

BUSINESS IMPROVEMENT DISTRICT (BID) - ANNUAL UPDATE

REPORT OF THE SCRUTINY AND MEMBERS' SUPPORT CO-ORDINATOR

1. Purpose of the Report

- 1.1 To provide the Committee with a progress report on the work of the Sunderland Business Improvement District (BID) and provide an update on the economic challenges and opportunities facing the city.

2. Background

- 2.1 A Business Improvement District is a defined area in which a levy is charged on business rate payers for the development of projects in the local area.
- 2.2 The Sunderland Business Improvement District (BID) was established in April 2014 for a five year period to March 2019. In November 2018, local businesses voted to renew the BID project for a further five years and it was recently announced that the BID had been reelected for a third term commencing in April 2024. For its third term the BID will be extending its remit to also cover the Sheepfold area of the city.

3 Current Position

- 3.1 Sharon Appleby (Chief Executive BID) will be in attendance to provide a presentation on the work of the BID, providing information on what has been delivered so far and the key projects for 2024/25. A copy of the BID's latest business plan is attached for information.
- 3.2 Marion Dixon (Environmental Health, Trading Standards and Licensing Manager) will also be in attendance to contribute from a Council perspective on the delivery of events, together with Natasha McDonagh from the Sunderland Chamber of Commerce who will provide an overview of the economic challenges and opportunities facing the business sector.

4. Recommendation

- 4.1 The Committee is recommended to consider and comment on the update provided.

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