



SUNDERLAND

Our city, our story

S U N D E R L A N D
Our city, our story

*Set on the bright, light Northeast coast of
England, at the mouth of the River Wear,
Sunderland is a special city.* ³

*It's full of surprises; you may have heard of its
hard working, friendly people; its football team at
the Stadium of Light and its Nissan car plant.
What may surprise you is that Sunderland boasts
a dramatic coastline, acres of green space and an
impressive history that stretches back to
Anglo-Saxon times. Sunderland is a city that
embraces change, new people, new technologies
and new friendships; welcome to our city...*





*“It isn’t the place, the technology or the robots in Sunderland. **It’s the people, their innovation speed and energy. They’re brilliant.**”*

Simon Thomas, European Senior Vice President for Sales and Marketing, Nissan

Our city is unique. It has its own fabulous coastline in the heart of Northeast England and lies at the hub of sea routes to key European ports. It’s less than 60 minutes drive from two international airports, with even faster links to the nation’s motorway and mainline rail networks, including our own direct connection to London King’s Cross.

Wherever you’re coming from Sunderland is an easy city to reach: where you’ll discover a place – and a people – that will quickly open your eyes to new opportunities.

Dominant in this vibrant location is the River Wear, which winds its way to the busy Port of Sunderland through acres of working farmland and landscaped parklands, thriving urban communities, and an attractive cityscape rising on the foundations of major new investment and regeneration schemes.

As companies from around the world have already discovered for themselves, there are more surprises waiting both on and beyond this river corridor. For this is a big city which is carving a dynamic new future for itself on the region’s entrepreneurial landscape.

A city that has gained international recognition from the Intelligent Communities Forum, culminating in a Lifetime Achievement Award as one of the seven most IT-intelligent communities in the world.

A city with global connectivity. Where enterprising businesses locate in the knowledge that Sunderland stands within easy reach of new markets in mainland Europe and the world.

Our international links are strong. Sunderland is the only non-capital city to have a friendship agreement with Washington DC. We also have a friendship agreement with Harbin in Northeast

China, as well as active connections with our European twin-towns Essen and Saint-Nazaire.

Here in Sunderland you’ll find a perfect environment in which to put down roots. Open green spaces and a busy city centre. Impressive modern business and retail parks. State of the art schools, an award-winning city college and an industry-oriented university favoured as one of the best places in the country to study.

Sunderland really is the business. For bigger living space; better learning space; bespoke working space; and brighter breathing space.

It’s all here in our city. And this is our story.

Our city is a rich source of world-changing social and industrial history. The electric light bulb, modern policing, mass production of glass, mining and railway development, river conservancy, industrial chemical manufacturing and developments in ship design and engineering all have origins in Sunderland.

Two great figures from our past are Benedict Biscop (Sunderland's Patron Saint) and the Venerable Bede. Biscop was a Northumbrian monk who set up a monastery in 674AD on the north bank of the River Wear. Biscop brought glass makers from Gaul (the historical name used in Ancient Rome, relating to present day France) to sow the seeds of an industry that eventually saw Sunderland glass being used across Europe, and admired in ecclesiastical buildings such as Westminster Abbey and St. Paul's Cathedral.

Biscop's pupil Bede entered Wearmouth monastery as a young boy. Working and living there and at nearby Jarrow for the rest of his life, Bede became Europe's greatest scholar.

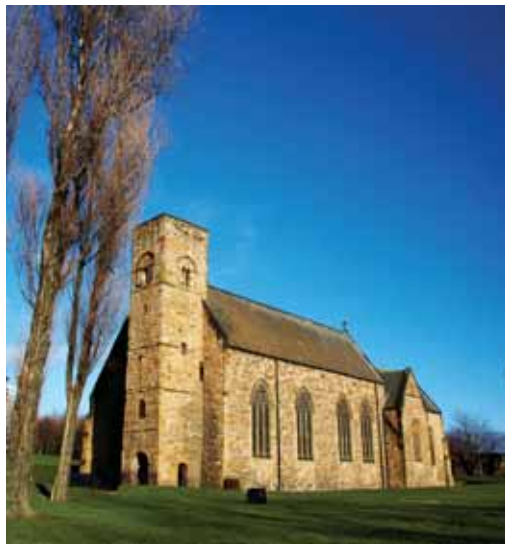
He was the first to call people 'English' and his Ecclesiastical History of the English People is still a key national text. He calculated the timing of Easter and was the first to establish that the moon affected the Earth's tides.

