

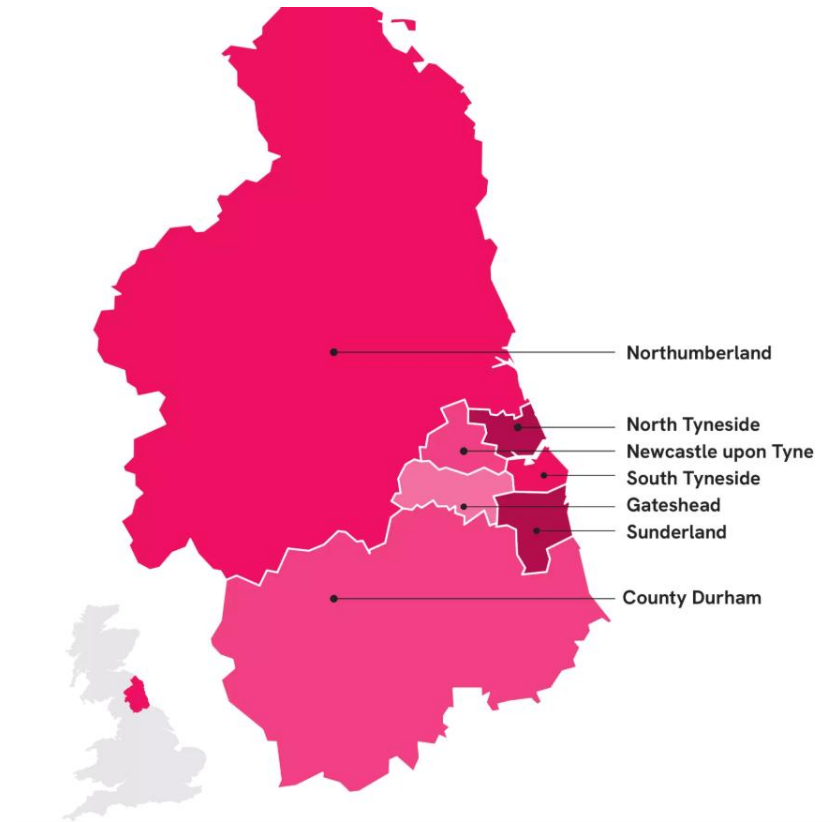
# Sunderland City Council

**Sunderland  
City Council**

**Spotlight on  
Sunderland:  
Connecting  
Communities  
Through Active  
Travel Infrastructure**



# How are we approaching regeneration in Sunderland?



# Sunderland – Vision and Transformation



- Investment in the regional economy to support skills and job creation
- We want to build better quality infrastructure
- Link homes with jobs and key places of employment (Nissan & the IAMP (up to 7,850 jobs & the Crown Works up to 8,000 direct / indirect jobs)
- We want to make sure our residents and visitors feel safe and link communities



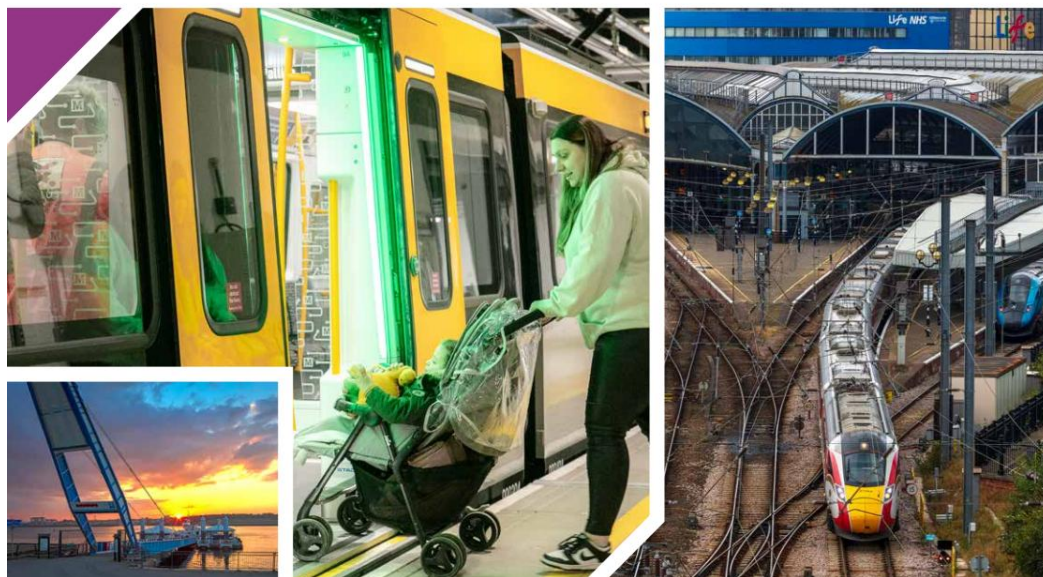
# Regional Policy and Plans



- Regional – Mayor’s North-East Local Growth Plan
- Regional - North-East Local Transport Plan

