kept parks and cemeteries, and policies which

promote sustainability and ensure the protection and

management of the natural environment.

Labour will continue to support residents and

communities in caring for their local environment and,

from litter picks through to taking over the running of

community assets where there is a wish to do so. We

plan to do more through:.

• providing resources to ensure estates receive an

annual deep clean to get rid of the grime and dirt

that accumulates over time.

• utilise year-on-year funding from the capital

allocation for asset management on an annual

painting and repair programme with an emphasis

on street furniture and signs in the city centre.

Becoming a greener city.

Labour is striving for Sunderland to become a greener

city, putting in place, as part of our municipal socialist

programme, steps that will provide a landscape so that

our grandchildren will be proud of the decisions we

have made. That is why we ensured a key aspect of the

Council Core Strategy and Development Plan’ (CSDP)

was adopted in January 2020 ensuring that the right

type of development is focused in the right places

to meet the needs of local people and businesses,

prioritising first the development of brownfield sites.

We have also taken steps to eliminate the pesticides

killing off our bees and other pollinators, not an

easy step to take, but one we must. We are also now

undertaking pilot trials of introducing wildflowers and

re-wilding areas and over the lifetime of this manifesto

these will become ever more visible across the city.

We will look to identify areas of the city where,

with the help of residents, we can look to planting

community orchards or in more urban areas, pocket

streets, back lanes and parks where there is limited

space, ensuring they are full of colour and life.

We will look to replicate the great work undertaken at

Elemore to put in place a new series of parks linking

passive and more organised recreation, supporting

local plants and wildlife. This will start with a proposed

new Great Northern Country Park along the outskirts

of our city’s northern border.

This will not be ad hoc, but part of a co-ordinated

biodiversity plan thatwe will put in place for the

lifetime of this manifesto.

Becoming a carbon neutral city.

Following on from declaration of a climate emergency

in 2019, we have worked tirelessly to put in place an

action plan to become a carbon neutral council by

2030. To achieve this, we introduced an annual £1m

climate change fund, opposed by both the Tories and

Lib Dems, to help support our commitments.

Labour has already proven its ambition to take a lead

within the region, being committed to developing

renewable energy generation and storage, and

renewable/district heating schemes such as:.

• Exploring solar farm and wind turbine potential by

identifying sites within the city.

• Continuing to develop and install new/additional

PV panels on council buildings and expanding the

development of energy storage potential.

• Looking to develop a micro grid and renewables at

Riverside Sunderland and North East Washington

as initial pilots.

Labour will improve energy efficiency of existing

homes and buildings and infrastructure and

work towards zero carbon for new homes and

buildings through:.

• Delivery of the first major carbon free housing

scheme at Willowfield.

• Beginning to build new homes which are

carbon neutral.

• Expanding our successful LED lighting programme

into parks and associated buildings and traffic

signals etc.

• Ensuring that planning applications are meeting

low carbon design standards.

Labour will develop low carbon and active transport

modes such as walking, cycling, rail, Metro, electric

and innovative technologies for buses and private

vehicles, and help make public transport a more

attractive choice through:.

• Piloting a programme (where residents wish) to

restrict through-traffic access to some streets to

encourage people to walk.

• Developing our new EV Hub at Parsons.

• Preparing a Local Cycling and Walking Investment

Plan (LCWIP) to make walking and cycling the

natural choices for shorter journeys.

• Continuing to engage with Nexus and the bus

operators to encourage take up of low/zero

carbon buses.

• As part of our community wealth building

programme, encouraging local suppliers to use

local suppliers and reduce the need for excessive

transport.

Labour will grow the city’s green economy,

and engage with businesses to work towards

environmental sustainability through:.

• Encouraging investment in and adoption of low

carbon technologies such as ground and air source

heat pumps.

• Targeting green economy businesses as part of our

inward investment approach.

We will reduce the volume of all consumption and

waste and increase opportunities to reuse materials

and recycle waste wherever possible through:.

• Investigating using food waste for anaerobic

digestion to provide energy and developing a plan

for weekly kerbside food collection by 2023.

• Playing our part in a new national deposit return

scheme to be implemented by 2025.

• Developing local food growing - increasing the

number of allotment plots and community gardens.

We will work closely with residents in the effective

roll out of new collection systems and methods that

will have a positive impact on recycling across the city.

Section 3: Key objectives 2022 – 2026.

Key objectives 2022 – 2026.

In addition to existing commitments, following our

consultation with residents Labour will ensure:

1. We become a cleaner city through:.

a. Introducing a city-wide strategy of controlling

litter and fly-tipping with a major deployment

of CCTV cameras and drones, complementing

the good work undertaken by Area

Committees.

b. Providing resources to ensure estates receive

an annual deep clean to get rid of the grime and

dirt that accumulates over time.

c. Utilising year-on-year funding from the capital

allocation for asset management on an annual

painting and repair programme with an

emphasis on street furniture and signs in the

city centre.

d. Looking to engage with our main partners

such as Gentoo to coordinate activities on our

estates, working together to keep them clean

and tidy and ensuring robust tree management

is in place.

e. Introduce a free bulky waste collection service

and a replacement bin if stolen.

f. Incorporating a GPS tracker into all bins

issued by the council, to ensure they can be

recovered if stolen.

g. Supporting struggling families with

replacement bins and a free brown bin service

if they are in receipt of benefits.