George Washington, first President of the United States of America, is another great historical figure with a Sunderland connection. In the village which bears his surname is Washington Old Hall. Five generations of his forebears lived here and today it's a magnet for American visitors, as is Sunderland's medieval Hylton Castle, where the Washington family coat of arms is amongst those carved on the castle's wall.

In the 19th Century the advent of steam and iron-hulled ships was a catalyst for dramatic industrial growth. The Hetton Colliery Railway to Sunderland Coal Staithes pioneered the use of steam locomotives and was the largest colliery system in the world. Sunderland's shipbuilding prowess earned it the title of 'world's greatest shipbuilding town'. The great industrial spirit that symbolised Sunderland's past is today matched by an ability to embrace change.

In 1984, at a time when major shipbuilding activity was ending on the Wear, Nissan Motor Manufacturing chose Washington in Sunderland for its new European Manufacturing plant. Eight years later Sunderland was awarded City status and launched a new regeneration strategy. Integral to its success has been the spirit of the people involved.

“Having been born in the territory of that same monastery (Wearmouth-Jarrow), I was given, by the care of kinsmen, at seven years of age, to be educated by the most reverend Abbot Benedict, and afterwards by Ceolfrid, and spending all the remaining time of my life a dweller in that monastery, I wholly applied myself to the study of Scripture; and amidst the observance of monastic rule, and the daily charge of singing in the church, I always took delight in learning, or teaching, or writing.”





Today the cornerstone of Sunderland's economy is built on investment and employment. Businesses are arriving from the USA, Australia, Canada and Japan as well as throughout Europe. In fact, in 10 years our city has attracted more inward investment jobs than any other location in Northeast England. Around 60 international inward investment projects originating in a dozen different countries have chosen to locate here.

The right location and the right workforce mean excellent results.

Together these incoming businesses employ around 20,000 people. Around two-thirds of the jobs attracted through overseas investment are in the manufacturing sector, where Sunderland skills traditionally excel.

A big city attracts big names. In Sunderland they include Nissan, Rolls-Royce, Deutsche Bahn,

BAE Systems, EDF Energy, Barclays, Liebherr, NPower, Lloyds TSB, T-Mobile, Nike and Berghaus.

To attract major high-calibre businesses a city must offer the broadest possible options on space and accommodation. The 50 acre Doxford International Business Park, Sunderland's largest bespoke business park, is home to an impressive list of corporate headquarters, contact centres and other commercial operations.

Sunderland Enterprise Park on the north bank of the Wear combines high specification offices and manufacturing facilities with an extensive retail park. On this site the North East Business and Innovation Centre provides e-business units and ICT training facilities alongside an accredited centre for manufacturing excellence, with facilities and expertise supporting business-led product design, development and testing.

Rainton Bridge South Business Park - close to major road networks including the A690, A1M and A19 - is equipped with the highest standards of broadband connectivity for the new generation of businesses. At its heart is the flagship £8m Evolve business centre - a hub for knowledge-based information and communications technology companies; exactly what you'd expect to find in one of the most IT-intelligent communities globally.

And we've Washington, home to Nissan, which is among Europe's most productive car plants, and a cluster of key automotive suppliers who can take advantage of a highly efficient transportation system.

Businesses who are established, setting-up or relocating to Sunderland know that we share and support their focus on achievement. We work hard to help our businesses work hard.

“Our offices at the purpose-built Doxford International Business Park are now EDF Energy's largest single operation in the UK. EDF Energy has benefited from the consistent support of the City Council. We owe much of our success in the city to the fantastic facilities, coupled with a workforce that is renowned for its loyalty and flexibility and passion to deliver a great service.”

Kevin Gatens, Head of Customer Services Centre North East at EDF Energy

“As a new architectural practice we’re based right here in the heart of the historic Sunnyside area. It’s important to be close to so many of our clients, we need to be accessible, and the city centre was right for us. Sunderland continues to change, and it’s changing for the better. As a company we’re pleased to be part of that.”

Clinton Mysleyko, Director, Fitz Architects Limited

The Sunderland Economic Masterplan details how the city will earn its living over the next 15 years.

This positive but realistic plan sets out how the city will team with learning centres to broaden the skills of its residents, to how it will work with private developers to breathe new life into the city centre through business enterprise. The smart and sustainable plan is pragmatic and written with the full understanding of the current and future economic challenge.

