

**TOGETHER
WE'RE
MAKING
THINGS
HAPPEN.**

**Sunderland's
Business
Improvement
District**



#HAPPENINGINSUNDERLAND

**BID BUSINESS PLAN
2024 - 2029**

It's been an incredible nine years since businesses across Sunderland voted to create a Business Improvement District in the city for the first time.

Our partnership of local business owners and stakeholders began with a common purpose and a clear vision...

TO CREATE A VIBRANT CITY CENTRE WITH OPPORTUNITIES FOR EVERYONE.

Since then, we've become a driving force in our city's future and a powerful catalyst for change... committed to transforming the city by working collaboratively to keep Sunderland in the spotlight. Galvanising multi-agency support, influencing ideas and enabling action, working with our stakeholders to make things happen.

Today, the evidence of our collective success is everywhere you look... we no longer describe a vision, discussing what we could do or what could happen. We're talking about what we are doing and what is happening all around us... right here, right now.



**WE'VE PROVEN WE CAN DELIVER, ALL WE NEED
NOW IS YOUR SUPPORT FOR 2024-2029...**

VOTE YES!

“ Our determination to continue supporting businesses in the city centre was held up nationally as an example of excellence in the face of unprecedented adversity and used as a blueprint many other areas tried to follow. ”





Throughout the last five years, I believe we have shown dedication, imagination, commitment and positivity – and I promise you there’s much more to come.

We have a strong reputation for action and partnership working.

We didn’t shirk our responsibilities during the pandemic; in fact, we led from the front by forming a task force which met virtually on a regular basis to deal with issues and provide support and advice.

Our determination to continue supporting businesses in the city centre in any way we could was held up nationally as an example of excellence in the face of unprecedented adversity and used as a blueprint many other areas tried to follow.

Sunderland is a city that continues to grow and innovate at pace. As a Business Improvement District (BID), we are at the centre of this transformation.

During the next five years, we aspire to grow Sunderland BID by adding the “Sheepfolds Development” north of the river, strategically connecting the city to the Stadium and wider Riverside Sunderland.

This regeneration is of considerable importance to the city, and Sunderland BID will be a connector and a catalyst in the changing needs of businesses and organisations in this area. As the BID, we must prepare ourselves to meet the city centre’s changing needs.

We understand our achievements so far are just the start, and we can do so much more in and for the city. We can only achieve this by working with you, and we are actively seeking your endorsement by voting positively for us before 28 November 2023.

Thank you for the last nine and a half years, and in advance, for the five years ahead of us.

Your yes vote will mean another £3.6 million invested into Sunderland. That will allow us to build on the events, lobbying, positive PR and sharing of city intelligence that we’ve already started and deliver more operational, environmental and security services that we know are vital.

We have so many exciting plans going forward, and we want to do this together.

Sharon Appleby
Chief Executive, Sunderland BID

sharon.appleby@sunderlandbid.co.uk
07740 175 230

The projects we deliver are a mix of long-term strategic investment and short-term initiatives and are naturally diverse to represent different concerns and sectors highlighted by the businesses we represent. We never stand still; each year, we build on our successes to create stronger partnerships and challenge those who should be doing more.



A TERM



INI



VOTE YES!
TO CONTINUE THE SUCCESS
STORY OF SUNDERLAND.



REVIEW



IMPACT
2019-
2023



£13,396,790
ESTIMATED ECONOMIC IMPACT.



440,000
ESTIMATED ADDITIONAL FOOTFALL.

OUR BID IN NUMBERS...

THE BID
HAS INVESTED
£3.3
MILLION
BACK INTO
SUNDERLAND
CITY CENTRE.



MORE THAN
27.5K

SOCIAL MEDIA FOLLOWERS SEE US IN THEIR FEEDS, AND HELP SPREAD THE WORD OF EVERYTHING THAT IS **#HAPPENINGINSUNDERLAND** AND PROMOTING OUR LEVY-PAYING BUSINESSES.



27,627,204
INDIVIDUALS HAVE SEEN OUR
CONTENT ON SOCIAL MEDIA



£60.9
MILLION
IN COVID GRANTS...

7,800

QUEUE AND DISTANCE
MARKERS INSTALLED

OVER 5,000
MASKS SUPPLIED AND

1,600

BUSINESSES HIGH
TOUCH POINTS SANITISED.

PRESS PROFILE

19,209,424
ESTIMATED VIEWS

PREDICTION OF LIFETIME VIEWS OF COVERAGE, BASED ON AUDIENCE REACH & ENGAGEMENT RATE ON SOCIAL MEDIA.

570M

AUDIENCE

THIS IS THE POTENTIAL AUDIENCE THAT HAS SEEN THE BID'S PRESS COVERAGE.

730M

COVERAGE

PIECES OF COVERAGE - IN PRINT, ONLINE AND BROADCAST.



OUR DIGITAL B2C NEWSLETTERS
HAVE BEEN RECEIVED

302,279

TIMES



OUR DIGITAL B2B NEWSLETTERS
HAVE BEEN RECEIVED

91,562

TIMES



16,000

HARD-COPY NEWSLETTERS

HAVE BEEN DELIVERED.



WE REMOVE

300+

PIECES OF
GRAFFITI
ANNUALLY.



WE MAKE OVER

200
REPORTS

ANNUALLY TO
SUNDERLAND CITY COUNCIL
REGARDING PAVING, FLY-TIPPING,
DEFECTIVE STREET FURNITURE ETC.