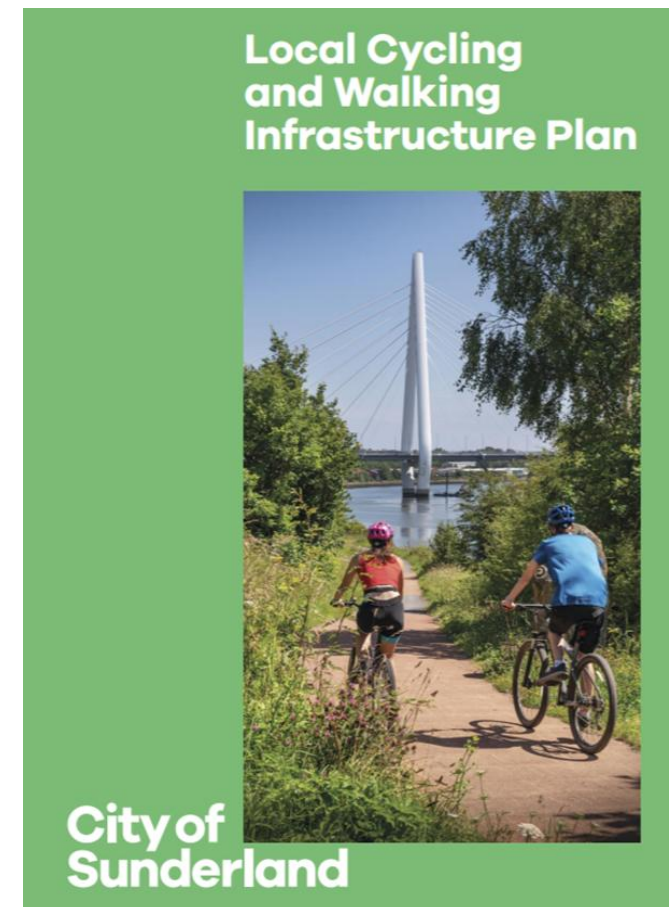
North East Local Transport Plan:  
Delivering Green Transport

Kim McGuinness  
North East  
Mayor



# Sunderland Policy and Plans

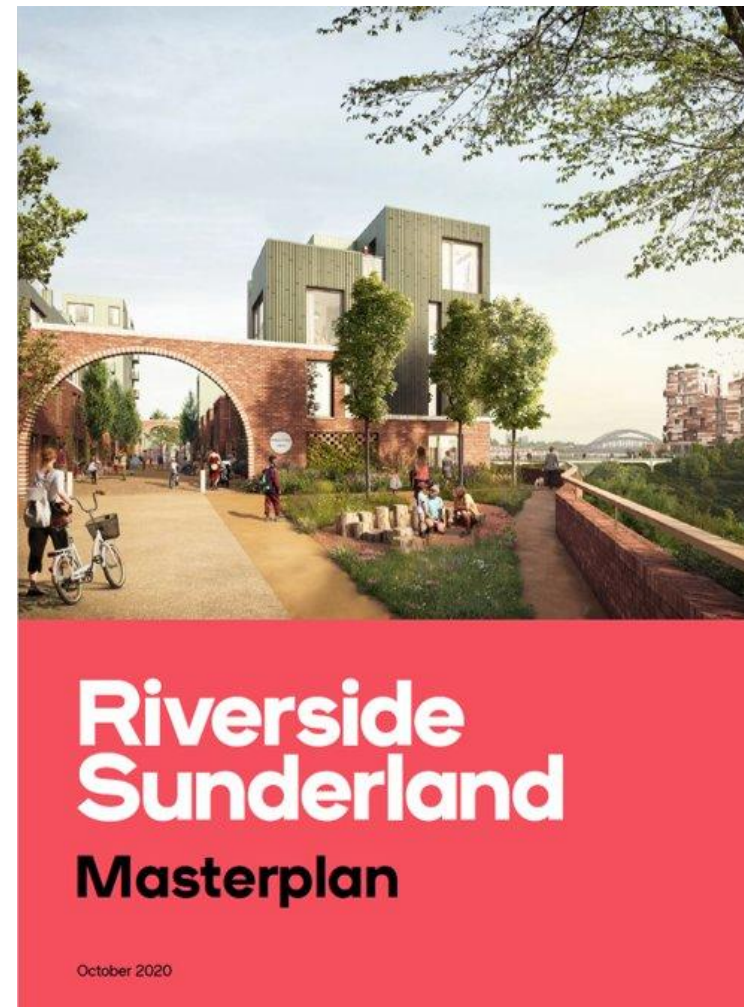
- City Plan, Core Strategy and Development Plan
- Local Area Action Plans and SPD's – International Advanced Manufacturing Park, South Sunderland Growth Area, Riverside Sunderland
- Low Carbon Action Plan
- City Centre Movement Strategy
- Sunderland's Local Cycling and Walking Infrastructure Plan (LCWIP) - Adopted 10-year plan in 2023
- Washington LCWIP – Adopted Spring 2026
- Coalfields LCWIP – In development