Sunderland has faced financial challenge and succeeded before, by adapting to new sectors but, importantly, retaining its integrity and personality by working to its strengths.

The plan sets out how the city is now poised to further build on its natural assets – its people with their work ethic, ‘can-do’ attitude and adaptability to change; its location by river and sea, with links to major travel and data networks

and its success in encouraging new business enterprise to develop and in turn enjoy success. Sunderland is already embracing new technologies and forging international friendships. Sunderland sees these times as a great opportunity.

Sunderland is well-known for its success in automotive manufacture, and is now moving into low-carbon electric vehicle production; in fact the city is on course to become the national hub of the low carbon economy.

The software sector in Sunderland is projected to grow ahead of the regional pace. Our position on the main national connectivity ‘backbone’ ensures we have resilient loop connectivity to Edinburgh to the north and London to the south.

The growth in the offshore wind sector is seen as a long-term economic opportunity for

Sunderland. With its combination of extensive port facilities and production sites, companies with a readily-available range of competencies and a skilled local workforce, our city is ideally located to play a leading role in this emerging offshore energy sector.

The Sunderland Economic Masterplan details the many ways that the city will change and develop as the plan is put into action.

To find out more and to see how you can be a part of Sunderland’s future, go to www.sunderland.com





“I learned my trade at Arsenal, became a footballer at Manchester City, but Sunderland got under my skin. I love Sunderland.”

Niall Quinn, The Autobiography

We are proud of our city, where we have come from and where we are going. If you don't live here you might be surprised to learn that we have a river and coastline. It changes with the flow of the tide, the season and the occasion from tranquil to awesome, packed to serene.

The people who live here sometimes take it for granted; being by the sea is part of who we are, it's the backdrop to our family walks and beach picnics. It's also home to our biggest event – the Sunderland International Airshow in the summer, and possibly the funniest – the Boxing Day Dip in the winter, where hundreds of people brave the icy North Sea in fancy dress... for charity of course!

People who visit Sunderland will tell you how warm and welcoming we are here. You might think it's just something that people say until you experience it for yourself. We really believe that Sunderland offers a great quality of life, with its

good schools (an average of 52% of students gained A*-C at GCSE in 2010), excellent choice of housing, acres of green space, the coastline, a rich heritage, lots to see and do, and you can still get around (either on public transport or in your car) without sitting in a traffic jam.

We work hard in Sunderland, adapting our skills to move with changes in technology and keep learning. We want to do the best job we can and believe in an honest day's work for an honest day's pay. Just ask Nissan, the most productive car plant in Europe if you don't believe us.

Sunderland people play hard too! The city is well known for its passion for football. Sunderland Association Football Club, locally known as the 'Black Cats' is our team and we have loyally supported them in their journey up and down the league, since 1890. The Club's home is the spectacular Stadium of Light, which has been

selected as a host venue should the FA successfully attract the FIFA World Cup to England in 2018. The stadium has also welcomed headline concerts to Sunderland, including Take That, Oasis and Pink, drawing in huge crowds of music lovers.

We like to take an active part in sport too and Sunderland boasts superb sports facilities such as the region's only 50m pool at the Sunderland Aquatic Centre. And the seafront at Roker marks the end of the famous 140 mile C2C cycling route; triumphant cyclists dip their front wheel in the sea to celebrate.

We think our city is a great place to live, visit and do business. Our city is a place of contrasts linked by a common bond of historical pride, world-renowned knowledge and skills and a determination, inherent in the calibre of Sunderland people. But don't take our word for it – come and see for yourself.

Sunderland is a big city with a strong community feel.

It is home to around 280,000 residents within 122,500 households. Although Sunderland is one city, it consists of around 60 neighbourhoods. The city's Economic Masterplan sets out the importance of recognising and celebrating the differences of these neighbourhoods and their shared history, values and aspirations.

Partnership working is important in tackling Sunderland's issues. The city has a strong track record of working in partnership and the Sunderland Partnership has been collaborating since 1994. The City Council works alongside partners including housing and regeneration agencies, emergency services, NHS, community networks, University of Sunderland and City of Sunderland College, Jobcentre Plus, North East Chamber of Commerce and the Sunderland Echo.

The Partnership has developed the Sunderland Strategy, which details how partners will work together to develop Sunderland into a city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future.

As a result, people in Sunderland do feel safer thanks to the continued success of the efforts of partners in the city to reduce crime, anti-social behaviour and substance misuse.