APPROXIMATELY

120 TONS
OF LITTER

HAVE BEEN
REMOVED ANNUALLY.

2,500
BUSINESSES

USED THE STREET
RANGERS SERVICES
OVER THE PAST
5 YEARS.

IN THE LAST 5 YEARS, OVER

8,000
PLANTS

HAVE BEEN PLANTED
IN THE CITY CENTRE.



THERE HAVE BEEN OVER

12,000

BUSINESS INTERACTIONS
IN THE LAST 5 YEARS.

#HAPPENINGINSUNDERLAND



“ Hays Travel has had a presence in Sunderland City Centre since the 1980s; in fact, our Olive Street branch - still going strong today - was the second Hays Travel shop that John opened after the one in the back of his mam’s childrenswear shop in Seaham. When it came to choosing a location for our head office, Sunderland was the only choice; even though we have branches all over the UK now, our roots are here.

Like most high streets, Sunderland has seen a lot of change in recent years, but things are really moving in the right direction now, and Sunderland BID has had a large part to play in that. Sharon works tirelessly behind the scenes, ensuring the needs of city centre businesses are considered by local and national policymakers and funding providers. I see evidence of the BID’s initiatives whenever I’m out and about, and we particularly enjoyed the street performers outside our building on Keel Square before the Stadium concerts this year!

Our city centre businesses need action, activity and someone in their corner advocating on their behalf - the Sunderland BID team do just that, and I will certainly be voting ‘yes’ so the team can continue their work.

”

Dame Irene Hays DBE,
DL and High Sheriff of Tyne and Wear





sunderlandbid.co.uk



VOTE YES!
FOR PARTNERSHIP INITIATIVES THAT
WILL BENEFIT YOUR BUSINESS.



Your feedback continues to help to shape our priorities, so once again, we've commissioned some independent research to ask levy payers about their perceptions of the BID, what they liked and didn't like, and what our key focus areas should be.

YOUR OPINIONS ARE VALUABLE TO US...

The good news is that businesses demonstrated a good understanding of the role of the BID.

Most businesses positively perceived the BID, with 78% giving a score of 4 or 5 out of 5. We have received positive responses to the BID's support with COVID-19 restrictions and the solid and supportive work our Street Ranger did throughout that period.

96%

are excited by the developments planned and see the BID having a critical role in the city over the next five years.

80%

agreed that the BID is a driving force for change.

87%

acknowledge that the BID contributes to improvements in the city centre.

70%

think the BID ensures the best use of public services in the city centre.

We were delighted to hear that awareness was high (94%) for Restaurant Week, tackling antisocial behaviour and city crime, and for the work of our Street Ranger in keeping the city centre clean and vibrant.

There was also a strong awareness (78+%) of the BID's campaigns to drive footfall, including seasonal events promoting businesses and all the activities via marketing channels, and it was good to see the introduction and promotion of the Sunderland Gift Card scheme recognised.

As a result of this research, we know we need to see more businesses more regularly and continue our work in reducing antisocial behaviour. And as most businesses agreed that the BID's key role is to improve the city centre, increase footfall and promote businesses in the city, organise events, and bring businesses together, we need to continue and build on some of the flagship initiatives that have received positive feedback.

WHERE WE WORK...

We are a multi-sector Business Improvement District representing professional, retail, hospitality, leisure, health & beauty, cultural and educational businesses and organisations across the city centre.

The geographical boundary brings businesses in this area together to invest and collaborate to enhance, animate, and improve Sunderland for all those who live, work and thrive here. The ever-changing geography of the city centre presents an opportunity to explore extending Sunderland BID to serve businesses best.

Sunderland BID brings connectivity, and its continuation is imperative to fuelling and supporting the ongoing ambitions of the city. Therefore, in the next term, we will expand our boundary to capture the Sheepfolds area, including the Stadium of Light. With the new footbridge due to open in 2025, there is a direct benefit to making this a cohesive BID area.

During its development phase, we will be working closely with the Police and the Council to ensure the area is as attractive and safe as possible so that it forms a distinguished destination in the future. It will be an exciting space and will have some excellent facilities which will wholly complement the city centre. We will focus on ensuring that the combined offer encourages people to move around and enjoy everything the city centre has to offer. The stakeholders on Sheepfolds will be part of all our conversations and everyone will benefit immensely from engaging, collaborating and networking together.

“ The developments and improvements that are happening are exciting! Some lovely eateries and pubs, places like the Fire Station and Pop Recs make me visit the city centre more now. Looking forward to Culture House opening and the development of the footbridge to Sheepfolds. ”

Female, 35-44 years



PLEASE REFER TO OUR WEBSITE FOR A DETAILED LIST OF STREETS IN THE BID AREA.

#HAPPENINGSUNDERLAND



VOTE YES!
TO CONTINUE CONNECTIVITY
AND COLLABORATION.

“ The BID is vital because we want the city centre to thrive, and the BID plays a crucial role in bringing more people into the city centre, not just from Sunderland itself but from the wider region, which benefits the whole of the city, not just the city centre businesses.

I moved here two and a half years ago from an area that didn't have a BID, and what has impressed me here in Sunderland is that actually having a BID helps to coordinate all of the activities in the city centre and has drawn people together to work in partnership to create the best environment for businesses to thrive.

