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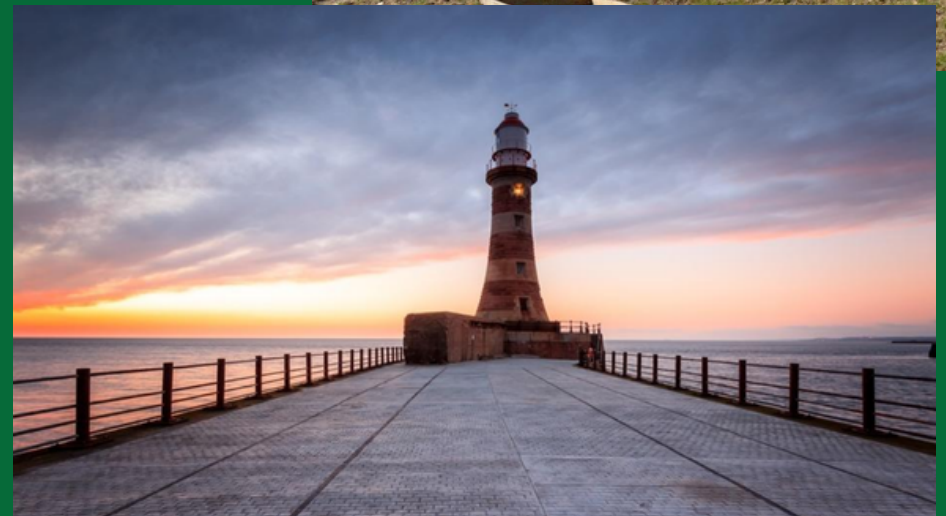
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Explore the Rich Heritage and Vibrant Culture

INTRODUCTION

Sunderland is a vibrant coastal city in Tyne and Wear, North East England, situated at the mouth of the River Wear. With a population of around 280,000, it is one of the UK's major regional cities and combines a rich industrial heritage with ambitious regeneration, modern business investment, beautiful beaches, and a growing cultural scene. Historically recognised as one of the world's greatest shipbuilding centres and a major coal mining hub, Sunderland played a vital role during Britain's Industrial Revolution. While traditional heavy industries have declined, the city has successfully reinvented itself as a centre for advanced manufacturing, automotive production, digital technology, education, healthcare, and renewable energy. Sunderland is home to the UK's largest car manufacturing plant operated by Nissan, which continues to attract investment and supports thousands of skilled jobs across the region. Today, Sunderland is undergoing one of the UK's most significant urban regeneration programmes. Developments such as Riverside Sunderland, the transformation of Keel Square, the new Culture House, and investment in modern office space, housing, and public infrastructure are reshaping the city centre into a dynamic destination for businesses, residents, students, and visitors. The regeneration is helping attract new employers while creating a vibrant environment for innovation and entrepreneurship. The city also offers an excellent quality of life. Sunderland boasts around 10 miles (16 km) of attractive coastline, including the award-winning beaches at Roker and Seaburn, alongside scenic parks, the historic Penshaw Monument, the National Glass Centre, and the popular Sunderland Museum & Winter Gardens. Its thriving arts, music, theatre, and sporting events continue to strengthen the city's reputation as an increasingly attractive place to live and visit. Education is another major strength, led by the University of Sunderland, which welcomes students from across the UK and around the world. The university contributes significantly to the local economy through research, innovation, healthcare education, and partnerships with industry, helping develop the skilled workforce that supports Sunderland's future growth. Excellent transport links further enhance Sunderland's appeal. The city benefits from direct rail services to London, the Tyne and Wear Metro network, the A19 and A1(M) road corridors, and easy access to both Newcastle International Airport and the Port of Sunderland. These connections support business growth while making Sunderland one of the North East's most accessible coastal cities. Today, Sunderland is widely recognised as a city successfully balancing its proud industrial heritage with modern innovation. Continued investment in regeneration, education, manufacturing, culture, and tourism is creating exciting opportunities for residents, investors, and businesses, making Sunderland an increasingly attractive destination for living, working, studying, and investment.