Figures provided by Northumbria Police, and based on reports from the public, show that over the last six years there have been significant reductions in recorded crime, which has resulted in fewer victims and an increased feeling of public safety within Sunderland.

This successful reduction in crime figures is reflected in the latest annual Sunderland Safer Communities perceptions survey. The findings

show that the number of people in Sunderland who think crime is a problem in their neighbourhood has halved from 2004.

Strong communities are vital in supporting the most vulnerable and improving the prosperity and wellbeing for all. Key to this is Sunderland's active voluntary and community sector.

People of all ages in Sunderland regularly volunteer for a wide range of activities from conservation to caring, sport to support work – and their contribution to the city is invaluable. As well as directly making a difference to people's lives, volunteers also support the local economy and can develop their own skills and broaden their employment opportunities.

“The Partnership has a shared vision to create a better future for everyone in Sunderland. We are working on the delivery of a long term strategy to develop Sunderland into a welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future. I'm proud of what we have achieved so far and feel confident that what we are doing is building on what is already a fantastic city, for the benefit of residents, students and visitors.”





Photo courtesy of Sunderland Echo



Both invigorating and relaxing, Sunderland is one of the few cities in the UK to have a river and a beautiful coastline.

Here you can sail into colourful Sunderland Marina. Splash out on a watersports' experience. Explore the attractions of miles of spacious sandy beaches. Walk or cycle the Riverside Sculpture Trail, or picnic in our award-winning parks.

Magnificent Mowbray Park, a captivating city centre haven with lakeside gardens, bandstand, bowling green, expansive lawns and a play park is overlooked by Sunderland's superb Winter Gardens, home to an impressive botanical collection.

At Roker Park, an elegant Victorian seaside park built around a cliff ravine, there's a model boating lake and miniature railway, sports and play areas, streams and nature walks.

We've also turned industrial sites into award-winning parkland. Like Herrington Country Park. Borne out of the loss of the local colliery, this huge open space, popular with walkers and wildlife lovers, has won national recognition for its landscape design and sustainability.

All three parks have won prestigious green flag awards. A fitting achievement in a city recognised as one of the greenest cities in the UK.

With over 53 parks and almost 600 hectares of open space there are many more experiences to enjoy, such as the large Barnes and Backhouse parks – both near the city centre – and the spectacular James Steel Park with its acres of grassland, wetlands and woodland stretching along both sides of the River Wear.

Our city has excelled in horticultural competitions, winning national and European awards. Sunderland won the 'Best Large City'

category in the RHS Britain in Bloom 2010 competition.

We have museums filled with aircraft, railway, mining and engineering exhibits, as well as Sunderland's famous glass and pottery ware. Our art galleries attract contemporary artists from around the globe and touring West End shows play to packed houses at the Empire Theatre. This superbly extended former Edwardian music hall has become the largest theatre between Edinburgh and Leeds.

Sunderland is also a key destination on the coast to coast C2C cycling route – and the place to fly your kite. Scores of kite lovers from around the world do so every year in our free International Friendship Festival. While the famed Sunderland International Airshow, with stunning aerobatic displays over Roker and Seaburn beaches, attracts thousands of spectators.

“One of the best things about raising a family here is the fact that, although it is a big city, it is extremely green. You can enjoy a big city lifestyle one minute and feel like you are in the country the next. It's a great mix.”

Donna and Chris Warrener

“Through a groundbreaking co-sponsorship agreement with Sunderland City Council, we have created a national award winning academy for 4-16 year old students. Its unique specialism of innovation brings business and education together with a new vision of learning that will create a newly equipped workforce and the city's future leaders.”

Peter Walls, Gentoo Group Chief Executive

Our city is a brilliant place to learn and study.

Innovative new academies and community schools are expanding the knowledge, technical, creative, social and sporting skills of tomorrow's entrepreneurs.

The Sunderland Academies Model is a unique partnership between Sunderland City Council and private sector organisations, giving business a role in co-sponsoring education facilities in some of our principal schools.

We can also boast a world class provider of education – with resources shared with Vietnam, Myanmar, China and other countries – in City of Sunderland College, which attracts students to campuses across the city.

The Shiney Row Campus boasts an extensive Higher Education offer in conjunction with the University of Sunderland and has a strong reputation in the Northeast for the provision of

foundation degrees, HNDs and Access courses. To assist companies at Doxford International Business Park in attracting skilled employees, City of Sunderland College also operates a specialist training facility, the North East Contact Centre Academy, offering training in customer service, call handling and line-management.