2. We become a greener city through:.

a. Implementing more tree planting and

tree preservation orders, and promoting

green roofs on buildings and planting in

pedestrianised areas of the city.

b. Improving the environment following the

banning of the use of pesticides through

developing a major expansion of wildflower

beds and community orchards and pocket

streets, back lanes and parks for areas in city

with limited space. Making best-use of even the

smallest space for people to enjoy.

c. Increasing tree/wildflower planting on

roundabouts and verges.

d. Providing funding within the 2022/23 financial

year to allow trialling of differing methods of

street cleaning and weed removal from our

streets/paving without use of pesticides, with

a view to full roll-out of alternative methods in

23/24 financial year and beyond.

e. Replicating the great work undertaken at

Elemore to put in place a new series of parks

linking passive and more organised recreation,

supporting local plants and wildlife. This will

start with a proposed new Great Northern

Country Park along the outskirts of our city’s

northern border.

f. Ensuring existing and proposed commitments

are incorporated within a city-wide biodiversity

plan to be put in place for the lifetime of this

manifesto that we can be judged upon.

3. To go beyond our existing targets for becoming

carbon neutral via a series of additional measures

due to the urgency described in the recent report

by the Intergovernmental Panel on Climate

Change (IPCC) so that we avoid the worst

consequences of global warming. These additional

measures will include:.

a. Putting a plan in place to develop a major

expansion of local small-scale community

and cooperatively owned renewable

energy schemes.

b. Accelerating and managing the shift to electric

vehicles by a step change in their use through;.

i. Ensuring more free or low cost EV charging

points placed on council public buildings.

ii. Developing a major expansion of highspeed EV charging points across the city so

by 2026 we have the most comprehensive

charging network of any major UK city of a

similar size.

iii. Providing free parking for EV vehicles 24/7.

in all council car parks.

iv. 12-month interest free loan for home

installation of dropped kerbs and put in

place an action plan to ensure accessibility

for homeowners with no designated

parking at their property.

v. Putting arrangements in place so that all

new-builds (residential and industrial)

have electric charging points installed as

standard as part of any planning approval.

c. Working with Nexus to develop a fully

integrated transport system that will help meet

our carbon reduction targets through:.

i. Ensuring that all subsidised public

transport is carbon neutral by 2026.

ii. Bus franchising arrangements being put in

place to take control routes and timetables,

ensuring better links with Washington

and Coalfield.

iii. Consulting on increasing the number of

bus shelters.

iv. Developing a free circular bus service to

allow the greater pedestrianisation of the

city centre and introduction of dedicated

cycle lanes.

v. Continuing to press the government for

support to the extension of the Metro to

Washington.

vi. In relation to planning, adopting much

higher standards for efficiency through

our planning strategies and insisting that

new buildings comply with them through

adopting the Passivhaus standards as

a necessary requirement for planning

approval. Amending the Local Plan where

necessary to require all new residential and

commercial properties to be ‘net zero’.

vii. Putting in place a plan of major investment

into active transport with the goal of

creating a fully interconnected, properly

segregated cycle network. Including a

network of safe places to leave your bike!

viii. Seeking urgent government funding

to support residents in retrofitting

their homes to conserve energy due to

the significant costs involved in such

conversions.

Working with our communities.

Labour continues to do what it can to support

struggling families in this city ranging from more

than 30,000 residents supported through our council

tax support scheme or those accessing reduced,

or no cost council services, such as the recent

reintroduction of free pest control.

Have your say – Let’s Talk.

In 2018 Labour made a commitment to ensure that

we would continue to work with our communities

and progress with our plans to devolve decisionmaking to residents, as they are best-placed to know

the priorities for their communities; residents working

together on projects and ideas that make their

neighbourhoods more exciting and enjoyable places.

This was partly achieved through our newly

appointed community development workers, but

also through the largest consultation exercise this

city has ever seen – our Let’s Talk initiative – that

saw around 155,000 residents consulted (around

60% of the population engaged) on priorities for

their communities and then developed into five

neighbourhood plans – carrying out YOUR priorities.

Most recently these have led to:.

What YOU asked for through Let’s Talk YOUR neighbourhood plan 2020/21.

Coalfield area - you asked for more support for young

people and supporting local heritage.

We have allocated £97,000 on a two-year youth

support project and £100,000 for local heritage

sites including the Stephenson trail and an iconic

mining statue.

Sunderland East - you asked for safer roads and

enhancements to local parks.

We have allocated near £215,000 to reduce

speeding in speeding hot spots and £205,000 for

new bins, benches, paths signage to your parks.

Sunderland North - you asked for more CCTV

coverage to combat anti-social behaviour and more

environmental enforcement officers.