The key is to consider the value of the BID, not the cost. And I would argue the value that the BID brings has definitely enabled businesses in the city centre to create more profit and more revenue, enabling them to be more successful.

So I urge you to vote yes! ”

Steve Davison, Chief Operating Officer, SAFC



After consulting with BID businesses, we found that our key priorities are as relevant today as ever. We are proud of our achievements so far and are determined to build on that. We see the task ahead involves growing what we already have, launching new initiatives and helping businesses exploit the many opportunities available. So we will build on the success of our most popular projects and incorporate new elements in response to our city's changing needs and landscape, reacting to the requirements of sectors and organisations in the Sunderland BID area.



LOOKING AHEAD...

“ Sharon is fantastic, I feel I have a great professional relationship with her and she truly has the best interests of Sunderland at heart, you couldn't ask for a more dedicated person to run the BID. ”

City Centre Retailer,
250+ employees

THE NEXT FIVE YEARS





Since 2014, the differences in the city centre have been massive. The city centre seems safer and cleaner, events are happening all the time, and our city's promotion is visible. Sunderland is now a better place to be with a number of developments happening or underway, including Mackie's Corner, the Elephant Tearooms, the Vaux site, Farrington Row car park, Culture House, Sheepfolds, and the new footbridge across the Wear. As businesses, we all need to vote yes for the BID. Otherwise, we lose our collective voice and all the events and surrounding promotions. The BID is our voice, and without the BID, there is no voice; there won't be anybody to replace it. And it's vitally important that the BID continue their good work.

Phil Moir, Director and Solicitor, Richard Reed

I can confidently say that the BID has been a game-changer for the local business landscape since its launch showing remarkable leadership and a genuine passion for making our city an even better place to live, work, and visit. They actively seek input from local businesses, residents, and stakeholders. They genuinely listen and consider diverse perspectives, which has resulted in well-rounded initiatives. As a Managing Director of a cluster of businesses, I have witnessed a significant increase in foot traffic and customer engagement, directly attributable to the BID's tireless efforts to promote the area. The BID's focus on enhancing our city's overall safety and cleanliness has been commendable, and the SR1 Street Ranger is an invaluable resource. For these reasons and many more, a city like ours must have a BID!

Andrew Golding

Managing Director, The Point, Live Lounge, Glitter Ball, Chaplins, Ttonic

It dawned on me through COVID how important and how much care and support the BID gives to businesses in the city centre. They were immediately there for me and my business. What's happening in the city centre is fantastic and will only improve, but we need the BID to be our voice amidst the change. They have no hidden agendas and only have the businesses' interests at heart. The BID has already done so much for our city centre, and they will achieve so much more if we all vote yes.

Mandy Brown, Owner, Harrison & Brown Furniture

Since the BID came to the city centre in 2014, they've worked with all the businesses to improve footfall. It's a cleaner and safer city and a much more inviting space. The BID uses its retail strategy group to inform decisions, which is a massive step forward, and I know my ideas are always considered. Please vote yes for the BID; Sunderland is at the heart of everything they do. And if they've got the city centre at the heart of everything they do, they also have your business and my business at the heart of everything they do.

Paula Richardson, Store Manager, Primark



CITY PRIDE



We will keep changing perceptions and building civic pride by ensuring our city centre is a welcoming, safe, clean, and attractive environment for everyone.

ATTRACTIVE STREETS

Sunderland's city centre is going through significant transformative change. The BID has an essential role in ensuring that all those who live, work and visit Sunderland benefit from the ongoing investment in the public realm. We have proven that colour and culture contribute to quality places and spaces; we will continue supporting and driving activities that contribute to a well-presented and clean environment by bringing permanent and temporary additions to critical sites for everyone to enjoy. Actions will include everything from maintaining existing planters and introducing new floral arrangements to giving city centre walls and empty units a new lease of life.

SR1 STREET RANGER

It is well known that a clean environment is critical to a city's customer experience, appeal and economic success. Our SR1 Street Ranger has been a phenomenal success and is a much-appreciated resource across the city centre. As it is a valuable and essential service for most businesses in the BID area, we aim to cover more ground and provide more services by investing in our equipment and resources. Our SR1 Street Ranger has built a close working relationship with the city's street cleansing teams, enabling us to act quickly and without fuss, suggest improvements, and escalate enforcement when needed.

Our SR1 Street Ranger is also a welcoming face on the city's streets, pivotal to knowledge sharing and communication, acting as the eyes and ears for the business community. In the new term, we want to grow our services and provision as the BID expands into the Sheepfolds area.

CRIME REDUCTION

A robust approach to crime reduction is essential to supporting, retaining and attracting businesses to the city centre. We are proud of what we have already achieved and will continue to investigate, respond to and resolve issues relating to safety improvements. The BID will continue to work collaboratively with all Police and Local Authority initiatives, such as SAIL, and continue to jointly run schemes, such as Shopwatch and City Watch and contribute to Pubwatch to support businesses and reduce antisocial behaviour. We will continue to oversee the Radio scheme and the Schemelink applications, providing users with real-time updates and information 24/7. We will also keep promoting training and nationwide courses, including ACT (Anti-terrorism), so that Sunderland businesses have the most up-to-date knowledge to combat crime and antisocial behaviour.