The Hylton Skills Campus offers valuable real life learning facilities with bespoke training for careers in numerous occupations, and includes a £1m hospitality and training wing plus one of the top training restaurants in the country. The campus also includes state of the art workshops and preparation areas for construction courses such as bricklaying, plumbing and joinery, as well as motor vehicle and electrical courses. Near the campus site stands Sunderland City Council's popular ITec Centre, which provides high quality work-based training and apprenticeship

opportunities for young people.

The College has at its Bede Campus an International Language School for those people who wish to improve their English. The campus is also an IELTS centre for the northern region, and international employees and students register at the College to achieve the internationally recognised IELTS qualifications.

City of Sunderland College is in England's top 25% of high achieving colleges and universities. The College's Higher Education programmes were also named the best in our region in the 2010 National Student Satisfaction Survey.

Added to that, with overall pass rates in 2010 rising to 98%, Sunderland is one of the top 25 local authorities in the country for A-level achievements. Making our city the academic choice for young people to thrive by gaining achievement through learning.





“The facilities are excellent and the quality of teaching is second to none. Gaining a pharmacy degree at the University of Sunderland will give me a great chance of getting a job after I graduate. Sunderland was my first choice out of six universities. I’ve been made to feel really welcome in the city, it’s like a home from home; the people are down to earth and friendly and make the experience here really good.”

Mark Poland, pharmacy student at University of Sunderland



One of the University of Sunderland's nationally recognised strengths is its successful links with business and industry. Through its Business Gateway project, businesses of all sizes can gain the benefits of the University's high end research and consultancy facilities across a range of areas.

Some 15,000 students – one in ten from overseas – attend the University of Sunderland's prestigious modern campus at St. Peter's riverside, together with a £75 million city centre campus featuring a groundbreaking new CitySpace sports and social facility at its heart.

In a recent Research Assessment Exercise the university was recognised as carrying out 'world leading research' in computer science, pharmacy, environment, education, media, English, history, automotive, art and design, and tourism.

The University has some of the UK's finest higher education facilities, including one of the best media centres in Europe, providing top quality training in journalism, film and digital media.

With an internationally renowned pharmacy department and a well-equipped Faculty of Applied Sciences – one of the largest in the UK – high standards of excellence are also achieved in physiology, biological sciences and healthcare studies. Combining academic resources with entrepreneurial skills, students and graduates can also develop their business ideas and knowledge in the Hatchery based in the Sunderland Business School, where resources are applied to help develop new ideas for various markets.

In the 1990s Sunderland launched the UK's first automotive design degree and today offers a B.Eng in Automotive Engineering with Design

and a B.Sc in Automotive Product Development. The University has also developed the Institute for Automotive and Manufacturing Advanced Practice and was recently responsible for helping Nissan make a step change in its approach to digital engineering.

The University's expertise and prowess extends beyond business and academic fulfilment. The impressive sports amenities in the new City Space facility led to it being chosen as a Pre-Olympic Training Provider for the 2012 London Olympic Games, adding significant status to Sunderland's capabilities for the training of world-class athletes.

Building on its strong foundations of knowledge-sharing, the University of Sunderland is already well-placed to influence the shaping of a new kind of university city under the visionary Sunderland Economic Masterplan.

“The University of Sunderland is an innovative, forward-thinking university with high standards of teaching, research and support that sits at the heart of one of the UK's most up and coming cities. The University has strong links with industry and business, and works closely with some of the world's leading companies. The University of Sunderland's two campuses - one in the city and one on the coast - are perfectly placed to ensure a life-changing student experience in one of Europe's most exciting new cities.”

Sunderland has grown as an attractive location in which businesses can thrive.

This is also a city of real opportunity, not just for big business, but also for entrepreneurs and investors who are keen to start up a business or desire more space in which to develop their operation.

Encouragement comes in various forms. Incubator units provide a stimulating environment for new enterprises and there are many support services available to help new companies get off to the best possible start.

We can also talk about grants available to both promote enterprise and help eligible businesses at key stages in their development. And while direct support from Sunderland City Council is usually focused at manufacturing companies and related business-to-business activity, we can point other types of business

towards the right forms of assistance.

With professional guidance available to a wide range of businesses, our aim is to get the best package for you. So you'll already experience a great sense of achievement once you've decided to base your enterprise in Sunderland. It's worth noting that Sunderland was recently named top of the Royal Mail Business Barometer league for new business start up activity.