# Riverside Sunderland

- Located in the heart of Sunderland creating a central business district and 1,000 new homes - Sheepfolds
- £650 million total investment
- Opportunity to try and change the way residents live and work
- Creates sustainable communities linking with leisure, culture, public realm space and retail in the city centre

**Sunderland  
City Council**

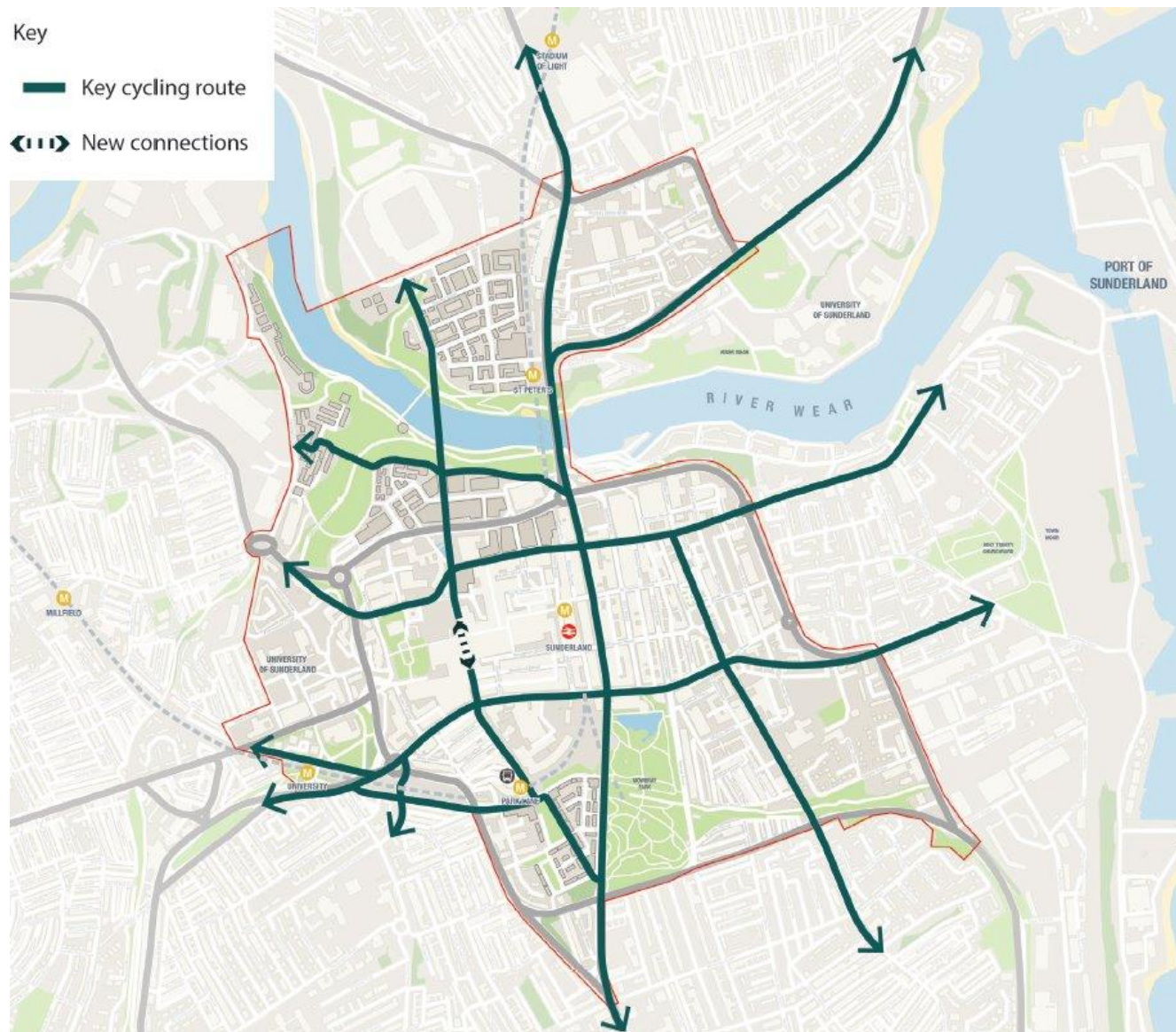


# Riverside Sunderland Masterplan

- 1 - Wearmouth Bridge
- 2 - Monkwearmouth Bridge