PURPLE FLAG

We will continue to play to our strength in bringing individuals, businesses, and sectors together to spearhead the forces and resources

needed to help address issues and improve the evening and night-time economy outcomes. We are therefore keenly working towards achieving Purple Flag status for Sunderland city centre alongside Northumbria Police and other partners. This international accreditation scheme is a "gold standard" for safe, vibrant, appealing city centres. It will be the icing on the cake in demonstrating that Sunderland can provide a rich and diverse mix of dining, entertainment and cultural activities while promoting the safety and well-being of visitors and residents.

A LOW-CARBON CITY

The BID fully supports Sunderland's ambition to be carbon neutral by 2024. We will continue to work with Sunderland City Council and its partners to ensure that their pioneering action towards a low-carbon, sustainable future is embraced within BID businesses. At the same time, we will do our bit to reduce our carbon footprint by focusing on how we can be more sustainable in all our actions and activities and transfer any knowledge we gain to our businesses to help support the city's goal.

We will measure our success through the following KPI's:

- Number of SR1 Street Ranger interactions
- Business survey results
- Crime and enforcement statistics



“ The BID is great, I don't think some people see what work the team do, if it wasn't for the BID we wouldn't be where we are as a city. ”

City Centre Hospitality,
250+ employees

VOTE YES!
FOR A CLEANER, SAFER AND GREENER CITY CENTRE.

CITY VOICE

We will provide a robust and collective voice for our businesses at the highest level to make good things happen to improve Sunderland City Centre's trading environment.



“ By continuing to do what they are doing, Sunderland is going to be an amazing place to visit and to do business in the next few years. ”

Finance,
10-14 employees

VOTE YES!
TO GET YOUR VIEWS HEARD AND
INFLUENCE POSITIVE CHANGE.



INFLUENCE

The BID will continue to lobby and influence local and national government on behalf of our businesses and ensure our voice is heard by being active in British BIDs, the BID Foundation and the Association of Town and City Management. We see ourselves as a catalyst for change, influencing ideas and enabling action, a driving force to make new things happen in Sunderland City Centre. As Sunderland continues to attract private and public investment, we will ensure that business voices are heard at the highest levels so that decisions will have a lasting positive impact on the city in the coming years. Making sure you have more of a say in the future of Sunderland City Centre will remain a key priority. We will always fight your corner and help you solve problems you could not tackle alone.

FUNDING STREAMS

In addition to the BID levy, we will continue to pursue additional income streams to reinvest in the BID area. By working together, sharing knowledge, and collaborating with other city BIDs, we identify more funding opportunities and submit more applications. Stronger relationships with commercial partners have enabled us to create bespoke sponsorship opportunities for them, and we will introduce a voluntary contribution for those organisations who wish to get involved in transforming our city centre by becoming BID Affiliate Members.

PARTNERSHIPS

The BID will continue to maximise city partnerships to add value to our businesses. The BID is vital in bringing individuals, businesses and sectors together to collaborate on new additions and attractions that drive footfall and secure economic benefits to all involved. Our strong partnerships with key stakeholders bring additional marketing value by amplifying the message of regular networking events, forums and briefings. We will seek new alliances to bring connectivity and fresh ideas to the city centre. We will capitalise on them in the new term to deliver specialist events that benefit dwell time, connect communities, bring more funding, attract different audiences, expand our profile, and enhance the overall visitor experience.

COMMUNICATIONS

Keeping businesses informed and up to date is essential. Sharing critical city information and intelligence with BID businesses is integral to what we do. We will continue to incorporate new elements into our communication methods to match the requirements of sectors and organisations in the Sunderland BID area so everyone is well-versed in what is happening in the city. In addition to organising Professionals Lunches and Business Breakfasts, we will look at providing more innovative networking opportunities. We will continue with the hard copy newsletter and digital bulletins and look to introduce podcasts to discuss relevant hot topics.

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)

We have many inspirational examples in Sunderland where city centre businesses have committed to tackling major environmental and social issues. There has been positive action across sectors, including fashion, hospitality, health & beauty, and banking. It's not just the nationals that are taking ESG seriously; we have many good examples from our Independent businesses too. The BID will continue to share and learn from how our businesses approach environmental issues, including reducing carbon emissions and waste, embracing diversity, and committing to charity partnerships. We see it as an essential role of the BID to set a good example regarding an ESG ethos in everything we do. We will work with our levy payers to boost their levels of ESG to ensure that Sunderland city centre is a place that works to balance people, planet and profit.

We will measure our success through the following KPI's:

- Increasing business engagement
- Maximising funding schemes
- Communication effectiveness and uptake

CITY PROMOTION

We will continue to raise the profile of Sunderland regionally and nationally and create a year-round programme of City-wide marketing activities, high-profile events, and promotional campaigns.

BIG CITY EVENTS

All the work we do to attract, deliver, facilitate, and partner with events is to drive footfall, increase spending, and raise perceptions and awareness of Sunderland. With new partners onboard and more infrastructure under construction within the city, our ambition is to grow the staple events we already have on the calendar, including Sunderland Food and Drink Festival, Make Music Day, Fear on the Wear Halloween activities and Sunderland Restaurant Week. We want to attract more food and music events with cultural elements and partner with our stakeholders to enhance the variety of experiences coming into the city.

