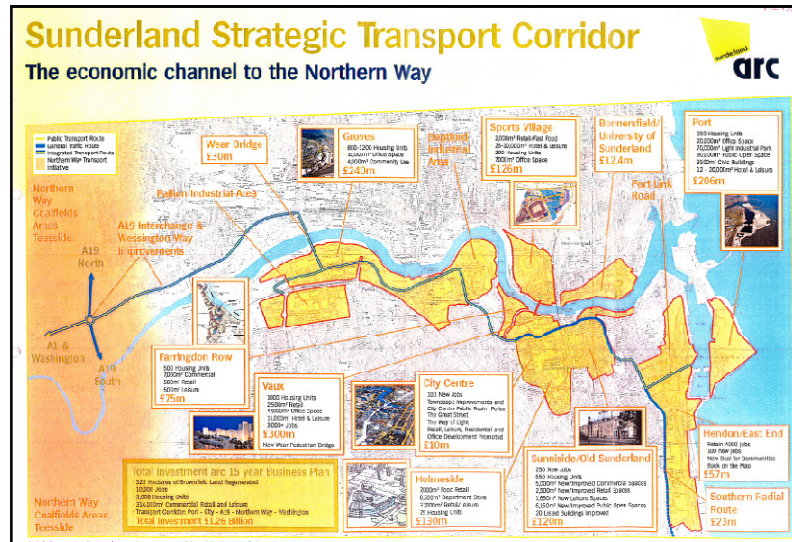


Project: Regeneration of Sunderland
Client: Sunderland arc
Location: Sunderland
Role: Strategic Transport Advisors to URC

Crowd Dynamics acted as transport advisors to the arc, the regeneration company in Sunderland, assisting with the progression of several of their major projects, the Sunderland Strategic Transport Corridor, Stadium Park, Holmeside and the Vaux Brewery redevelopment.

Crowd Dynamics was instrumental in the conception and development of the SSTC (Sunderland Strategic Transport Corridor) project which has now received government support.

This project has taken less than 5 years from its first inception to gaining funding approval from the government. It seeks to provide improved access by a range of modes to the major regeneration



Vaux Development

sites. Cycling provision and bus priority are major components of the transport corridor.

Crowd Dynamics also had a major input into planning approval being granted for the major Vaux Brewery development. One of the company’s directors presented evidence on transport issues at the successful Public Inquiry.



We have also prepared a transport strategy for the Sunnyside Quarter masterplan which seeks to regenerate 7km of brownfield land, creating approximately 2400 new jobs and 450 new homes. We have also reviewed transport proposals for the major Holmeside Retail development as well as for commercial developments north of the river.