- 3 - Proposed High Level Footbridge
- 4 - Proposed Low Level Footbridge
- 5 - Gill Bridge
- 6 - Galley's Gill Park Entrance
- 7 - North Park Entrance
- 8 - Stadium of Light
- 9 - Farringdon Row Park Entrance
- 10 - Keel Square
- 11 - Vaux Masterplan
- 12 - High Street West



# Active Travel – Existing Key Routes



- Infrastructure – must be connected and accessible
- What works well and what doesn't?

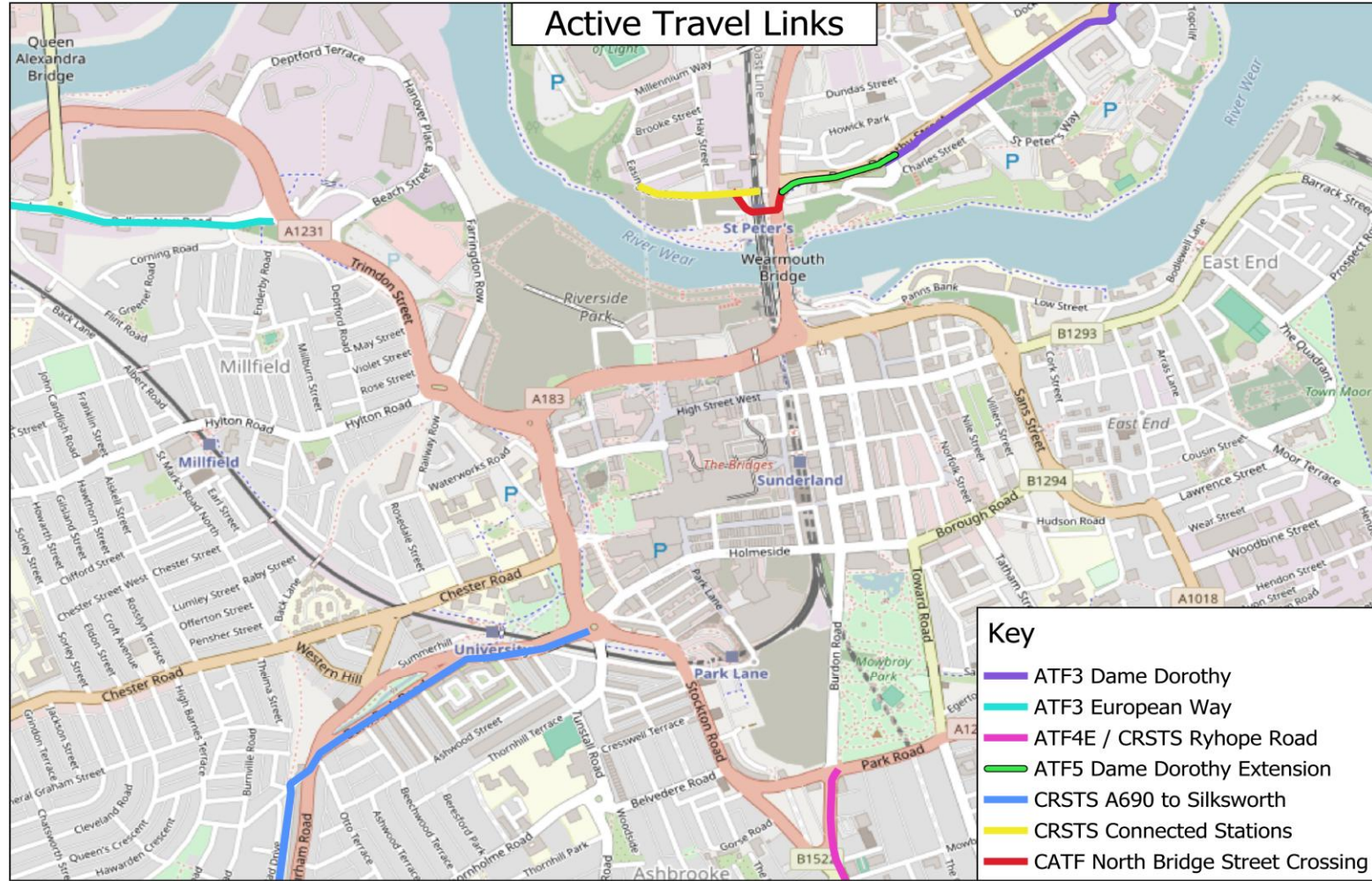
Examines five key themes against Strategy Principles