We have allocated £200,000 for advanced CCTV

cameras across multiple locations in the area and

£110,000 for an additional environmental officer and

resources to reduce littering and fly-tipping.

Sunderland West - you asked for more activities

for young people and support basic skills and digital

learning for residents.

We have allocated £210,000 for new play equipment

and youth sessions in addition to a three-year

£100,000 project to improve digital skills and reduce

social isolation.

Washington - you asked for more neighbourhood

enforcement and support for young people.

We have allocated £193,000 to tackle fly-tipping,

litter and anti-social behaviour. In addition, allocated

£172,000 to support children and young people

across Washington.

Our Let’s Talk framework is now used for all resident

consultation undertaken by your council:.

• Let’s Talk Sunderland.

• Let’s Talk Housing.

• Let’s Talk Physical Activity.

• Let’s Talk Digital.

• Let’s Talk Culture House etc.

Your community – your decision.

We have embraced social media through setting up

Area Committee Facebook pages and they are all now

actively followed by thousands of residents so that

you are aware of local events, activities and support

available. We also launched a resident’s survey in the

autumn to better understand what our residents and

communities see as key issues and how we can work

to address them.

Now that our consultation systems are embedded, we

need to look to next steps and that means how we, in

real-time, allow residents to take actual decisions that

affect their community. This already takes place in

some limited areas such as planning, but we make the

commitment that over the next four years this will be

greatly expanded – your community, your decision!

New technology gives us the opportunity to have realtime communication and the ability to make decisions

right down to local neighbourhoods. Labour intends

to embrace this and therefore develop a Sunderland

App that is more than just a tool to report problems

but will allow residents to be consulted on decisions

that affect their communities.

We also intend to ensure that residents are more

informed about the work of the council and be

proactive in providing support through a proactive

community information service that can ensure

communities are always just a click away from the

most up-to-date information on what is happening

in their community or if they need additional

information and support.

More power to area committees

We will continue to look at delegating more powers

and responsibilities to Area Committees to run

more services as part of a programme of devolving

responsibilities away from the centre. Though Area

Committees continue to access Neighbourhood

Funds and Neighbourhood Capital Programme,

to enable delivery of your priorities - we have also

ensured that they have influenced the allocation of

the council’s Parks and Green Open Spaces Capital

Programme. We need to do more though, and stepchange the level of decision-making at an area level.

Supporting Volunteering in Our Community.

During the pandemic this city pulled together, and

many residents supported their neighbours. Council

staff took time from normal duties and volunteered to

support vulnerable residents.

Labour believes that this community spirit should

not be lost, and the council has worked with these

community volunteers to ensure they have further

opportunities to continue volunteering and make

things better for their communities.

We have therefore appointed community

development workers in each of our five area

committees to work with communities ranging from

litter picks through to supporting the development of

new organised groups such as the “friends” of Bunny

Hill, Silksworth Park and Downhill Pond. As these

groups develop, we will work with them and, if they so

desire, Labour will look to support them taking over

community assets to the benefit of their communities.

Labour also wishes to ensure that staff working for

the council have an opportunity to support these

local initiatives and we have therefore implemented

another pledge to allow staff paid time off to work to

volunteer and support the Voluntary and Community

Sector (VCS) in their communities. Examples of

this range from volunteer walk leaders through to

supporting children’s arts and craft sessions. We

will continue to promote this as a way for staff to

get closer to our communities and support their

resilience to work together for the benefit of their

neighbourhoods.

A basic right to food.

Labour has put in place a food champion to tackle

food poverty, looking at ways we can support

struggling families so that they have access to free or

low-cost food, whether through our food banks or

through our community shop initiative.

Labour has ensured that we have a well-established

hub of foodbanks across the city to support residents

who, due to deliberate government action, do not

have the finances to feed their families. We have also

supported those families unable to access foodbanks,

so they do not go hungry. So, for example almost

12,000 food parcels were delivered, supporting over

22,000 people, during the Covid pandemic.

However, with little support expected from

government, we need to do more and give a pledge as

socialists that everyone has the right to food. We will

therefore:.

• Look to establish a new consumer-owned food

cooperative using collective purchasing to

reduce costs.

• Fill the gap made by national government to ensure

that holiday hunger is a thing of the past in this city.

• Work with local schools and their volunteers so

that children can access extra low-cost and free

school breakfasts.

Affordable credit and help with finances.

Labour will continue our financial inclusion strategy

of providing early and proactive support to individuals

and households to reduce the harmful effects of

government welfare reforms.

Labour has already taken steps to put in place a

city-wide credit union – working in partnership with

Moneywise - to bring an alternative to high-cost credit

and loan sharks. To date around 1,000 members

have signed up benefiting from its services that will

be needed due to the cuts in benefits by this uncaring

government.

We will continue to look at how we can do more to

support families, such as the feasibility of developing

a co-operative not-for-profit alternative to access

affordable ethical loans at fair market rates to

individuals and local businesses who may struggle to

get finance from mainstream providers such as banks

and building societies.