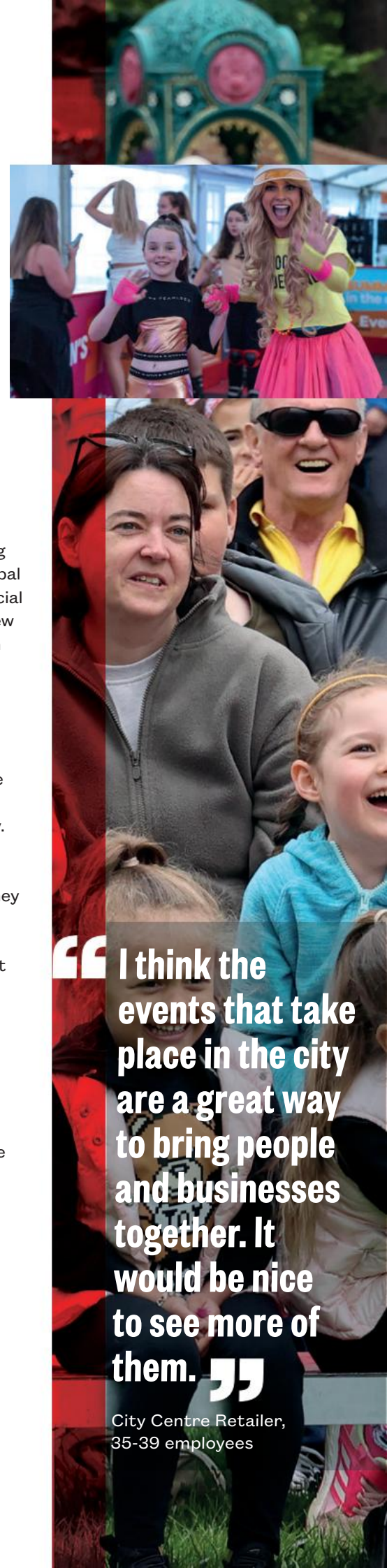
STREET ANIMATION

Street Animation brings out the strengths of Sunderland, enhancing both the visitor and resident experience, making it more welcoming, dynamic and fun. The BID will continue to support and sponsor events, unlock space, and promote Sunderland City Centre as an events destination. Animating the streets has worked tremendously well alongside significant city events and was highly popular during the recent concerts of Ed Sheeran, Beyoncé, P!NK and Elton John. We have proved that bringing public spaces to life with music and performances adds to the streets'

vibrancy and memorability, generating both direct sales and national and global PR. We intend to bring more commercial partners into the city centre in the new term to secure high-quality activation and increase public engagement on a more regular basis.

SUNDERLAND GIFT CARD

Due to the remarkable success of the Sunderland Gift Card, we will continue strengthening the offer to lock even more spending into our local economy. It is an initiative equally welcomed by a range of national retailers and independent businesses. Keeping money in Sunderland is a priority, and we will build solid campaigns to help drive sales and push for the Sunderland Gift Card to become the main reward for different initiatives. We aim to secure more corporate sales and encourage businesses to gift their employees the Sunderland Gift Card. In the new term, the BID will continue to review the current offer to ensure quality, add more businesses, and improve the selling points and purchasing journey.



I think the events that take place in the city are a great way to bring people and businesses together. It would be nice to see more of them.

City Centre Retailer,
35-39 employees



OPPORTUNITIES

We have worked hard to create the BID's digital presence and will continue using digital channels to raise the profile of what Sunderland city centre offers residents and visitors. We are open to new ways of promotion to stay relevant and on-trend, and by doing so, we will create new opportunities for businesses to promote themselves. We will encourage more businesses to share content, maximise cross-promotion and spread positive PR. We want all businesses to benefit from promotional opportunities generated in the city centre, and we will look to build links between retailers, food and drink, hotels, and other sectors.

We will measure our success through the following KPI's:

- PR coverage and campaign engagement
- Awareness and economic impact
- Increased Sunderland Gift Card sales

VOTE YES!
TO BOOST THE LOCAL ECONOMY WITH
EVENTS AND PROMOTIONAL ACTIVITIES.

BEHIND THE SCENES...

Sunderland BID is a business-led and business-funded body formed to improve a defined commercial area. We are an independent, not-for-profit limited by guarantee company governed by a Board.

We are a small but energetic and dedicated team led by Chief Executive Sharon Appleby.



THE SUNDERLAND BID BOARD

Our board has gone from strength to strength, and their combined skills not only reflect but complement our strategic plan. We are delighted to work with a collection of influencers and leaders from across key business sectors of the city that provides strong governance, strategic direction and ensure oversight and scrutiny of the delivery of our ambitious business plan.

We appreciate the perspective, balance and support the board provides to us and our businesses.



ALAN PATCHETT
Chair of Sunderland BID Board
Former Director Age UK Sunderland



NIK CHAPMAN
Head of Events SAFC
Chair of Pubwatch



DAME IRENE HAYS
Owner/Director
Hays Travel



ADAM HUMPHRIES
Retail Operations Manager
Greggs



KATH MACLEOD
Director External Relations
University of Sunderland



CLLR GRAEME MILLER
Council Leader
Sunderland City Council




CHRIS POULTON
Owner/Managing Director
Martin & Co



CLLR CLAIRE ROWNTREE
Council Deputy Leader
Sunderland City Council



As part of our city's transformation, the Council and other partners in the city must have a relationship with the businesses. The BID is that voice that represents retail, hospitality and other businesses in the city centre. They help us understand what businesses need and require to grow and flourish, allowing us to attract new businesses too. It's essential that businesses support the BID by voting yes, as they provide a robust and proactive voice for businesses and the community. 