- Walking and Wheeling
- Cycling and Micro-mobility
- Public Transport
- Public Realm
- Traffic, Parking and Loading Management

How?

- City Centre Movement Strategy
- Key Routes by Mode
- Walking and Wheeling Pilot (NECA, ATE & Living Streets & Footways London)

# Active Travel Links



# Active Travel - Story So Far & Future Schemes

## Completed:

- Durham Road, Pallion New Road - European Way,
- A183 Whitburn Road and A183 St Peter's / Dame Dorothy Street

## More planned with support from ATF & CRSTS funding include:

- Ryhope Road Phase 1&2 / Northern
- Spire to Washington / Ryhope Village to SSGA / A690
- City Centre to Silksworth /
- Dame Dorothy Street - to connect with the Keel Crossing bridge
- Once complete, we will have provided over 30km of safe, continuous, direct routes for cycling and pedestrians



## AT2 – Whitburn Road and AT3 – Dame Dorothy Street (1 / 2)

- Scheme runs from Seaburn Terrace near the Blacks Corner Tram Shelter down the seafront then inland along Dame Dorothy Street to Charles Street near the Wearmouth Bridge.
- It is part of the planned strategic route from the Coast, over the new Keel Crossing into the City Centre then south along the proposed Ryhope Road AT Scheme and other existing infrastructure to the SSGA.
- The schemes were designed using LTN 1/20
- Whitburn Road and Dame Dorothy Street schemes were delivered in 3 phases:
  - Phase 1 – Whitburn Road Tram Shelter to Roker Ravine Bridge,
  - Phase 2 – Whitburn Road Roker Ravine Bridge to Pier View,
  - Phase 3 – Dame Dorothy Street Pier View to Charles Street.
- Whitburn Road was split into 2 phases to accommodate the World Triathlon Series event, and to mitigate the impact on the Sea front during the summer months.

# AT2 – Whitburn Road and AT3 – Dame Dorothy Street (2/2)

- 2.8 km total
- 6 zebra crossings (4 on Whitburn Road and 2 on Dame Dorothy Street)
- 4 zebra/cycle parallel crossings on Dame Dorothy Street.
- 1 new Traffic Signal controlled junction with 3 crossings at Whitburn Road/Pier View/Dame Dorothy Street Junction, replacing the existing roundabout.
- 1 amended Traffic Signal Junction at Dame Dorothy Street/Church Street North junction.
- 2 Toucan Crossings on Whitburn Road, one at the Seaburn Recreation Ground and one at Roker Ravine Bridge/Roker Park.
- 7 bus stop areas (4 on Whitburn Road and 3 on Dame Dorothy Street).
- Whitburn Road - £2.3M AT2
- Dame Dorothy St - £2.1M AT3
- £542k was also transferred from European Way AT3 scheme where we had an underspend.