Our city opens doors to superb places to work. We can offer impartial advice on premises drawn from a wide property database. The City Council owns and manages its own large portfolio of sites and premises, too, from small nursery units to large advanced factories; managed workspace units and office centres. All conveniently located in key locations across the city. Easy to reach and perfect to work in, as part of a thriving business community.

Gill Southern, Director, Wessington Cryogenics, commented, "Sunderland has been home to our business from the outset more than 26 years ago and, even now, with 80 percent of our products being exported across the globe, it is a fantastic business base. We also feel very privileged to be in an area where we have such a highly-skilled manufacturing workforce. This has been fundamental in the successful growth and development of the business.

"The support from the city's business investment and property teams recently played a pivotal role in Wessington's expansion and smooth relocation to the prestigious Rainton Bridge site. We value highly the mutually beneficial partnership with the city and just like our business we hope to see it develop and prosper for many years to come."

“Reputation is all important in a creative business. After completing my BA at the University of Sunderland I was able to take advantage of excellent guidance and good networking opportunities. It’s a great feeling establishing a business in such an up-and-coming place.”





Our city is a centre for financial and related business services and creative industries.

These encompass art, design, crafts, photography, publishing, music, technology and customer services; spurring the further growth of creative enterprises is one of Sunderland's aims.

From its Sunnyside base the Creative Cohesion initiative, supported by Sunderland City Council, offers an unrivalled business support network for British-based artists, including glass makers.

The University of Sunderland again plays a part in stimulating development through Creativitiworks, a business centre and incubator for graduates which provides creative business advice and support, office facilities and links to business and arts organisations. The University of Sunderland also boasts a respected Arts, Design

and Media research base as well as excellent media and software development facilities.

Since the mid 1980s Sunderland has developed a growing specialisation in financial and related business services for insurance and banking. Following the demise of shipbuilding and coal-mining the city has undergone massive regeneration and gained a worldwide reputation as a centre for financial and customer service industry, specialising in insurance and banking.

Initiatives such as studio 47 are working with young people to build their skills, confidence and employment prospects as well as their talent. Originally offering recording studios and an editing suite, Sunnyside's Studio 47 has developed as an organisation over the last seven years, and now offers free training and support to youngsters with musical ambition.

The studio has expanded and upgraded its

facilities, becoming the only dedicated and accredited music provider in the Northeast. It works with the likes of Business Link, the City Council's Adult and Community Learning programme and the city's Business and Innovation Centre.

There's a burgeoning arts-based community in Sunnyside. The city is home to the National Glass Centre with its resident artists and impressive exhibitions programme, and the city also celebrates the work of local, national and international artists at events and exhibitions.

We understand that a lively creative heart is a vital ingredient in a vibrant and successful city. The City Council and partners are working hard to support and encourage creative people to become entrepreneurs, by striking a harmony between culture and business.

“Sunderland has a fantastic music scene and so it seemed an ideal place to start developing the organisation. There is a lot of talent here and I wanted to develop a way of making music accessible to people from all backgrounds. A lot of people are interested in taking up music but without the means to fund it themselves. We started to apply for funding and the free training side has developed over the past five years.”



Photo courtesy of AirFotos

The Port of Sunderland raises our city's profile as a key destination for inward investment and growth.

The UK's second largest municipally owned port is extremely well-placed to service developments in the renewable energy sector and specifically for offshore wind.

We're ready to talk about the provision of marine and landside infrastructure for the market opportunities arising from pre-survey, manufacturing, installation and operations and maintenance.

And right now at Sunderland you'll find versatile cargo handling expertise with rapid turnaround, ample warehousing and distribution services. A growing trade portfolio includes imports of forest products, non-ferrous metals, steel, aggregates, technical bulk materials and project cargoes, together with exports of

agricultural limestone, scrap, grain and maritime cranes.

We also support North Sea oil and gas development. Sunderland is a port of choice for several world-leading subsea engineering and construction companies on a project basis.

Ship repair, marine engineering and dry-docking facilities are complemented by 24/7 access to river berths close to the open sea.

Premises and land are available now on attractive lease terms to businesses operating in various sectors, including marine-related activities, seeking a secure location close to the commercial hub of the city centre and the region's major transport links.

Visit www.portofsunderland.org.uk for further information.