Labour has ensured that residents can access free

Financial Resilience Checks (FRC) so they can

identify and deal with underlying issues, maximise

income/reduce outgoings, so as to increase resilience.

We have been able to support 5,183 cases in the last

financial year.

Labour continues to support benefit and debt advice

through our welfare rights programme – supporting

over 10,000 cases in the last financial year – with

more expected this year following the cut in Universal

Credit payments by this government.

Labour has also put in place support for residents

at benefit and employment tribunals, where our

welfare rights service has a 70%-80% success rate in

overturning initial decisions by government agencies.

Indeed, due to our success, Labour has increased

staffing to accommodate increased demand by

residents.

The 2020/21 financial year the services put in place

by Labour through our council has been successful

in bringing £1,827,206.00 back to residents and the

local economy.

Labour has also supported families in need with

furniture and other white goods and support to meet

housing benefit shortfalls by around £700,000, due a

failure by government to help those in need.

Help with reduced energy bills

Fuel poverty is another scourge on society that has

become increasingly important as residents struggle

with their finances. It is vitally important too, due to

the need to reduce carbon emissions.

Through our actions, we are having some success with

fuel poverty levels having gone down in the city to

around 9,2% of households overall. In part, this is due

to the success of our energy efficiency schemes such

as ECO and ECO flex.

Our ECO flex scheme went live from October 2020

and by May 2021 the value of both ECO and ECO flex

applications were:.

• £862,451 Total Lifetime Savings (£314,685 for

ECO flex only) from measures installed.

• £145,174Total Utility funding from energy

companies for ECO / ECO flex measure.

Fuel poverty, though falling, is still far too high and

Labour will do more, accessing grants when available

and where necessary providing fuel vouchers to

those in need.

Eliminating the digital divide.

Labour has an ambitious plan to ensure everyone in

the city – from Springwell Village and Washington

through to Hetton and the Coalfield - has access to

the latest 5G technology so that we will be at the

forefront of new digital services and take a national

lead. However, this will only be a success if we engage

with residents and adopt solutions to eliminate

digital poverty.

Labour will ensure that this takes place through:.

• Developing an ageing well ambassador programme.

• Providing free 5G Wi-Fi to all public buildings and

spaces within the city.

• Supporting a community/co-operative –

partnership-based ISP to provide 5G services to

those in need at an affordable rate.

This will enable our proposed new Sunderland digital

app to take advantage of the capabilities of 5G and

ensure real-time decision making is a possibility for

ALL local residents.

Key objectives 2022 – 2026.

In addition to existing commitments, following

consultation with residents Labour will ensure:.

1. We make a step change in engagement with our

communities through:.

a. Development of a Sunderland digital app to

allow real-time consultation and decisionmaking by residents on what really impacts on

their communities.

b. Proactive support and advice to communities

through a digital community information

service, ensuring communities are always

just a click away from the most up-todate information on what is happening in

their community.

c. Support to community hubs and other

organisations that have developed during

the Covid pandemic, so they can become key

connection points between residents of all

backgrounds, and support those who face all

forms of disadvantage.

d. Empowering and developing our “friends”

and other community focused groups across

the city so that communities are increasingly

engaged, ensuring they receive the services

and opportunities they need. Through this,

communities will become more resilient over

time and have the confidence to take over

assets for the benefit of their residents.

e. An ongoing review of Area Committees as

part of a continuous programme of devolving

responsibilities away from the centre.

f. Exploring how we can further promote staff

volunteering through a community linkage

programme, so that staff can get closer to our

communities, and it becomes embedded.

g. Empowering residents taking over local assets

and turning them into community parks run

and maintained by the community.

2. We will support struggling families in the

city through:.

a. Working to ensure a right to food by:.

i. Establishing a new consumer-owned food

cooperative using collective purchasing to

reduce costs.

ii. Making a commitment to fill the gap

made by national government to ensure

that holiday hunger is a thing of the past

in this city.

iii. Working with local schools and volunteers

to access extra low cost and free school

breakfasts.

iv. Putting in place a city action plan to

support families moving away from food

insecurity due to their dependency on

food banks.

b. Working to ensure affordable credit is

available to struggling families through ongoing

promotion of our credit union, but in addition

looking to the provision of a not-for-profit

vehicle for accessing affordable ethical loans

at fair market rates to individuals and local

businesses who may struggle to access finance

from mainstream providers.

c. Working to reduce energy bills through more

efficient homes, increased choice of energy,

but in addition, looking to develop municipal

and community production of energy to

further reduce fuel poverty.

d. Working to eliminate digital poverty by:.

i. Providing free 5G Wi-Fi to all public

buildings and spaces within the city.

ii. Looking to support a community/cooperative-based ISP to provide 5G services

to those in need at an affordable rate.

Improving residents’ health & wellbeing.

The Impact of Poverty in our communities, is greatly

affecting our residents’ health outcomes. Labour has

chosen to support everyone in the city to have a safer,

happier, and healthier lifestyle, where no one gets left

behind. Everyone should have the choice and support

to be the best they can be.