Patrick Melia, Chief Executive, Sunderland City Council



STEVE DAVISON

Chief Operating Officer
SAFC



ROB DIXON

General Manager
Madison Cairn Holiday Inn Sunderland



KAREN EVE

Centre Director
The Bridges Shopping Centre



MARIO JACONELLI

Director
Lofthouse & Partners



ALEX KIRTLEY

Managing Director
Kirtley Co Ltd



BRIAN LOGAN

Accountant



VIKKIE MORTON

Vice Principal EPNE
Sunderland College



MARIE NIXON

Theatre Director
Sunderland Empire



DAVID PLACE

Director and Solicitor
Richard Reed Solicitors



ALLISON THOMPSON

Chair, South Tyneside &
Sunderland NHS Trust



IAN WONG

Director/ Owner
Asiana Fusion Restaurant



STEVE WALKER

Managing Director
Stagecoach North East

FIVE YEAR BUDGET...

Sunderland BID is not-for-profit: all our income is invested back into the city to ensure the success of Sunderland and our businesses. We leverage this income to bring in additional funding to support the local economy.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	NOTES:
Income							Based on the last five-year term, it has been assumed that 92% of the billed Levy will be collected each year, and this collection rate has been applied throughout the term.
Income	£521,155	£536,790	£552,894	£569,480	£586,565	£2,766,884	
The Bridges (voluntary)	£35,000	£35,000	£35,000	£35,000	£35,000	£175,000	
Additional income	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000	
Total income	£706,155	£721,790	£737,894	£754,480	£771,565	£3,691,884	
Expenditure							The average budgeted annual Levy available to be spent by the BID for the term is £738,376.
City Pride	£140,000	£140,000	£145,000	£150,000	£155,000	£730,000	
City Voice	£140,000	£140,000	£145,000	£150,000	£155,000	£730,000	
City Promotion	£280,000	£280,000	£290,000	£295,000	£300,000	£1,445,000	
Operating costs	£135,978	£140,057	£144,259	£148,587	£153,044	£721,926	
Total Expenditure	£695,978	£700,057	£724,259	£743,587	£763,044	£3,626,926	
							Each year (with the exception of the first year), the Levy will be inflated at a rate of 3%.
Annual surplus/deficit	£10,177	£21,732	£13,634	£10,893	£8,520	£64,958	
Reserves	£45,177	£66,910	£80,544	£91,438	£99,958	£99,958	
Carried forward	£35,000						



A BUSINESS IMPROVEMENT DISTRICT

There are now over 300 Business Improvement Districts in the UK; over 140,000 business hereditaments invest over £180m into towns and city centres each year.

A BID operates for a maximum of five years and then must go through a ballot process to secure another BID term of five years. The BID is funded through the BID levy, which is mandatory for all eligible businesses following a successful ballot.

All the BID's work, services, projects and initiatives that have been proposed are in addition to existing Sunderland City Council services and will not subsidise or replace services that are already provided. The BID is NOT part of the local authority.

WORKING TOGETHER

We are currently working toward our accreditation from British BIDs, the industry-recognised standard for UK Business Improvement Districts. We will have been awarded it by the start of the new term. This accreditation assures levy payers that the BID has effective governance in place and is accountable, transparent and trustworthy, giving businesses confidence that their levy is in safe hands. The team has already achieved The BID Foundation accreditation, which aims to increase the industry's transparency, accountability and professionalism. We are members of ATCM (Association of Town and City Management), a respected voice for town and city management at European and broader global levels.

Sunderland BID is also a valued member of the organisations and groups operating in the city, and Sharon Appleby, our Chief Executive, is also on the British BIDs Advisory Board, Director of Sunderland Business Partnership, Co-chair of Sunderland Empire Theatre Trust, and Board member of SAIL.



“ The BID has provided excellent service over the years and delivered various events that have helped drive business through various avenues. The meetings are informative and helpful when putting together a business plan for the coming months. ”

