

The poorest regions in the UK are the poorest in Northern Europe

THE TOP TEN RICHEST AND POOREST AREAS IN NORTHERN EUROPE



RICHEST

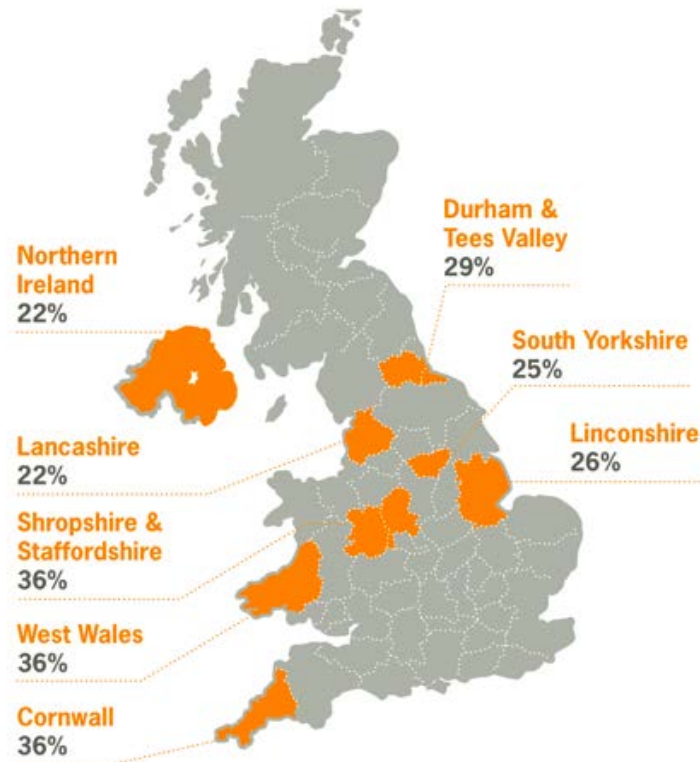
- 1 Inner London UK
- 2 Luxembourg Luxembourg
- 3 Brussels Belgium
- 4 Hamburg Germany
- 5 Ile de France France
- 6 Groningen Netherlands
- 7 Stockholm Sweden
- 8 Oberbayern Germany
- 9 Vienna Austria
- 10 Darmstadt Germany

POOREST

- 1 West Wales UK
- 2 Cornwall UK
- 3 Durham and Tees Valley UK
- 4 Lincolnshire UK
- 5 South Yorkshire UK
- 6 Shropshire and Staffordshire UK
- 7 Lancashire UK
- 8 Northern Ireland UK
- 9 Hainaut Belgium
- 10 East Yorkshire & North Lincolnshire UK

The poorest regions in the UK are poorer than anywhere in Northern Europe

PERCENTAGE OF GDP PER HEAD BELOW THE EU AVERAGE



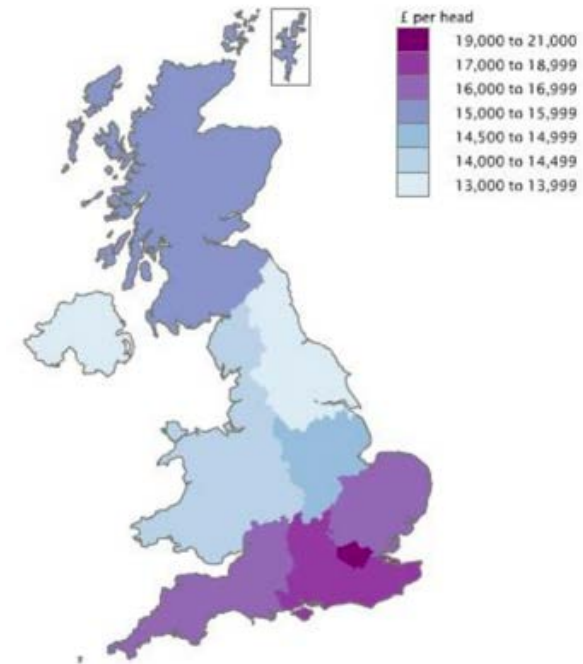
All these regions are poorer than anywhere in France, Germany, Belgium, the Netherlands, Luxembourg, Austria, Ireland, Denmark, Finland and Sweden