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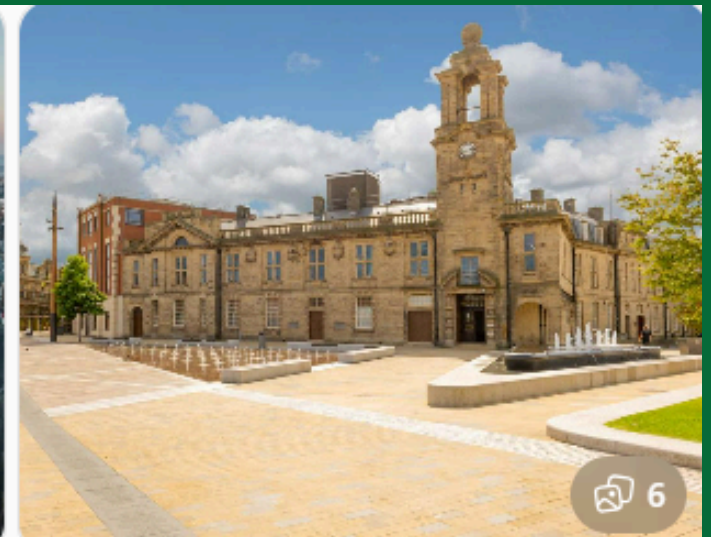


Investment Overview for Sunderland (2026)

Sunderland has established itself as one of the UK's most attractive regional investment destinations, driven by significant public and private sector investment, world-class manufacturing, strategic infrastructure and one of the country's most ambitious regeneration programmes. Located on the North East coast, the city benefits from excellent connectivity via the A19, A1(M), the Tyne and Wear Metro, the East Coast Main Line, the Port of Sunderland and Newcastle International Airport, providing direct access to national and international markets. The city's economy is anchored by globally recognised employers, including Nissan Motor Manufacturing UK, alongside thriving advanced manufacturing, automotive, offshore renewable energy, digital technology, healthcare and professional services sectors. Sunderland's flagship Riverside Sunderland regeneration programme continues to transform the city centre through the delivery of approximately 1,000 new energy-efficient homes, more than one million square feet of commercial and employment space, modern offices, leisure facilities and high-quality public realm, creating capacity for around 10,000 new jobs. Additional investment through the International Advanced Manufacturing Park (IAMP), the Sunnyside regeneration, and city centre development is strengthening Sunderland's position as a leading hub for advanced manufacturing, innovation and low-carbon industries. Government-backed investment, including a £30 million Homes England funding package to accelerate Riverside Sunderland, together with support from the UK Shared Prosperity Fund and the North East Combined Authority, continues to unlock new opportunities for businesses, housing and infrastructure. Sunderland also benefits from the presence of the University of Sunderland, which supplies highly skilled graduates and supports research in digital technologies, healthcare, engineering and creative industries. With competitive commercial and residential property prices, strong rental demand, continued regeneration and a diversified economy, Sunderland offers outstanding long-term opportunities for residential, commercial and mixed-use investment, reinforcing its position as one of the North East's fastest-growing cities.

2026 Investment Highlights

- Riverside Sunderland is one of the UK's largest urban regeneration projects, delivering around 1,000 new homes, over one million sq ft of commercial space, and supporting the creation of approximately 10,000 jobs.
- Sunderland has attracted more than £1 billion of investment since 2015, with further major investment committed to regeneration, housing, infrastructure and economic development.
- The International Advanced Manufacturing Park (IAMP) and Nissan continue to strengthen Sunderland's position as a national centre for advanced manufacturing, electric vehicles and low-carbon technologies.
- Continued support from the UK Shared Prosperity Fund, Homes England and the North East Combined Authority is accelerating business growth, city centre regeneration and infrastructure investment across Sunderland.





Growth Sectors

Sunderland has one of the UK's fastest-growing and most diverse regional economies, with internationally recognised strengths in advanced manufacturing, electrification, clean energy, digital technology and professional services. Advanced manufacturing and automotive production remain the city's largest economic drivers, led by Nissan Motor Manufacturing UK, the UK's largest and most productive car plant, and supported by the International Advanced Manufacturing Park (IAMP), which is attracting high-value engineering, automotive supply chain and precision manufacturing businesses. Sunderland is also at the forefront of the UK's transition to a low-carbon economy through major investment in electric vehicle production, battery technology and electrification, including AESC's Gigafactory, which is strengthening the city's position as a national centre for electric mobility and battery innovation. The software, digital and creative sector continues to expand through organisations such as Sunderland Software City, smart city initiatives and high-speed digital infrastructure, supporting growth in software development, cybersecurity, artificial intelligence, gaming and digital services. Financial, professional and business services are growing rapidly, with major employers including Hays Travel, Just Eat, Ocado and EDF Energy benefiting from modern commercial developments at Riverside Sunderland, Maker & Faber, Doxford International Business Park and Rainton Bridge Business Park. Sunderland is also emerging as a major centre for film and television production, with the proposed £450 million Crown Works Studios expected to become one of Europe's largest film studio developments, creating thousands of skilled jobs and attracting significant inward investment. The city's port, logistics and offshore renewable energy sectors continue to expand through the Port of Sunderland and regional offshore wind supply chain, supporting marine engineering, clean energy and international trade. Continued investment in innovation, skills and workforce development through the University of Sunderland, the Skills Academy for Sustainable Manufacturing and Innovation (SASMI) and the city's new Adult Skills and Employment Strategy 2026–2030 is ensuring that local talent meets the needs of these high-growth industries. Together, these sectors position Sunderland as one of the UK's leading cities for advanced manufacturing, green technology, digital innovation and sustainable economic growth, creating exceptional opportunities for business expansion and long-term investment.