Neil Hamid, Sunderland Bowl



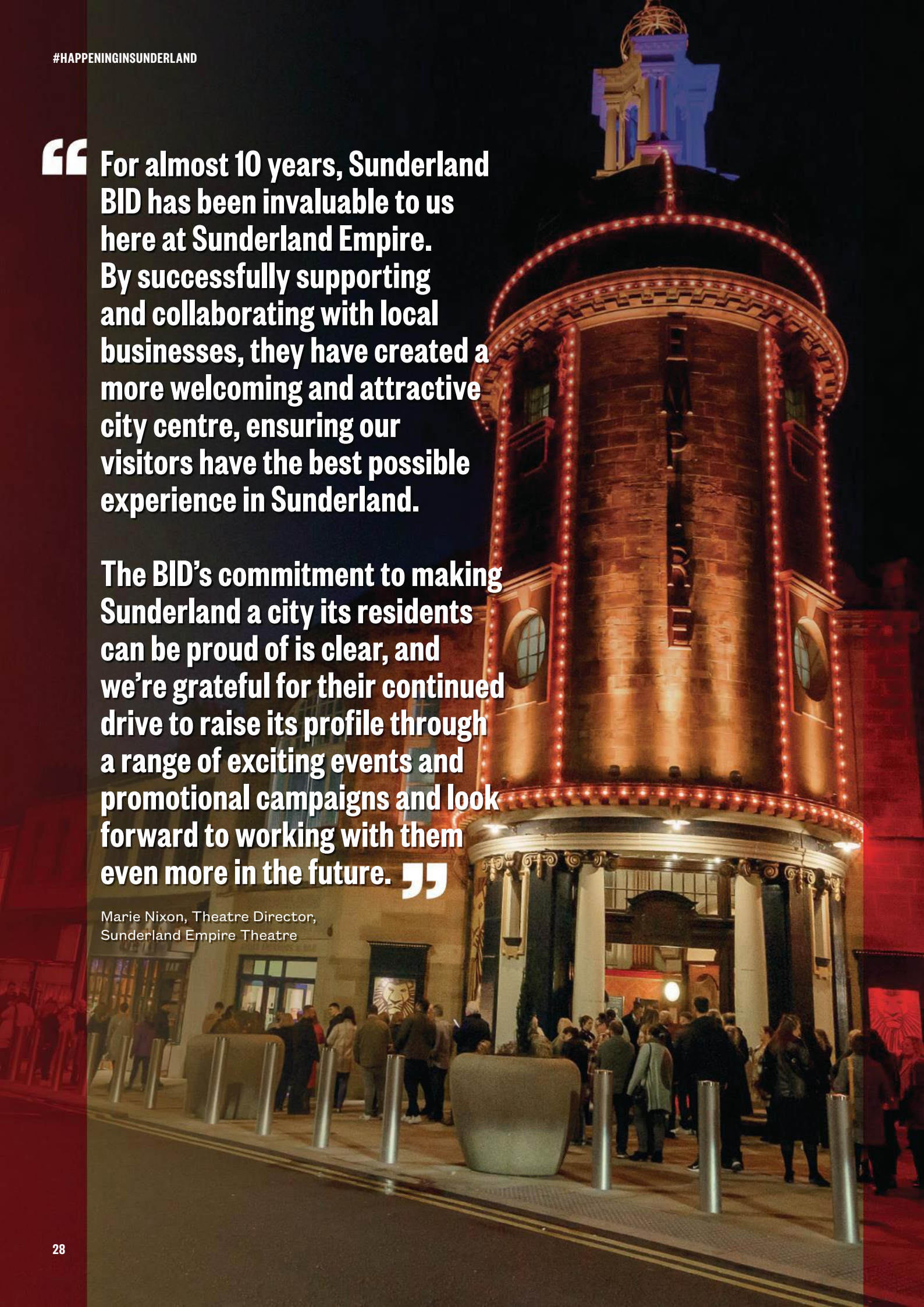
“ We have been delighted with the support offered by the Sunderland BID team. Kirsty and Lee have worked hard to help us maintain the outdoor spaces and public realm to the front and rear of our businesses; nothing has been too much trouble. ”

Rhys McKinnell – CEO - Pub Culture Limited

“ For almost 10 years, Sunderland BID has been invaluable to us here at Sunderland Empire. By successfully supporting and collaborating with local businesses, they have created a more welcoming and attractive city centre, ensuring our visitors have the best possible experience in Sunderland.

The BID’s commitment to making Sunderland a city its residents can be proud of is clear, and we’re grateful for their continued drive to raise its profile through a range of exciting events and promotional campaigns and look forward to working with them even more in the future. ”

Marie Nixon, Theatre Director,
Sunderland Empire Theatre



SUNDERLAND LEVY RULES

The Ballot

1. Sunderland City Council (the 'Council') will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to 1 November 2023.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot which will commence on 1 November 2023, and close at 5pm on 28 November 2023. Ballot papers received after 5pm on that date will not be counted. The result of the ballot is due to be announced on 30 November 2023.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the renewal proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. If successful at ballot, the new BID will commence delivery of services on 1 April 2024 and will continue for a period of 5 years to 31 March 2029.

The Levy

1. The levy to be paid by each hereditament will be calculated as of each 'chargeable day' (1 April each year), and will be for a 12-month period, April to March each year, starting in 2024. No refunds will be made.
2. Only properties or hereditaments with a rateable value of £15,000 or more on the 2023 ratings list will be eligible for payment of the levy. The charge will apply to all hereditaments, including any that may be added to the ratings list after each 'chargeable day' but that would, otherwise, have been liable as at that date.
3. The annual amount charged to those hereditaments within the previous (2019 to 2024 term) BID area will be fixed at the amount due from them in the year 1 April 2023 to 31 March 2024. This amount will be increased at a fixed rate of 3% per annum from Year 2 onwards.
4. The exception to the above would be if a revised rateable value (RV) is applied because of any change of use or a physical change to a hereditament including, inter alia, new construction, merger, subdivision, extension, and refurbishment. For such premises, the levy charge will be amended to

1.89% of the revised RV as at the next 'chargeable day'.

5. For (a) hereditaments outside the existing BID area, and (b) new hereditaments appearing in the ratings list for the first time, the levy rate will be calculated as 1.89% of RV as at each 'chargeable day'.
6. For all hereditaments as described by 4 and 5 above, the levy rate of 1.89% will be subject to a fixed inflationary increase of 3% per annum (rounded) applied at each 'chargeable day' from Year 2 onwards i.e., Year 2, 1.95%; Year 3, 2.01%; Year 4, 2.07%; Year 5, 2.13%.
7. In all instances, any national ratings revaluations within the term of the BID will be disregarded for levy calculation purposes. Revaluations resulting from appeals will take effect from the next chargeable day.
8. The maximum sum payable by in respect of any one hereditament will not exceed £20,000.
9. The number of properties or hereditaments liable for the levy is approximately 388.
10. The owners of all untenanted properties or hereditaments will be liable for the levy.
11. The Council will be responsible for collection of the levy and will not make a charge other than in respect of any enforcement expenses incurred by the Council.