However, there are residents who do not engage due

to circumstances outside of their control - a lack of

education, skills or ill-health. Some are excluded due

to lifestyle choices that have taken away their selfworth and dignity, which now precludes them from

engaging with Public Health or the NHS at any level.

We therefore aim to change the way we engage with

our residents, to include them in the health decisions

we make, even down to the effects of fly-tipping on

their local community.

This is because green spaces and mental health are

very closely linked, and we aim to make sure that our

city is cleaner, greener and healthier for all.

We will work closely with our partners in the city,

along with our VCS groups to deliver a healthy plan.

When people have good jobs, with decent wages,

better housing, green spaces to walk and meet in, and

feel supported in their community, then much can be

achieved. The circle of poverty is a difficult circle to

break, but we are going to aim high and try to make all

aspects of our society fairer.

Reducing health inequalities

Approximately 10,5% of those who are classed as

economically inactive are workless due to long-term

sickness in Sunderland, much of which is linked to our

historical reliance on heavy engineering, mining and

ship-building.

Labour is aware that work to address health

inequalities has a key role to play and therefore we are

working with partners to reduce health inequalities

and improve the health of the poorest the fastest,

through a refreshed healthy city plan.

We have developed an integrated impact

assessment combining equality, health, community

wealth building and potential for sustainability

into one impact analysis. This will give us a deeper

understanding of our communities and how we can

support those most in need moving forward.

Labour has also created a new Financial Resilience

Team, set up with funding from public health to

increase residents’ financial resilience and wellbeing,

as part of our programme to support mental health.

We will continue to support healthy, physically active

lifestyles for all ages, with targeted intervention

programmes in communities with the greatest need.

We will ensure the effective promotion of the

universal offer, working with key delivery partners to

ensure coverage of opportunities across the city.

Labour will support those most vulnerable in society

including those impacted on by debt, by poor health,

by the impacts of unemployment and disadvantage,

by ensuring our approach to services is built upon a

deeper understanding of our communities and how

we can help those most in need both in terms of socioeconomic and health inequalities. Social isolation

from Covid also remains a key focus to ensure the

wellbeing of all residents.

Supporting self-care.

Labour will continue to support self-care, taking steps

to ensure more people are successfully managing

their own health conditions by implementing a Health

in All Policies Approach to develop a policy (and

physical) environment that is supportive of prevention

and self-care approaches, with a strong focus on

health inequalities.

We are enabling people with care and support needs

to have choice and control through ensuring rapid

discharge from hospital, an extended range of shortterm support services, as well as a mental health

accommodation service to prevent future hospital

admissions.

Self-care will also be supported by our co-ordinated

approach to providing Advice and Guidance through

a strong customer service network and approach.

Health improvement advice is also offered via

Sunderland Live Life Well function.

Labour continues to support adult social care services

in supporting people to remain independent

including new outreach services to complement

existing day services in addition to introducing

dedicated physio and OT teams to support

care homes.

We have created an Assistive Technology Team to

roll out Technology Enabled Care to complement

care packages.

Labour has already agreed to take further action in

supporting self-care through:.

• Integration and co-ordination of approaches to

social prescribing with partners.

• Cross-system working to implement place-based

arrangements for commissioning and providing

health and social care, in addition to support for

VSC organisations.

• Implementation of Champion and Ambassador

programmes to advocate on behalf of

communities or groups.

• Developing better understanding of community

needs and aspirations by taking advantage of the

Let’s Talk consultation initiative.

• Continuing to prioritise a person-centred and

personalised approach to health and care.

Alongside NHS partners, embedding a support

pathway for people experiencing long-Covid.

Supporting wellness.

Labour is continuing to support employee wellness

programmes to promote good health and wellbeing,

with a Healthy Economy Working Group developing a

programme of activity that will tackle:.

• Workplace health - employers’ role in improving

employee health.

• Healthy labour-force - the health of those in work

and seeking work.

• Employment in the health and social care sector -

understanding and tackling recruitment issues and

wider workforce opportunities.

Labour will continue to promote the Better Health at

Work Award (BHAWA) that currently 37 businesses

have achieved, which recognises the efforts of local

employers in addressing health issues within the

workplace. It is endorsed by Public Health England as

an exemplar of good practice.

Regionally there are only three Local Authorities who

have reached the highest level of this award and given

“Ambassador” status, our council being one of them.

Over 90 businesses are now also actively involved

within the wider Sunderland Workplace Health

Alliance which aims to work collaboratively to

improve health and wellbeing within the workplace.

Ensuring Healthy Food & Nutrition.

We will continue to encourage local production of

healthy food, through our existing commitment to

develop more community allotments and orchards, to

promote good nutrition.

We will continue to promote healthy eating in schools

and look to ways of continuing this during school

closure periods through the active work of our food

justice champion.

