

Sunderland Business Improvement District

1 Year On

Ken Dunbar
Chief Executive
7 April 2015



Background

- Successful campaign and successful ballot
- BID has an initial five year term and must work within agreed boundary
- Established the Company and Governance Arrangements
- Legal framework with necessary agreements in place
- Developed the BID brand and identity- “Experience it Here”
- Recruited team and established operating systems
- Early impact with events to create vibrancy in city centre

Bid Priorities

- BID priorities set out in the BID Business Plan- these are legally binding
- Putting the City on the Map
- A safer city centre
- A city to be Proud of
- Invigorating the evening economy
- Access all Areas
- A strong Business voice

What have we delivered so far?

Putting the City on the Map

- Summer and Autumn events and activities, including:
 - Sponsorship of Sanctuary at the Minster- great music, food and drink events
 - Stadium of Light Concerts - warm up acts
 - Vamos - building on World cup fever
 - African Festival - celebrating the arrival of the Lion King
 - Street Art projects - pavement art
- First comprehensive Events Guide
- Developed the Events Guide into VIBE Magazine working in partnership with 8 key organisations promoting vibrancy in the city
- VIBE magazine great medium to promote what is happening in the city
- Building a strong social media presence – 2,066 Facebook and 1,196 Twitter followers



A Safer City Centre

- Building a comprehensive picture of the crime and anti-social behaviour issues impacting on city centre
- Established BID Action Team to review crime challenges and develop BID led interventions
- Talking Camera project implemented in Park Lane
- New Area forums being developed which will assist in identifying crime and security issues
- Assessment of what is required to obtain Purple Flag status for Sunderland
- Work with the City Centre management group to look at licensing and other issues affecting safety in the city centre



A City to be Proud Of

- Support and sponsorship of Britain and Northumbria in Bloom initiatives
 - More hanging baskets and planters
- Talking Cameras - key goal is to improve behaviours ie stop littering
- Regular photo evidence of environmental problems submitted to Council's city maintenance team - excellent response
- Encouraging landlords to develop/improve their properties wherever possible
- Working with landlords to improve use of empty properties with pop up galleries and shops
 - Caravan Gallery



Invigorating the Evening Economy

- Late night shopping and free parking after 3pm every Thursday
 - Over 50 shops open
- Entertainment every late night shopping evening
- Investment in Christmas with Advent Door competition, street entertainment and lighting the city
- Promoting Blues and Roots events
- Increased marketing and promotion of pubs and restaurants
- Business Boosters – ideas to encourage businesses to take advantage of events/shows coming to the city



Access all Areas

- Worked with Age UK's Champion's group using their Access audit on the city to encourage changes in design and street scene - Bridges Shopping Centre has made a number of adjustments to improve access for older people
- Developed street scene guidance and technical standards setting out the BIDs aspirations for the city, including signage
- Sought to influence design changes in Keel Square to make space more event ready from time of opening
- Use of BID Bulletin to advise businesses of major events (when known) and potential disruption

Strong Business Voice

- Influence over key place shaping projects, such as the Investment Corridor
- Creation of BID Action Teams and move to Area Forums reflecting the key areas of the city
- Support for key initiatives such as the Intelligence hub and city wi-fi project
- Comprehensive BID database created – covering all businesses in the city centre levy and non levy payers
- BID representation on the Infrastructure group
- Working with key partners on VIBE group and City Centre Group to optimise resources
- New website created which will provide a vehicle for businesses to promote offers

Key Projects 2015

- Build evening economy and late night shopping campaign - encourage more shops to open and bars and restaurants to partake with offers
- Support and guide businesses to ensure they make the best of events coming to the city
 - use business boosters to increase the impact of events
- Support existing market provision and establish new quality markets
- Support Pride of Place projects such as Britain in Bloom and a "love your city" campaign
- Work with partners to gather better data to analyse trends and crowdsource ideas for growth
- Big Tidy event
- Improve marketing of the city through VIBE and other media platforms
- Create a city map and promote more through the BID website and social media pages

Opportunities

- Making the best of the City's great new asset - Keel Square
- Forthcoming legislative changes to support a bigger role for BID's in place shaping agenda
- The new city centre College campus
- Vaux site – capacity to attract white collar jobs into the city
- Work with Asset Backed Vehicle – Siglion
- Use of digital technology to support business growth – apps, intelligence, and ability to connect businesses with customers in more creative ways
- The Investment Corridor
- Renewal/refurbishment of Mackies Corner



Remodelling of St Mary's Way / Livingstone Road



Opportunities contd...

- The 3/6/9 vision - link key events under a comprehensive theme across 2015 and succeeding years (Alice in Wonderland theme for 2015)
- The Tall ships event
- Fablab
- New Hotels
- A new Railway Station



