

ENGAGEMENT

Sunderland City Council

Let's Talk - Working with Residents - Neighbourhood Solutions

Following the launch of its City Plan, which aims to create a healthy, vibrant and dynamic city for all by 2030, it was clear that the Council must also work within communities to improve neighbourhoods from within, leaving no residents behind or disadvantaged.

Sunderland City Council developed a strategy to engage with all residents which has been adopted by all council services, alongside key health and other public sector partners as well as the voluntary and community sector – the strategy is called Let's Talk. The strategy was first used to engage with over 50% of the Sunderland population to support the development of five neighbourhood investment plans.

The Let's Talk campaign reached every corner of the city, with key partners from Sunderland Football Club to local taxi services sharing their part – ensuring all residents were asked what they loved about the city, what they would change and how they could support more within their communities.

The response was outstanding! Meaningful conversations, both face to face and via social media, were held with all age groups and communities, across neighbourhoods, from school assemblies to local knitting groups. As a result, the richness of data has informed the development of five Neighbourhood Investment Plans, which are to be approved by the Council's Cabinet later in March 2020. The intelligence has informed future service delivery within neighbourhoods to ensure they are fit for purpose and meeting the needs of residents.

The plans will be dynamic, detailed delivery plans, linked to an online activity tracker and an interactive App, which will enable residents to understand, and monitor how the Council is delivering services, alongside partners within their neighbourhood; how investment is planned and how they can support through either reporting issues, volunteering their time or simply signing up to the Sunderland Neighbourhood Pledge, which is aiming to strengthen communities, encouraging everyone to take ownership of their own actions such as recycle more, not drop litter, looking after their own health and wellbeing, as an example.

For further information contact:

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