The reality of the UK regional and urban problem: *worst in OECD*

UK Interregional problem is the worst in the OECD

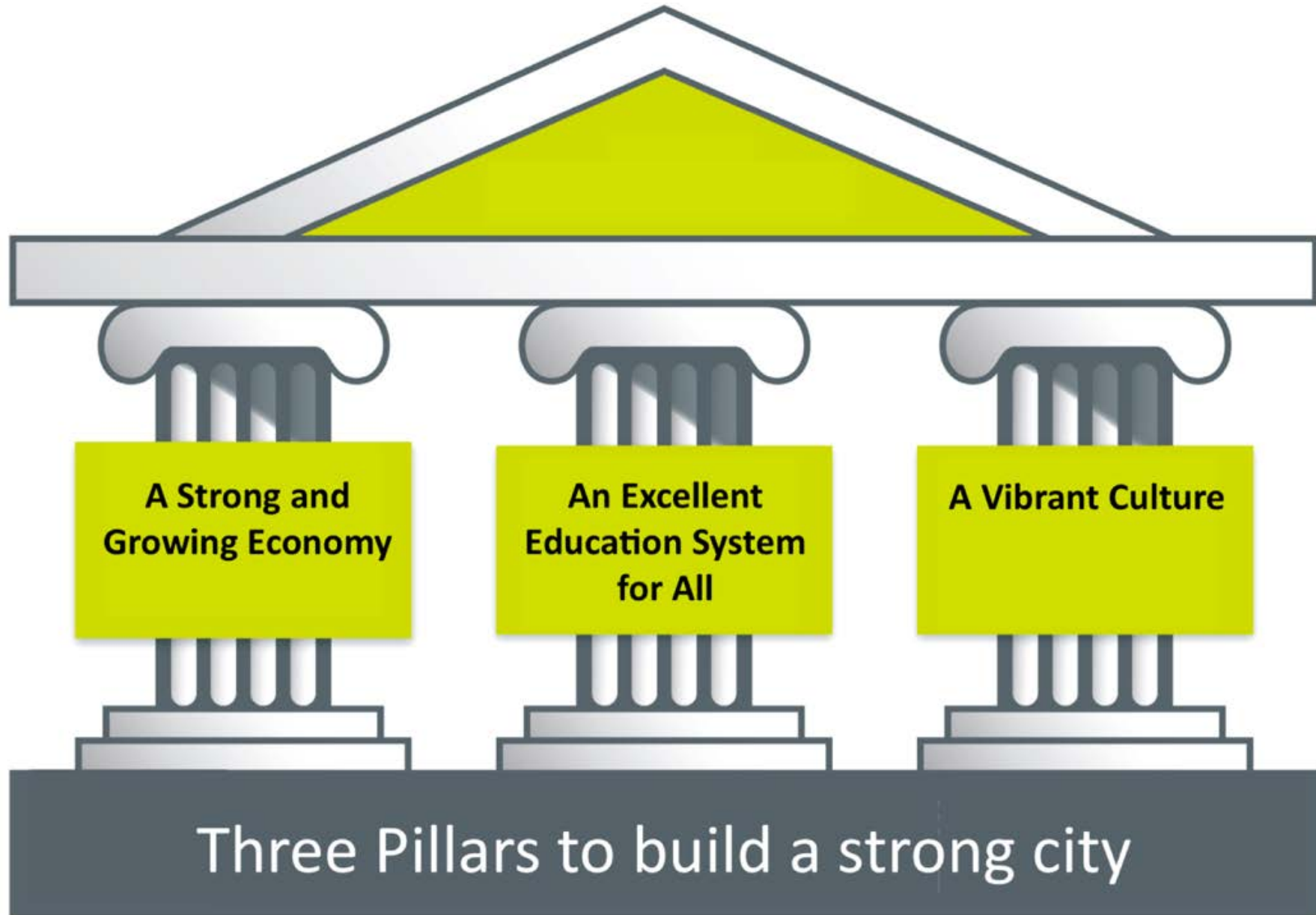
UK is diverging, dislocating and decoupling into 3 different economies:

1. London, the South and East Anglia
2. Scotland
3. West Midlands, East Midland, North West, Yorkshire and Humberside, North East, Wales, Northern Ireland





I'm sorry love. We're Northern and that's all there is to it"
Miss J Harris and Mr B Dewes in HAPPY BIRTHDAY PET (1906)



Stage One - Formulating the Vision



**Sunderland Cultural
Strategy 2014**



**Sunderland Economic
Masterplan 2015**



**Sunderland University
Strategic Plan 2016**

Stage Two - Assembling the Assets



City Campus and the Music, Arts and Culture Quarter

Performing Arts
MAC Sunderland
 Music, Arts and Culture Trust



Museum Quarter around Museum, Winter Gardens and Mowbray Park

Visual Arts and Media

St Peter's Campus and the National Glass Centre



University of Sunderland

Heritage



Heritage Quarter surrounding Holy Trinity Church

Sunderland Echo



Scooters £295
Adjustable Beds from £595
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 MOBILE SHOWROOM
 Call Michael on 0191 4846330