# ATE3 – Dame Dorothy Street engagement (1 / 2)

**Frequently asked questions**

1. What are the timescales for delivering the scheme?  
The works are planned to commence in Spring 2024.
2. How will this scheme be funded?  
The project is 100% externally funded from the Department for Transport's Active Travel Fund.
3. Can this money be spent on other projects?  
No, this Government funding is for cycling infrastructure only.
4. What will happen to the traffic travelling along the route?  
Two-way traffic flow will be maintained for motorists.
5. Will the proposed route impact on emergency vehicles using the road?  
The Emergency services have been consulted as part of the proposals and have not raised any concerns.
6. Will existing parking bays be removed?  
No, all designated parking bays will be retained, although some on-carrageway parking will be removed to help facilitate cyclists on this route.
7. Will cyclists still be able to use the pedestrian footpath?  
No. Cyclists are encouraged to use the facilities provided.

8. Will the segregated cycle lane be extended in the future/be introduced in other parts of Sunderland?  
Yes, there are plans to extend cycle ways throughout the city.

**Have your say**


To find out more and have your say come along to one of the following public engagement events to be held at Adventure Sunderland, Marine Walk, Sunderland SR6 0PL.

Wednesday 13 September 10am–1pm  
Tuesday 19 September 1pm–4pm  
Wednesday 27 September 4pm–7pm


Or you can visit our website at: [www.sunderland.gov.uk/DameDorothyCycleRoute](http://www.sunderland.gov.uk/DameDorothyCycleRoute) or scan the QR code below to complete a short questionnaire.

If you require any further information please contact Ian Collins on Tel: 07709 829 527 or email: [Ian.Collins@sunderland.gov.uk](mailto:Ian.Collins@sunderland.gov.uk)

**Dame Dorothy Street cycle route scheme**



Sunderland City Council



## Political & internal alignment

- Senior leaders and design teams engaged early to establish shared objectives, ensuring consistent and credible communication throughout delivery.

## Community engagement

- Approximately 3,800 properties contacted via consultation leaflets, providing accessible engagement regardless of communication preference.

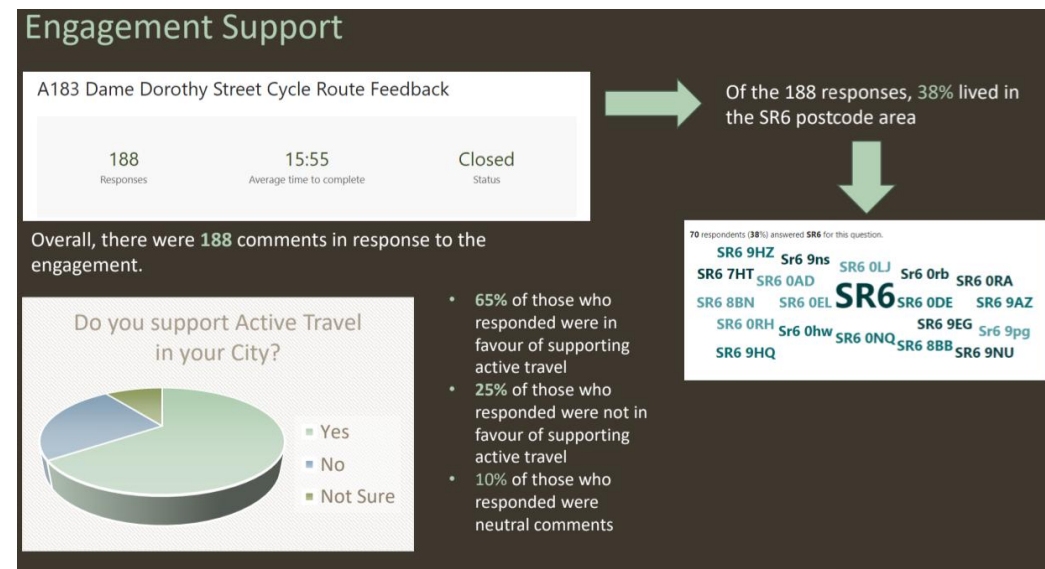
# ATE3 – Dame Dorothy Street engagement (2/2)

## Councillors & stakeholders

- Local Elected Councillors and Key Stakeholders briefed via digital Sway documents and interactive questionnaires, strengthening democratic accountability.

## World café drop-in events

- Open face-to-face forums encouraging discussion, exploring concerns in depth, and humanising the project team for the community.