Town Regeneration- SUNDERLAND (2026)

Sunderland is undergoing one of the UK's most ambitious urban regeneration programmes, with more than £2 billion of public and private investment transforming the city into a modern centre for business, innovation, culture and sustainable living. At the heart of this transformation is Riverside Sunderland, a long-term masterplan that is reshaping former industrial land along the River Wear into a vibrant mixed-use neighbourhood. The development will deliver around 1,000 energy-efficient homes, over one million square feet of commercial and employment space, new parks, community facilities, high-quality public realm and infrastructure capable of supporting approximately 10,000 new jobs. A major milestone has been the completion of the Keel Crossing, a new pedestrian and cycle bridge linking Keel Square and the city centre with the rapidly developing Sheepfolds district and the Stadium of Light, significantly improving connectivity across the River Wear. The award-winning Sheepfolds Stables regeneration has transformed historic Grade II-listed stables into a vibrant destination for independent restaurants, cafés, bars, events and leisure, creating a new social and cultural hub. Meanwhile, the continued regeneration of Sunniside is restoring historic buildings, encouraging creative industries, independent businesses and city-centre living, while City Hall, located within the Riverside Sunderland development, has become a catalyst for further commercial investment and public realm improvements. The next phase of Riverside Sunderland includes plans for approximately 456 additional homes, new commercial floorspace, retail units and an aparthotel, further strengthening the city's residential and business offer. Complementing these developments, investment through the International Advanced Manufacturing Park (IAMP), sustainable transport infrastructure and green public spaces is supporting long-term economic growth and enhancing Sunderland's attractiveness as a place to live, work and invest. Together, these regeneration initiatives are transforming Sunderland into one of the North East's leading regional cities, creating a thriving, connected and sustainable urban environment that continues to attract residents, businesses and investors.



Education

Sunderland has established itself as one of North East England's leading centres for education, skills development and applied research, supporting the city's rapidly growing economy and high-value industries. At the heart of the sector is the University of Sunderland, an internationally recognised institution educating students from more than 100 countries and renowned for excellence in healthcare, medicine, pharmacy, engineering, digital technology, business, media and education. The University plays a pivotal role in driving innovation through close collaboration with industry, supporting research in advanced manufacturing, artificial intelligence, digital health, clean energy and creative industries. In 2026, the University announced the development of a new Dental Academy, further strengthening Sunderland's healthcare education provision and helping address regional workforce shortages. Alongside higher education, Education Partnership North East (EPNE)—which includes Sunderland College—provides extensive further education, T Levels, apprenticeships and employer-led technical training in engineering, construction, advanced manufacturing, digital technologies, health and social care, hospitality and business. The city is also home to the Skills Academy for Sustainable Manufacturing and Innovation (SASMI), located within the International Advanced Manufacturing Park (IAMP), delivering specialist training in electric vehicle production, battery technology, automation, robotics and advanced engineering to support the region's growing low-carbon economy. Sunderland's education ecosystem is further strengthened by strong partnerships between schools, colleges, universities and major employers such as Nissan, AESC, Hitachi Rail and regional NHS organisations, ensuring that skills provision aligns with labour market demand. Supporting these initiatives is Sunderland City Council's Adult Skills and Employment Strategy 2026–2030, which focuses on improving workforce skills, increasing access to lifelong learning, expanding apprenticeships and helping residents secure higher-value employment in the city's priority growth sectors. Together, these investments create a highly skilled talent pipeline that supports business growth, attracts inward investment and reinforces Sunderland's reputation as one of the UK's leading cities for education, innovation and workforce development.





Tourism & Visitors Economy

Sunderland has a rapidly growing visitor economy, combining a stunning coastline, rich industrial heritage, world-class sporting events and a vibrant cultural scene. The city attracts millions of visitors each year to its award-winning beaches at Roker and Seaburn, historic landmarks such as Penshaw Monument, and cultural attractions including the National Glass Centre, Sunderland Museum & Winter Gardens and the Sunderland Empire Theatre, one of the North East's premier venues for West End productions and live entertainment. Sunderland's regeneration programme has significantly enhanced the city's tourism appeal through the transformation of Keel Square, Riverside Sunderland, Sheepfolds Stables and the revitalisation of the city centre, creating attractive new destinations for dining, leisure and events. Sport also plays a major role in the local economy, with the Stadium of Light, home to Sunderland AFC, drawing thousands of visitors throughout the football season, while international events such as the Women's Rugby World Cup 2025 have further raised the city's profile. The seafront continues to be a major attraction, offering scenic promenades, watersports, cafés and family-friendly leisure facilities, supported by a growing hospitality sector and independent food and drink businesses. Sunderland's 10-Year Tourism Strategy is helping to increase overnight stays, expand the city's events programme and strengthen partnerships across the tourism sector. Looking ahead, major investments including Culture House, the redevelopment of Sunderland Museum & Winter Gardens, and the Crown Works Studios film complex are expected to diversify the visitor offer, attract new audiences and support year-round tourism. Together with excellent transport links and ongoing regeneration, these developments are reinforcing Sunderland's reputation as one of the North East's fastest-growing coastal destinations and creating significant opportunities for hospitality, leisure and property investment.