“One of the main reasons why Liebherr became established in Sunderland was the skills of local people. The company was able to recruit excellent tradesmen, and almost all of the 200 strong workforce live in the city or surrounding area. Additionally the infrastructure and port facilities make Sunderland an excellent base for Liebherr to continue to produce cranes for the ship and offshore industry.”

Ralph Sälzer, Managing Director, Liebherr

Our city is home to the United Kingdom's largest motor manufacturer.

The huge Nissan Sunderland plant in Washington, produces a fifth of all UK vehicle exports and reaches out to 45 world markets.

Automotive businesses coming to Sunderland enjoy City Council support and backing from the Institute for Automotive and Manufacturing Advanced Practice operating from the University of Sunderland. Project consultancy, education, training and research are linked, to provide the region's automotive industry with a powerful competitive edge.

More than 20 component suppliers are located here. Many supply not only Nissan, but the international plants of other major vehicle makers.

The UK's first Low Carbon Economic Area covers Sunderland. Supporting the transformation of the automotive sector, a partnership has been

created to develop a world-class electric vehicle infrastructure.

A cornerstone is Nissan's planned investment of more than £420 million in the production of the world's first affordable mass-produced zero emission car – the Nissan Leaf – as well as a new manufacturing plant for the production of advanced lithium iron batteries.

Our city will also be home to the new Skills Academy for Sustainable Manufacturing and innovation training centre sited alongside the Nissan plant.

The City Council has established the annual International Automotive Conference in Sunderland. Covering important issues relating to the industry globally, the conference attracts speakers and delegates from around the world.

Sunderland remains the automatic choice for automotive development.

“A hundred years ago, we were seeing the early development of the internal combustion engine. I believe we're approaching a similar crucial point in electric vehicle technology, with the Northeast region and Sunderland playing a key role in that development.”

Professor Garel Rhys CBE, former Director of the Centre for Automotive Industry Research at Cardiff Business School and Professor Emeritus at Cardiff University





Our city forms a dynamic gateway to the global software market. Providing inspiration for new and established businesses across the region, Sunderland Software City is a public and private sector partnership. The initiative acts as a catalyst for new and established businesses eager to build successful profiles in this growing industrial sector.

Focusing on the development of world class facilities and initiating new approaches to the integration of businesses and universities, Sunderland Software City also engages with the community through an extensive education programme spanning schools, colleges and universities. The education programme is encouraging young people to see the software industry as an attractive career which will allow them to build a bright future in the Northeast.



On the back of such enterprise, a new £10m software centre comprised of high quality office space and appropriate technical infrastructure is being developed for more than 20 businesses in the city centre. A similar incubator for new software businesses at our Evolve business centre at Rainton Bridge has already proved to be highly successful, with more than 30 companies based there. Don't just take our word for it, Ofcom has identified Sunderland as the best-connected city in Britain. The city is positioned on the main national connectivity backbone with resilient loop connection, north and south, to Edinburgh and London.

The software sector also links closely to Sunderland's low-carbon agenda, offering opportunities to reduce carbon emissions across a range of industries.

“Sunderland has always been at the cutting-edge of industrial innovation, and that has never been more true than today, with local software companies developing a national and international reputation for producing creative and effective software. A highly-skilled workforce and superb infrastructure offers the perfect environment for modern businesses to succeed.”

Bernie Callaghan, Chief Executive Officer,
Sunderland Software City

Sunderland is at the forefront of low carbon industries.

Listed as one of the UK's greenest cities, we are pioneering initiatives to support the growth of sustainable and renewable sectors.

Not only is our city located in one of the country's first Low Carbon Economic Areas – focusing on electric vehicle technologies that will transform the automotive industry – Sunderland was chosen in 2006 to take part in the Carbon Trust's challenging Local Authority Carbon Management Programme.

As one of the most proactive councils in the UK responding to the risks that climate change presents, we joined over 90 other authorities on a mission to achieve major carbon and cost savings.

In January 2010 a new council-wide sustainability policy included an increased carbon reduction target, whereby our City Council aims to

reduce its carbon emissions by almost a third by 2020.

Through its own Carbon Plan, the council is initiating the development and use of efficient low-carbon energy resources across its own operations. Our endeavours have already seen new schools in Sunderland receive very good ratings under the Building Research Establishment's Environmental Assessment Method (BREEAM) for high standards of energy-efficient design and use of solar and biomass heating.

Housing Association, Gentoo, is leading the way with high quality, sustainable housing.