## **ATE2 – Whitburn Road and ATE3 – Dame Dorothy Street - review/lessons learned**

- These schemes were not subject to the ATE Design Review Panel process. The scheme also predates the publication of the Floating Bus Stops: Provision and Design statutory guidance. I'm sure if we were designing the scheme now, we would have looked to use bus bypasses, and been encouraged to do so in the design assurance process. As there are some locations where their inclusion may have been possible, it could be seen as a lost opportunity.
- LCWIP development – Turning Policy and Strategy (The LCWIP) into reality (delivery on the ground).
- Providing facilities to improve walking wheeling and cycling, to improve the health and wellbeing of the public are obvious things to support. It's when it comes to the delivery on people's streets, or routes to work, or where they park, that the impact happens.
- Our recent Washington and Coalfields LCWIPs include proposed schemes, but it's essential that local members are fully aware of the impacts of the schemes on the existing infrastructure. Too often it seems the practical impact isn't fully understood until the scheme is in detailed design, and the engagement with stakeholders occurs.

# Ryhope Road - planned Spring 2026 start

Providing direct links to:

- City Centre / Grangetown
- Ryhope / Doxford Park
  
- A physical separation between motorists, cyclists and pedestrians
- Improvements to existing signalised junctions and major roundabout
- Upgraded cycle and pedestrian crossing facilities
- Secure cycle storage in designated locations along the route
- Junction Improvements to assist safe movement



# Key Transport Messages (1 / 2)

Transport North East - Making the Right Travel Choice Strategy:

- Aim to make it easier for local people to make more sustainable journeys on foot, by bike or using public transport.
- Encourage car users to switch “one journey a week” to public transport, walking or cycling. (for people who don’t have access to a car to continue to travel sustainably).
- Small changes to how we travel will help us to make a big difference!
- Cleaning our air, reducing congestion on our roads and more importantly improving the health and wellbeing of Sunderland residents & communities.

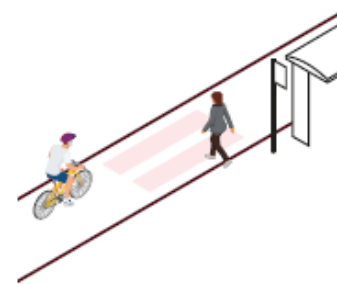
# Cycle lane safety

## Key Transport Messages (2/2)

Road safety guidance on how to safely use the new segregated infrastructure along the Seafront & Dame Dorothy Street.

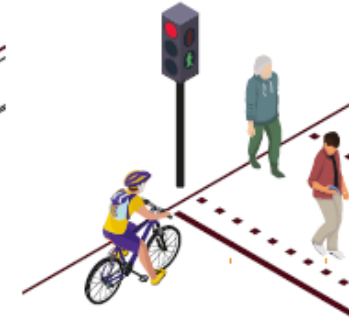
**Always stop for people at zebra crossings on cycle tracks**

Follow the rules



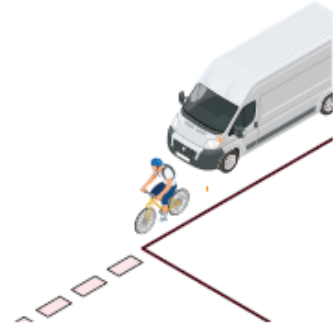
**Cyclists must always stop at red lights**

Follow the rules



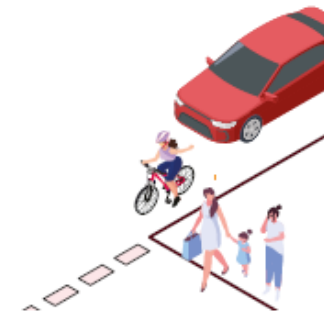
**Always let cyclists pass before you turn**

Follow the rules



**Always let people cross before you turn**

Follow the rules



**You must stop for people on zebra and parallel crossings**

Follow the rules



# Project Commenced November 2021

## To Date (April 2026) :

- **183** Cycle Stands and Storage Sheds
- **118** Organisations have successfully applied
- **49** Educational Buildings, including Primary Schools, Secondary Schools & University Buildings.

## Capability Funding & funding from Public Health

- Voluntary sector groups, businesses, shops, offices, cafés, pubs, churches, dental practices, doctor surgeries and schools have all applied.

