

# Business Plan 2025-2028



A great place  
to work

**We will:**

- Value our workforce and celebrate our success through recognition and reward schemes
- Provide flexible working arrangements to support our workforce, the work we do and families
- Offer equitable learning, development and career progression opportunities
- Provide wellbeing offers that are inclusive of diverse needs to promote mental and physical health
- Promote policies and practice that support diversity and inclusion
- Offer attractive and competitive recruitment campaigns
- Provide positive workspaces and infrastructures that support the workforce



Building  
connections

**We will:**

- Increase levels of regional commissioning, shared funded models and integrated working
- Demonstrate integrated working across education, health, and social care to safeguard and support children
- Undertake cross-cultural engagement and intergenerational projects to expand community cohesion
- Improve data sharing protocols with health and education partners
- Promote allyship and community collaborative opportunities
- Expand youth voice in partnerships so that young people are part of co-design
- Develop strong partnerships with schools, voluntary organisations, and families to enhance early intervention and reduce duplication



Investing in  
data & digital

**We will:**

- Design future-ready data architecture that integrates public, operational, and strategic data
- Digitise manual processes to increase data availability and integrity
- Have the right data governance, to improve data trust, access and reusability
- Lead regional pilots in the adoption of emerging AI, predictive analytics, and real-time services
- Empower the workforce with accurate insights and secure cross-domain reporting to enable better tracking of outcomes
- Digital solutions to be child and family focussed and accessible to all



Empowering  
positive change

**We will:**

- Implement the new Families First approach around early intervention and family's involvement
- Empower families to access support from their own networks and co-produce solutions
- Support families to access tailored programmes that address the root causes of difficulties
- Extend our Family Hubs provision into spoke sites across Sunderland
- Enhance accessible and person-centred ways to capture the views of children and families
- Expand feedback routes for families and children to see how their input has shaped services
- Strengthen support for transitions to adulthood for care experienced and SEND young people



Inclusive and accessible  
environments

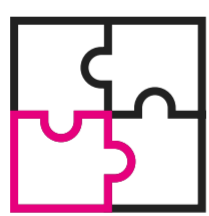
**We will:**

- Promote and signpost children and young people to accessible and inclusive activities
- Provide children, young people and families with accessible advice and guidance and support families to access digital services
- Capture a wider range of children's voices to design, deliver and review services that they receive
- Expand housing, education, and wellbeing support for care-experienced young people
- Work with community-based providers to reduce barriers to participation and strengthen local networks of support
- Promote diversity and inclusion to the workforce to reflect the communities we serve, improving cultural competence and trust
- Provide well-designed, inclusive work environments, particularly for employees with disabilities, neurodiverse conditions, or cultural sensitivities

## Putting it into action



Child and  
Family Plan



SEND  
Strategy



Prevention  
& Early Help  
Strategy



Transformation  
Programme &  
Project Plans



People  
Strategy



Financial  
Strategy



Sunderland  
City Plan

## Measuring our success



Children and Family  
Outcomes (Meaningful  
Measures)



Accessibility  
& Inclusion



Participation,  
Voice &  
Influence



Digital,  
Transformation  
& Innovation



Finance  
& Resources



Workforce  
& Learning