We also need to review the reliance of families on

food bank usage in the city. This needs to be reduced

and good eating taught with access to good fresh food

as part of our belief in right of access to good food.

Encouraging healthy exercise.

Physical exercise can take a range of forms – it does

not need to be the local gym – and we will ensure that

a co-ordinated approach is taken ranging from our

commitment to increase allotments, expansion of our

guided (and non-guided) walks, and the use of everexpanding green spaces.

Labour has therefore made a commitment to:.

• Expand and enhance the opportunities for

Allotments.

• Updating and extending playgrounds, play

equipment and recreational facilities for younger

citizens, to encourage a healthier active lifestyle.

• Encouraging active sports through a plan of

major investment into active transport with the

goal of creating a fully interconnected, properly

segregated cycle network as referenced in section

3 of this manifesto.

Our recent health commitments.

Some of our recent commitments include:.

• The opening of a new nursing home in Ryhope.

• A commitment to recruit additional social

workers to improve transitions from children to

adult services.

• Further expanding the use of Personal

Health Budgets.

• Opening of the new day centre and bungalows in

Cork Street, Hendon.

• Completion of new day opportunities centre for

people with learning disabilities.

• The introduction of live-in care as a future option to

meet need.

Section 5: Key objectives 2022 – 2026.

Key objectives 2022 – 2026.

In addition to existing commitments, following our

consultation with residents, Labour will ensure:.

1. We implement our five pledges to residents in

relation to their health:.

a. We will pledge to support all residents, to make

our city flourish.

b. We will ensure that we communicate, listen

and act on information from our residents on

health matters and council services.

c. We will put our residents’ mental and physical

needs first, when designing, planning, and

delivering council services.

d. We will work hand-in-hand with Public Health

and the National Health Service, to deliver

tailor-made services with the expectation

that our partners will adopt our policies and

support the outcomes for our residents.

e. We will leave no one behind, to improve

learning, skills, mental and physical support.

Everyone will be treated with respect and

given the opportunity to succeed.

2. We will ensure greater opportunities for residents

– from birth through to old age - to improve their

health through:.

a. Our Healthy Economy group to further

develop opportunities for vulnerable people to

access work experience and paid employment

by ensuring businesses are encouraged to

become Disability Confident employers and

leaders and sign up to the Mental Health at

Work Commitments.

b. Social value opportunities, that expand

job opportunities for vulnerable people,

are maximised as outlined in section 1 of

this manifesto.

c. Expansion of options available for social

prescribing, such as exploring provision of 12

months membership of leisure facilities and

considering expansion to cover care workers

and carers.

d. Ensuring families have access to affordable

nutritious food particularly during school

holidays as referenced in section 3 of this

manifesto.

e. Ensuring accessibility - in all parts of the city

–taking a more joined-up, proactive approach

to ensure our city is disability friendly, for

example through taking enforcement action

where access to footpaths and dropped curbs

are blocked or where employers are not

complying with the equality act.

Becoming a safer city.

Supporting the battle against violent crime

Through continued partnerships and collaboration,

Labour will tackle violent crime through involvement

with the Safer Sunderland Partnership Board and

Community Safety Operational Group, the delivery

plan of the latter encompassing priorities around

crime, disorder, feelings of safety, domestic abuse,

violent crime and community cohesion.

Labour will maintain its focus on tackling Domestic

abuse and violence against women and girls (VAWG)

and this will remain a key priority for the city. To date:

• We have established a Sunderland Domestic

Abuse & Violence against Women and Girls

Executive Board.

• We are assessing how we can further support the

needs of domestic abuse victims, and their children,

who reside in safe accommodation.

• We have approved a three-year strategy, informed

by the needs assessment, for the provision of

support in safe accommodation.

Community safety.

We will use both city-wide and local area

problem-solving approaches in response to crime,

community safety and cohesion issues through

our four Local Multi Agency Groups (LMAPS)

focusing on city-wide and local issues, involving

problem-solving approaches including VLO (Victim,

Location, Offender) and SARA (Scan, Analyse,

Response, Assess).

Labour is also tackling threats and harmful

behaviour that impact particularly on our most

vulnerable people – such as modern-day slavery,

sexual exploitation, fraud and financial crime, serious

organised crime, cyber-enabled crimes and preventing

violent extremism and radicalisation.

We also continue to work in partnership with the

Illegal Money Lending Team to provide intelligence

that will lead to the arrest and prosecution of loan

sharks. For example, a proceeds of Crime Act

Funding application has been made to work in raising

awareness in a specific area of Southwick with our

SARA partners.

Labour will also ensure the council continues to work

closely and support the work of the IMLT to counter

illegal high-cost lending as part of financial resilience

and anti-crime activity.

Tackling Anti-Social Behaviour.

Anti-Social Behaviour (ASB) is an issue that impacts

on many lives and exists in many forms including

inappropriate behaviour of neighbours, public

drinking and drug use, dog fouling, littering, flytipping, motorbikes as well as excessive speeding in

our 20mph traffic zones.