Governance

1. The BID will again be managed by Sunderland Business Improvement District Limited (the 'Company'), a not for profit organisation, limited by guarantee.
2. The Board will continue to have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction.
3. The Board will be made up of representatives from levy and non-levy payers with additional expertise as required.
4. Sunderland City Council shall maintain Sector Director representation on the BID Board.
5. The Board shall meet no less than quarterly and shall appoint a Chair.
6. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID

boundary or to the levy rate proposals such that any liability increases may require an Alteration Ballot.

7. An Operating Agreement, which includes the Council's baseline service statement, has been agreed and will be in place from the commencement of the new BID term. A copy can be found at www.sunderlandbid.co.uk
8. Notice of the intention to hold a ballot was provided to the Secretary of State on 28 March 2023.
9. The Company will file annual accounts with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual meeting for members will be held.
10. The Company will provide copies of statutory accounts and financial statements to the Local Billing Authority annually.
11. The BID will meet with the Billing Authority on at least a quarterly basis to discuss service delivery, levy collection and financial management issues.

Finances

1. A cautious approach has been adopted to budgeting for the BID term.
2. A levy collection rate of 92% has been assumed.
3. The average annual levy available to be spent by the BID for the term is £533,376.
4. Annual surpluses act as a contingency provision on expenditure and provide for an anticipated surplus of £99,958 by the end of the term. This equates to 13% of average annual expenditure.
5. The BID has a record of generating additional income to fund extra activities. Assuming this continues at historic rates, it will represent 33% of income.
6. The additional income includes an agreement with the owners of The Bridges Shopping Centre who have agreed to maintain their additional voluntary contribution to supplement the levy paid by their occupier and this has been budgeted at £35,000 per annum.
7. Operating costs of the BID are estimated as 19% of total expenditure.

Note: where the term 'renewal' appears in this document it is defined as the proposed new BID Arrangements that come into effect in April 2024.



VOTE YES!

TO MORE
OPPORTUNITIES
TO INFLUENCE
OUR CITY'S
TRANSFORMATION.

Vote YES for Sunderland BID - return your ballot between Wednesday 1 November 2023 and Tuesday 28 November 2023.

By voting YES on the BID ballot, you're becoming part of something great: You will be combining forces with other city centre businesses to make Sunderland succeed.

With at least £3.6m to spend over 5 years, we're able to make a substantial and positive impact on the strength and growth of the city centre, so we can help Sunderland's businesses thrive. These funds will be raised by an annual charge to businesses with a rateable value over £15,000 in the Sunderland BID area (see map on page 13). All this money is reinvested into Sunderland on ambitious projects designed to make our city and its businesses succeed.

Your YES vote will mean that we'll be able to continue delivering all the BID projects you know and love alongside some brand-new initiatives that we can't wait to share with you.

CAST YOUR VOTE

On 27 October 2023, Sunderland City Council will send a ballot paper through the post to the eligible voter at each eligible hereditament. Each hereditament will be entitled to one vote in respect of this proposal. All non-domestic hereditaments within the BID Boundary with a rateable value of £15,000 or over are eligible to vote. This is a 28-day postal ballot closing at 5pm on 28 November 2023, so simply mark your vote and post it back to ensure your voice is heard. Ballot

papers received after 5pm on 28 November 2023 will not be counted.

In order for the proposal to be successful at the ballot, the result will need to meet, as a minimum, two independent criteria, which are: (a) of those ballots returned by the close, those voting in favour of the BID must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those hereditaments which vote in favour, must exceed the total of those voting against.

The ballot will be counted by Sunderland City Council, who will announce the result on Thursday, 30 November 2023.

Our ambition is to drive Sunderland city centre forward with powerful and productive partnerships which transform this city. To deliver inspirational leadership to instigate new ideas and amplify existing initiatives through informed and innovative investment.

Following a majority YES vote, Sunderland BID will operate for another 5-year term on behalf of businesses in the city.

We need a majority YES vote to enjoy the benefits this united business-led partnership offers and amplify Sunderland's incredible strengths, successes, and uniqueness, resulting in an ongoing economic effect and bringing business benefits to all.

If the ballot is successful, Sunderland BID will commence a third term of five years from 1 April 2024. Irrespective of how or whether you voted, the BID levy is mandatory for all eligible ratepayers following a successful ballot. If the ballot is unsuccessful, all staffing, projects and services funded by the BID will be terminated as of 31 March 2024.

THANK YOU TO... everyone that has contributed to this document including some great images from SAFC, Sunderland Empire and Building Design Northern.

VOTE YES TO BE PART OF SOMETHING AMAZING.

If you have any queries, just give us a call on **0191 722 1002**, drop us an email at **info@sunderlandbid.co.uk**, or pop in and see us at **The Yard, Sunderland, SR1 3AW**

OR let us know a time and we'll come and see you!

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#HAPPENINGINSUNDERLAND



**Sunderland's
Business
Improvement
District**

BID BUSINESS PLAN
2024 - 2029