[www.ParkThatBike.info](http://www.ParkThatBike.info)  
CYCLE STANDS AVAILABLE FREE OF CHARGE



# BetterPoints

- Project Commenced March 2021
- 5,070 Registered Users (April 2026)
- Partners include Sunderland University, College, NHS, Foundation of Light, Sunderland BID, support local events
- Prizes include 2 x e-bikes, Sunderland Gift Cards, POP Travel Cards, Everyone Active Gym, Swim, Soft Play, Snow Tube passes, Coffees, bonus points, weekly prize draws
- Points redeemed local rewards – Sunderland Gift Card, Brew & Bake Café, Everyone Active Gym, Uni & College Campus Cafes, Local Country Park Cafes, redeem to charity
- High Street shopping vouchers – Next, M&S, John Lewis, Asda, Starbucks, Halfords, Screwfix, Amazon, Argos etc.



**sunderland.betterpoints.uk**

**BetterPoints Sunderland**

Record your walking, wheeling, cycling and public transport trips to earn rewards that you can exchange for Sunderland Gift Cards, spend at local cafes or donate to St Benedict's Hospice or Grace House.

It's as easy as 1-2-3:

1. Download the free BetterPoints app from the App Store or Google Play (scan the QR below)
2. Register, join the BetterPoints Sunderland challenge and take the baseline survey to earn your first 250 BetterPoints and unlock earning for green and healthy trips
3. Turn tracking on in the top right-hand corner of the app then walk, wheel, run, cycle and use public transport to earn BetterPoints

Keep an eye on your timeline for offers, prize draws and useful information in the app. If you don't register with a Sunderland postcode but work or study in the city, enter the referral code **BP500A**

Download the free app and track your trips to earn rewards and help to make Sunderland a happier, healthier, greener place to live, work and study.

**sunderland.betterpoints.uk**

Sunderland City Council BetterPoints



Sunderland Gift Card  
sunderlandgiftcard.com

**Shopping  
Dining  
Playing  
Staying**

**City of Enjoyment  
Sunderland**

# Bike training

- Balance bike training within **18 Schools**
- Cycle training sessions (adult, child, family)
- Dr Bike Sessions at various events & businesses across the city
- Bike maintenance classes & bike donation days
- Travel planning engagement with businesses
- 39 active travel events**, giving advice to public & businesses
- Gateway Wheelers – one-2-one training and cycling sessions with adapted cycles for disability users
- SYPBP - engage with local schools close to the new infrastructure with lead rides and cycle safety training
- E-cargo bike loan scheme for City Centre & seafront businesses in partnership with Sunderland BID



# Dame Dorothy Primary School – Seafront Lead Ride Oct 2025

Targeted at all Year 6 pupils, confidence & road safety cycle training along the newly constructed infrastructure adjacent to the school on Dame Dorothy Street

- Dr. Bike maintenance check on all bikes
- Confidence & road Safety skills
- Extra riding skills sessions during summer holidays in prep of ride
- Lead ride for all pupils



# Hetton School Fleet of Mountain Bikes – Bike Servicing Session March 2026

## Positive Feedback from Head Teacher:

- “It is no exaggeration when I say it will enhance the lives of the students involved. Some of the students in the club have learnt how to ride a bike but sadly don’t own a bike of their own and wouldn’t have had an opportunity like this”
- “This has been the difference between the bikes being sat in storage and being utilised by a huge group of students who will start attending a weekly mountain bike enrichment after Easter. Sign up to the club has been that popular it is already over subscribed.”

# Walking, Wheeling & Cycling in Sunderland

- Sunderland has 100km of dedicated cycle routes with more than 80km off road, suitable for all levels of cyclists Coast 2 Coast (National Route 7)
- Footways ATE Walking Pilot Project – audit of City Centre to identify barriers and areas for improvement (draft report for review)
- Continue to successfully deliver schemes (Active Travel Fund / capability & ambition)



# Walking, Wheeling & Cycling in Sunderland (2/2)

- Remove barriers to cycling - develop schemes to separate vulnerable users from road traffic, ensure well-lit routes and safety of women and girls
- Attract people to active travel (promote health & wellbeing) and provide better connectivity improving links to public transport (Metro, rail and bus stops /interchanges)
- Make sure our residents and visitors feel safe and confident cycling, provide safe, continuous, direct routes for walking, wheeling and cycling
- Support the local economy by linking communities with jobs & key employment sites

# Sunderland City Council

Sunderland  
City Council

Thank you!