Labour has prioritised action in these areas, taking a

zero-tolerance approach to such behaviour including

maxing out on the level of fines allowable under

government legislation. Quarterly figures show a total

of 244 Fixed Penalty Notices (FPN’s) with the total

monetary value of £38,400.

To do more requires working with our partners, not

just Northumbria Police, but schools and further

education providers, businesses and the voluntary

sector to both understand the causes of such

behaviour and intervene to change it. A recent pilot

in working in partnership – the Southwick Altogether

Raising Aspirations (SARA) Project has shown

the impact such partnership can bring and will be

extended to other communities.

Traffic Safety.

Labour has developed a series of area-based 20mph

zones across the city and will continue to further

develop this strategy moving forward, including the

use of traffic calming measures and vehicle activated

signs (VAS) to make our roads safer for residents.

We are also looking at a partnership with

Northumbria Police to target the ASB of some drivers

that refuse to keep within traffic speeds, putting our

children and residents at risk.

Section 8: Key objectives 2022 – 2026.

Key objectives 2022 – 2026.

In addition to existing commitments, following

consultation with residents, Labour will:.

1. Produce an annual ‘Respect Plan’ for the city,

detailing how the council and its partners will

collaborate to tackle crime.

2. Expand the successful SARA partnership project

based in Southwick to many other parts of the city.

3. Ensure additional safety of children and young

adults through developing safe places for young

people to meet up.

4. Review how we can support the police through

surveillance of ASB hot spots via more CCTV and

use of drone technology.

5. Look to create safer roads and streets through:

a. Adapting them to provide more pleasant

conditions for walking and cycling, making

streets safer to use for all. Where there is

support from local residents this could include:.

i. Introducing Low Traffic Neighbourhoods

and also looking to expand/enhance them

as ‘Healthy Streets’.

ii. Supporting a ban on pavement parking

with exceptions for marked parking bays.

iii. The introduction of school streets to

create car-free zones outside of our

schools to ensure children’s safety.

b. Working with the police to establish additional

Traffic Speed Protection Officers who will

carry out speed checks on our 20mph and

30mph roads through a dedicated mobile

traffic unit for our 20/30mph zones.

c. Introduction of CCTV monitoring (voice

enabled) in all underpasses so that pedestrians

can feel safe, and anyone involved in ASB can

be recorded.

d. Improving road safety with the use of cameras

and automatic fining techniques for those who

speed and travel through bus only links.

e. Where there is limited space for vehicles,

looking at the feasibility of converting grass

verges into car ports.

f. Working with homeowners to bring unadopted

roads up to a standard that will allow them to

be adopted by the council and ensuring that

the adoption of any proposed road network in

future developments is a planning requirement

and that the council is compensated.

6. Working with Nexus on ensuring safer lighting

around Metro stations such as the Stadium of

Light and ensuring availability of Metro/buses later

into the evening when the public feel most at risk

7. Working with Northumbria Police on establishing

a permanent police presence in Washington,

Coalfield and Sunderland city centre that can be

accessed by local residents.

Promoting education & skills.

Labour has ensured that our education and children’s

services have been provided with resources, vision

and leadership, such that the service has been

recognised by Ofsted as Outstanding – One of only

four Local Authorities in the north and the only one in

the whole country to make the leap from Inadequate

to Outstanding. Ofsted concluded that we are

“making a real difference to children’s lives”.

Opportunity for all.

The commitment of Labour to ensure opportunity

for all is unrelenting as we strive for continuous

improvement in services to our children, inclusive

of educational attainment and closing achievement

gaps for the most vulnerable. Examples of this

work include:.

• Ensuring a personal education plan (PEP) is in place

for all pupil premium children.

• Supporting those not in education employment

or training (NEET) with increased use of

personal advisors.

• A Link school that incorporates an all through

approach in newly refurbished buildings.

• Development of an assessment hub aimed at

reducing the number of permanent exclusions by

schools within the city.

• Access to early years high quality education and

childcare from a mixed economy of providers.

Labour has continued to encourage greater

collaboration between schools and other education

providers and businesses through:.

• Our education, training and employability online

directory launched back in May 2020.

• Developing links with employers including Esh

Group, Everyone Active and Gentoo, with plans

to expand this further by taking forward the Care

Leaver Covenant and Disability Confident Agenda

to develop realistic EET opportunities.

Enhancing achievement and skills.

It is crucial that our residents (especially young

people) obtain the necessary educational

achievement and skills required to ensure they have

the competitive edge to succeed in the modern world

and not be left behind and to ensure they can benefit

from jobs created in Sunderland.

Labour has therefore continued to support

businesses and individuals in improving skills to boost

competitiveness and aid career progression and has

set up an Education and Skills Smart City Working

Group to help support more residents into higher

education to gain digital skills, as we gear up leading

the rest of the UK in digital technology and digital

start-ups.

Family Learning.

Our Family and Community Learning (FACL) Team

continues to focus on supporting parents and carers

to be able to assist their children with schoolwork.

It also supports people with confidence, skills and

knowledge to get back into volunteering or work.

