

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

sunderlandbid.co.uk

**Economic Prosperity
Scrutiny Committee**

Tuesday 9 January



WHAT IS A BID.

- BUSINESS LED ORGANISATION IN DEFINED LOCATIONS – 334 IN THE UK CURRENTLY
- FIVE YEAR TERMS
- FUNDING COMES FROM A LEVY PAYABLE BY BUSINESSES – USUALLY BASED ON RATEABLE VALUES
- AROUND 430 LEVY PAYERS IN SUNDERLAND CITY CENTRE
- AVERAGE ANNUAL INCOME CURRENTLY OF AROUND £532,000



Our vision:

**TO CREATE A
VIBRANT CITY
CENTRE**

WITH

OPPORTUNITIES FOR



YOUR OPINIONS MATTER TO US.

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.

As a result of this research, we know we need to see more businesses more regularly and continue our work in reducing antisocial behaviour.

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.

Therefore, we need to continue and build on some of the flagship initiatives that have received positive feedback.



BAR MENU

Safe drink for you!
GIN & TONIC
GARDEN
Breakfast 10.00 till 11.30
SPECIALS
Chicken liver, mushroom & rice risotto
Cabbage, pea, onion & potato gratin
Chick Con Corn, rice vegetable, potatoes & green beans
Beer, lobster, wild mushrooms, garlic bread

SPORTS DIRECT



YORKSHIRE BUILDING

McDonald's



BALLOT RESULTS

Turnout
45.45%

86.3%
voted YES
(by
number)

94.3%
voted YES
(by RV)





OUR CITY
PRIDE.

We deserve a City Centre that we can all be proud of.

By introducing street rangers, challenging anti-social behaviour, keeping our streets clean and bringing neglected spaces back to life, we're changing perceptions and building a real sense of civic pride.

Ensuring that our City Centre is a welcoming, safe, clean and attractive environment for everyone.



ATTRACTIVE STREETS
SR1 STREET RANGER
CRIME REDUCTION
PURPLE FLAG
A LOW-CARBON CITY





OUR CITY

VOICE.

We're providing a strong, collective voice for City Centre businesses at the highest level, lobbying and influencing local and national government to get your views heard and influence positive change in our City. By working together in partnership, sharing knowledge and collaborating with other city BIDs, we're identifying more funding opportunities and making good things happen to improve Sunderland City Centre's trading environment.



INFLUENCE
FUNDING STREAMS
PARTNERSHIPS
COMMUNICATIONS
ESG





OUR CITY

PROMOTION.

We're raising Sunderland's profile regionally and nationally through our BID brand. Creating a year round programme of City-wide marketing activities, high profile events and promotional campaigns, and spreading the word. We're bringing our streets alive and creating a dynamic and vibrant City Centre that attracts visitors and gives local residents a reason to stay closer to home.





BIG CITY EVENTS
STREET ANIMATION
SUNDERLAND GIFT CARD
PROMOTIONAL OPPORTUNITIES

The Sunderland Gift Card has had a busy year, we continued to reach new heights and grow the reputation of the card. This was achieved through many marketing campaigns, promotion, and our drive to increase our corporate sales. We surpassed our targets and had a 86.66% increase on 2022 sales. We cant wait to see what 2024 has in store!

THE IMPACT

- Promotion across social media, digital screens, hard copy and digital newsletters, Google ads, Sunderland Experience app, Sun FM, Metro Radio, ad in Living North, print assets, which consisted of city centre bin vinyls, posters, flyers, air dressing and window vinyls in the Bridges Shopping Centre.
- We ran various competitions during the year for different occasions.
- Influencer Marketing was introduced for the first time this year.
- We hosted our first Corporate Webinar in October to inform businesses on how the gift card could be used to reward their staff.
- Marketing campaigns for holidays. Promotion at various events such as the Student Raid, Business Excellence Awards, BID Business Plan Launch, Angelo's Festive Market and Sunderland College Freshers.
- Featured in Portfolio North, Asian Trader, Bdaily Business News, Sunderland Echo, North East Connected, Appetite Magazine, Shields Gazette, Sunderland Magazine and Retail Destination.

£137,93

Gift card sales in 2023

£75,23

Gift card sales in 2022

£84,330.63

Spent in 2023

£31,243.3

Spent in 2022

£2,500

Digital gift card sales 2023

86.66%

Increase in sale of gift cards from 2022

CORPORATE ORDERS

Richard Reed Solicitors, Ocado, Back On the Map, Sunderland City Council, Bridges Shopping Centre, MMC Research & Marketing, Pavilion Properties, Hetton Town Council and Better Points

£265,51

4 Total gift card sales to date

BUSINESS CHALLENGE S.

- COST OF LIVING
- INCREASE IN MINIMUM WAGE
- WORKING FROM HOME/
FLEXIBLE WORKING
- LITTLE READY TO MOVE INTO
WORK PREMISES – SOME
AREAS ARE NEGLECTED
- HIGH STREET CHANGES AND
RETAIL SITUATION



BUSINESS OPPORTUNITI ES.

- CITY TRANSFORMATION AND AMBITION
- MORE JOBS
- MORE HOMES
- MORE VISITORS – INCLUDING TOURISM STRATEGY
- INCREASED POSITIVE PR