Visual Arts and Media

St Peter's
Campus and
the National
Glass Centre



**University of
Sunderland**

Heritage



Heritage
Quarter
surrounding
Holy Trinity
Church

City Campus
and the
Music, Arts
and Culture
Quarter

Performing Arts



Museum Quarter
around Museum,
Winter Gardens and
Mowbray Park





Music, Arts and Culture Quarter



**University of
Sunderland**

City Campus



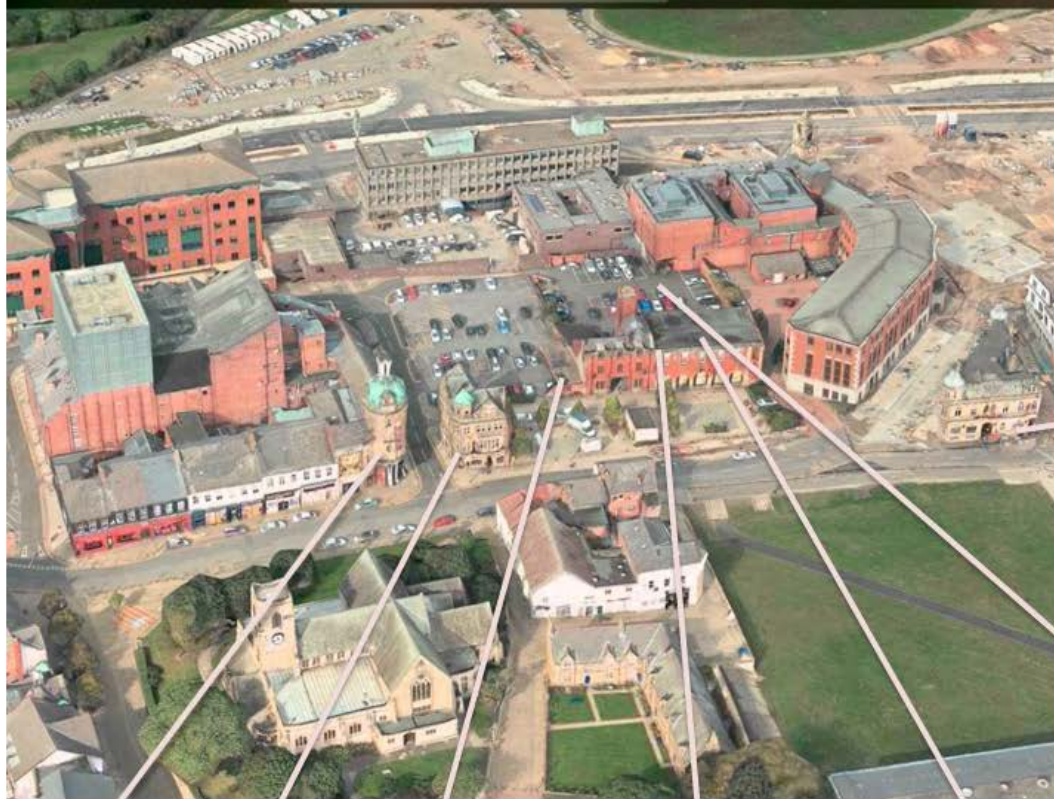
**New
Auditorium**

Empire Theatre

**The Fire
Station**

Dun Cow

**The
Peacock**



MAC Sunderland
Music, Arts and Culture Trust



Pub and Performance Venue



Outdoor Performance Space

**sunderland
empire**
The West End of the North East
Theatre



Pub and
music venue



Auditorium

DANCECITY ©
Dance for the North
Dance Studios

Restaurant and Cafe



Drama Studios

**live
Tales**
Sunderland

**THE
FIRE
STATION**



**THE
FIRE
STATION**



**THE
FIRE
STATION**









Northern Sinfonia orchestra to perform at Sunderland's Red House Academy



Ballet? What's that?

Wednesday 5 November
Southwick Primary School
Shakespeare Street, SR5 2JX
Join us from 3pm
(event ends 4.30pm)

Here is your chance to find out!

Birmingham Royal Ballet is bringing ballet to Southwick! This exclusive event will give you a chance to meet dancers, learn about their training and find out what goes on behind the scenes to put a show together. Whether you know a little or a lot about ballet, this FREE EVENT has something for everyone!

- Insight into life behind the scenes of the ballet
- Costume exhibition
- Make-up demonstration
- Question & Answer session with dancers
- Information on how to get involved in dance
- Exclusive extracts performed by company dancers including a preview of Beauty and the Beast
- Discounted tickets to see Beauty and the Beast at the Sunderland Empire on 6 and 8 November

Don't miss out on this unique opportunity for residents and friends of Southwick.

For more information call the Sunderland Empire Creative Learning department on 0191 566 1056 or e-mail SunderlandEducation@theambassadors.com

No need to book, just turn up!



sunderland empire
The World of the Theatre



Birmingham Royal Ballet is a registered charity no. 1061012 and is funded by