By setting such examples, as a 'Low Carbon City', we will continue to share and support the commitment of partner organisations and businesses across Sunderland to tackle climate change.

“There are those that can and those that do. Local authorities can contribute significantly to reducing CO² emissions. The Carbon Trust is very proud to support Sunderland City Council in their ongoing implementation of carbon management.”

Richard Rugg, Programme Manager, Local Authority Carbon Management programme, The Carbon Trust



Our city stands on the threshold of an exciting new future. With the Sunderland Economic Masterplan designed to allow businesses to thrive within a new kind of university city. A vibrant, creative place in which to live, work and prosper. Where knowledge generated and shared through a strong learning culture develops and supports new enterprise.

A city of innovation. Recognised for superior research and development expertise in software, health and low carbon sectors and, with the University of Sunderland at its heart, offering coveted Knowledge Transfer Partnerships and internships to business.

The seeds of this future prosperity are already being sown. We're planning for exciting developments to rise along our investment corridors to link university campuses to the city centre, forming an innovative business hub that

enjoys the attractions of a superb waterfront location as well as excellent connectivity to the wider region and beyond. We're focusing on showing a special understanding of the needs of businesses involved in offshore energy generation, low-carbon vehicles, creative industries, healthcare and software.

Sunderland is on course to become a national hub of the low carbon economy. Technopole, a new test track and R&D facility, will make us a leader in electric vehicle technology together with facilities such as the Ultra Low Carbon Vehicle Testing and Development centre. And our city is one of nine that will benefit from a 'joined cities' plan for the creation of plug-in charging points for electric vehicles.

Further development includes the new Sciences Complex at the city campus. Plus the

Sunderland Software City initiative's new enterprise centres north and south of the river, providing the space and the infrastructure for more businesses to succeed in this highly competitive sector.

Our Economic Masterplan will further define the hallmarks of a city which is already building on a vision for a prosperous future. Become a part of our success and make it your story too.

To find out more about Sunderland's investment options and what our city has to offer, contact the Business Investment Team on:

Tel: +44 (0) 191 561 1171

For other enquiries to Sunderland City Council:

Tel: +44 (0) 191 520 5555

For online information visit:

www.sunderland.gov.uk

“I have a real passion for the city and its people and strongly believe in our ambition to create a more prosperous and vibrant place in which to live and work. Sunderland's Economic Masterplan clearly sets out the practical steps we will take to realise this ambition.

We have a lot to celebrate in Sunderland, including the successes already achieved. By building on our strengths, including our excellent location, our natural and built assets and - importantly - the skills and attitude of Sunderland people, we have every reason to feel positive about the next chapter in our story...”



When you've a business that's going places, our city is the place to go.

Companies locating in Sunderland enjoy excellent road, rail, air and sea links.

Within the city, east-west road links are provided by the A690 and A1231 dual carriageways which connect to the A1M and A19, providing road access to the rest of the UK. Typical drive times are Leeds 1½ hours, Edinburgh 2½ hours and London 5 hours.

The East Coast Main Line offers high speed train services, with train journeys to Edinburgh only 1½ hours and London 2½ hours. From its ultra-modern refurbished central station Sunderland also has a direct rail link to King's Cross, operated by Grand Central Railways via the Durham Coast Route.

Sunderland is centrally located between the region's two international airports, Newcastle and

Durham-Tees Valley, with regular flights to London (less than an hour) and destinations throughout Europe. The region's ports provide access to Northern Europe and beyond, with efficient roll-on/roll-off, container and general freight-handling facilities.

Sunderland also has a first class transportation system within the city boundaries. The area's strong logistics base has developed in response to the needs of the manufacturing and distribution sectors, which typically feature supply chains that work on a 'just-in-time' basis. For example, Washington has emerged as a major centre for logistics and distribution due to its central position within the region, located between the A1M motorway and A19 trunk route.

The Tyne & Wear Metro rapid transit system is the backbone of an integrated public transport network, with interchange facilities at Sunderland

and other key locations throughout the region.

Of course you don't have to leave your desk to be well connected in Sunderland. With our links to the UK's broadband backbone you're assured the most efficient on-line connectivity.

“The passion and the enthusiasm of the people of Sunderland for their direct rail service to London has been overwhelming! The number of people who use the service from the capital to the conurbation has exceeded our expectations.”

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City Council

This book can be made available in large print, Braille, audio and other languages. Please contact Communications on 0191 520 5555 or email communications@sunderland.gov.uk for help.

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