Local Transport - Sunderland (2026)

Sunderland benefits from one of the North East's most extensive and well-integrated transport networks, providing excellent regional, national and international connectivity for residents, businesses and investors. The city is served by Sunderland Railway Station, located on the Durham Coast Line, with direct rail services to Newcastle, Middlesbrough, Hartlepool and links to the wider UK rail network via the East Coast Main Line. Sunderland is also one of the few UK cities where National Rail and the Tyne and Wear Metro share the same rail corridor, offering frequent services to Newcastle upon Tyne, Gateshead, South Tyneside, Newcastle International Airport and surrounding communities. The city's bus network provides comprehensive local and regional services, connecting residential neighbourhoods, employment centres, universities and nearby towns across the North East. Road connectivity is excellent via the A19, A1(M) and A690, providing fast access to Newcastle, Durham, Teesside and the national motorway network. Key infrastructure such as the Northern Spire Bridge and the New Wear Footbridge has significantly improved cross-river connectivity, reducing journey times while supporting regeneration on both sides of the River Wear. Sunderland also benefits from the Port of Sunderland, which supports commercial shipping, offshore renewable energy, marine industries and specialist cargo handling, while Newcastle International Airport, approximately 30 minutes away by road or Metro, provides direct connections to major UK, European and international destinations. Continued investment through the North East Combined Authority, the City Region Sustainable Transport Settlement (CRSTS) and Sunderland City Council is modernising transport infrastructure through Metro fleet renewal, highway upgrades, improved bus facilities, active travel routes, safer pedestrian crossings and cycling infrastructure. Major projects along Chester Road (A183) and Durham Road (A690) are improving safety, accessibility and bus reliability, while wider investment in zero-emission public transport and sustainable mobility supports Sunderland's ambition to become a carbon-neutral city. Together, these transport assets provide outstanding accessibility, strengthen the city's economic competitiveness and support long-term residential, commercial and industrial investment.





Housing and Property Market

Sunderland offers one of the UK's most attractive and affordable property markets, combining competitive house prices with significant long-term growth potential driven by extensive regeneration, major employment investment and excellent transport connectivity. The city provides a diverse range of housing, from traditional Victorian terraces and family homes to modern city-centre apartments, waterfront developments and high-quality new-build communities. Regeneration through the £2 billion Riverside Sunderland masterplan is transforming former industrial land into vibrant mixed-use neighbourhoods, delivering approximately 1,000 new energy-efficient homes, commercial space, green public areas and community facilities, with further residential phases now underway. Sunderland's expanding economy—supported by major employers including Nissan, AESC, the International Advanced Manufacturing Park (IAMP), the University of Sunderland and the NHS—continues to generate strong demand for both owner-occupied and rental housing. Coastal neighbourhoods such as Seaburn, Roker and Fulwell, together with popular residential areas including Ashbrooke, Tunstall, High Barnes and Herrington, remain highly sought after due to their quality of life, schools and transport links. The city is also seeing increasing investment in build-to-rent developments and city-centre living, reflecting demand from young professionals, students and key workers. Sunderland's affordability compared with many other UK cities makes it particularly attractive to first-time buyers and buy-to-let investors, while ongoing public investment in transport, infrastructure and regeneration continues to strengthen long-term capital growth prospects. Supported by Sunderland City Council, the North East Combined Authority and Homes England, new housing delivery and brownfield regeneration are expected to continue over the coming years, reinforcing Sunderland's position as one of the North East's strongest residential investment markets.

2026 Housing & Property Market Statistics

Indicator	Latest 2026 Figure
Average House Price (May 2026)	£146,000
Annual House Price Growth	+6.9%
Average Monthly Private Rent (June 2026)	£703
Annual Rental Growth	+4.6%
Average First-Time Buyer Price	£130,000
Average Mortgage Purchase Price	£152,000
Average Detached House Price	£263,000
Average Semi-Detached House Price	£156,000
Average Terraced House Price	£126,000
Average Flat/Maisonette Price	£81,000