However, we will take further steps to ensure that

family learning is offered in a non-judgemental way in

community settings as some parents and carers may

have a negative view of school.

Services need to take learning disabilities into

account, particularly for those who have weak family

support networks, home economics or basic life skills.

Parenting skills should be extended, basic numeracy

and literacy learning needs to be available in

community settings. Parental support needs to be

aspirational. There needs to be a focus on confidencebuilding to ensure barriers to learning can be

overcome by using incentives, for example providing

fish and chip suppers to encourage participation that

takes place in Redhouse.

There is a digital divide as parents may not have the

IT skills to support their children, even if the latter

are provided with laptops. Skills such as safe internet

searches need to be taught. In addition, everyone

needs to know that social media comments can

hamper employment prospects.

Schools have an opportunity to spread links to

community learning as most have social media sites

which could signpost people in the city to this support.

Lifelong Learning.

Our mission is to provide the residents of Sunderland

- especially those living in the city’s most deprived

communities - with the skills, qualities, attributes,

qualifications, experiences, confidence, health and

wellbeing that enable them to realise their full

potential and to contribute to the city’s economy and

resilience.

Our vision and ambition is to deliver education, skills,

qualifications and personal development programmes

so residents benefit from the best possible learning

and training opportunities in a safe and supportive

environment, helping them to thrive and enhance

their job and career prospects. Through our learning

programmes, we aim to:.

• Contribute to Sunderland’s economic growth.

• Support workforce development and career

progression in the health and social care sector

regionally.

• Promote better living and working.

• Improve confidence, self-esteem, health

and wellbeing.

• Improve the skills needed for employment,

volunteering and self-employment.

• Provide routeways into employment or

further education.

• Improve parenting skills and promote family

Togetherness.

• Promote participation in environmental

Improvement.

• Help to build resilient and vibrant communities.

Sunderland City Council, Sunderland College and

the Ministry of Building Innovation and Education

(MOBIE) have worked together to develop plans

for a Housing Innovation and Construction Skills

Academy (HICSA) – a ground-breaking facility that

will educate, train and upskill local people to create

innovative factory-built new homes, the first of which

will be assembled at Riverside Sunderland. And now

a planning application for the £15m building has been

submitted to the local authority, which – if given the

green light – will pave the way for work to start later

this year.

When completed, HICSA will support the

development of scores of eco-friendly homes planned

for Riverside Sunderland and the city centre. The

planning application follows the Government’s

Levelling Up Fund (LUF) announcement as part of

the last Autumn Budget, which committed £20m to

support the city’s housing ecosystem, including £9m

of support for HICSA.

The facility – the brainchild of the three organisations

working in partnership – will enable Sunderland

to build the skills-base to upgrade the city’s homes

locally, using MMC, low carbon, renewable energy

and smart technology. It will position Sunderland at

the heart of the UK’s net zero ambitions, enabling

the city to capitalise on the move towards modern

methods of construction and sustainable housebuilding while helping Sunderland realise its Smart

City and Net-Zero Carbon ambitions.

One of the key partners shaping plans for HICSA is

MOBIE, which was founded by Sunderland born TV

architect, George Clarke. The organisation was set up

to inspire young people and to revolutionise the way

we think about our homes and produce the talent

capable of creating future-housing.

Section 9: Key objectives 2022 – 2026.

Key objectives 2022 – 2026.

In addition to existing commitments, following

consultation with residents, Labour will ensure:.

1. We continue to work with headteachers to review

alternative provision to secure better outcomes

for pupils.

2. We work with the other partners, to develop a

suite of programmes to develop and enhance

school leadership.

3. The provision of bespoke training events to

improve standards in core subjects at Key Stage

4 utilising Specialist Leaders in Education and

examination boards.

4. We develop further our primary/ secondary

transition partnerships focussing on presentation,

marking, assessment, pedagogy and tracking for

years 7 to 8.

5. The continued improvement of educational

attainment and closing achievement gaps for

the most vulnerable children and young people

by challenging all providers of education to

improve pupils’ and learners’ rates of progress at

every stage, particularly disadvantaged pupils.

In addition, looking to improve reading by the

development of a Sunderland Reading Strategy.

6. Supporting businesses and individuals in

improving skills to boost competitiveness and

aid career progression and help support more

residents into higher education through the

creation of a Science/Technology Hub to expand

teacher capacity, develop stronger links with

local STEM employers and promote career

opportunities.

7. Encouraging greater collaboration between

schools and other education providers and

businesses through:.

a. Our teaching school hub broker improvement

frameworks, coaching and mentoring from

across the North East region with an identified

package of support from across the system for

identified schools.

b. The use of local authority powers to elect

or appoint other governors to strengthen

governing bodies.

8. We will work with schools to look at how we:

a. Further reduce the number of exclusions of

pupils, especially in the secondary sector.

b. Further develop citizenship to ensure a sense

of belonging of pupils to their community.

c. Address a diagnosis of learning issues earlier;

this would aid learning later on in schools.