

ECONOMIC PROSPERITY SCRUTINY COMMITTEE

AGENDA

**Meeting to be held in Committee Room 1, City Hall, Plater Way,
Sunderland on Tuesday 9th January 2024 at 4.30 p.m.**

Membership

Cllrs Burrell (Chairman), M. Dixon, Fagan, Foster, S. Johnston, Leonard (Vice Chairman), O' Brien, Scanlan, Warne and Watson.

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Part C – CCFA/Members Item/Petitions

No items.

E. WAUGH,
Assistant Director of Law and Governance,
Civic Centre,
SUNDERLAND.

22 December 2023.

Item 2

At an extraordinary meeting of the ECONOMIC PROSPERITY SCRUTINY COMMITTEE held in COMMITTEE ROOM 1, CITY HALL on TUESDAY 21ST NOVEMBER 2023 at 3.00 p.m.

Present: -

Councillor Burrell in the Chair

Councillors, Dixon, Leonard and Watson

Also in attendance: -

James Diamond, Scrutiny Officer, Sunderland City Council

Paul Wood, Principal Governance Services Officer, Sunderland City Council

Chris Smith (Executive Director of Business Growth) Thirteen Group

Michael Farr (Executive Director of Assets and Growth) Bernicia Homes

Ian Porter (Director of Neighbourhoods) Believe Housing

Kelly Taylor (Assistant Director for Housing) Karbon Homes

Members of the Press

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillor Fagan, Foster and Scanlan

Declarations of Interest (including Whipping Declarations)

There were no declarations of interest.

Housing Providers - Consultation

The Scrutiny and Members' Support Co-ordinator submitted a report (copy circulated) for a number of housing providers to discuss with the Committee, the housing issues that the City was facing.

(For copy report – see original minutes)

Representatives from housing providers attended the meeting including– Chris Smith (Executive Director of Business Growth) for Thirteen Group. Michael Farr (Executive Director of Assets and Growth) for Bernicia Homes. Ian Porter (Director of Neighbourhoods) for Believe Housing and Kelly Taylor (Assistant Director for Housing) Karbon Homes. Each representative was given a half hour slot to provide a brief presentation on their views of the challenges facing the city and answer any questions from members.

Thirteen Group

Chris Smith (Executive Director of Business Growth) briefed the Committee on the background of Thirteen Group, stating that they had 123,000 properties across the North East but mainly in Teesside with less than 300 in Sunderland.

Mr Smith advised that the main issues faced included the Cost of living crisis which was still biting communities and they had put in lots of support for people.

The Damp and Mould issue was still there and happening but tended to be seasonal and they only had two live cases in Sunderland but these were being dealt with.

Homelessness was a massive issue on the rise and they were receiving most tenants from the private rented sector and they were receiving increased scrutiny as housing associations which was coming through from new legislation.

Mr Smith advised that whilst they did not have much stock situated in Sunderland there was one particular supported housing scheme that they worked with the Council on that had recently obtained funding to continue this for another year and it was going well with a massive demand for this type of accommodation.

Mr Smith also advised that they were currently going through the planning process for a development at Harrogate Street which was a more traditional build with a contractor in place to provide 96 mixed properties and they hoped to be on site in spring next year.

In terms of investment, they were intending to preplace the kitchen and bathrooms in their properties in the Glebe area the year after next.

In response to Councillor Dixon's enquiry over the types of houses they held in Hendon, Mr Smith advised that these were street houses/cottages that used to be the Banks of the Wear stock.

Councillor Dixon referred to the Harrogate Street development and if they owned all of this land or just pockets of the site. Mr Smith advised that they owned the main oblong and a triangle portion of the site which they had acquired over a period of time with the holdup being mainly due to costs and making the scheme viable.

Councillor Dixon enquired as to which type of residents they would be looking for as part of the 96 homes. Mr Smith advised that they wanted a mix of people who would sustain the area and they would take nomination lists from the Council. Gentoo hold waiting lists which they didn't have access to which was an issue but they would talk to the Council and with Gentoo.

In response to the Chairmans query if they vet their tenants, Mr Smith advised that they did consider application forms, look at past history and that they had to be in housing need. They could disbar tenants if they had a history of ASB etc and they also checked for affordability.

Councillor Watson informed of previous meetings in which it was advised that Housing Company's all had the same lists and it was surprising to hear this was not the case now. Mr Smith advised that it was different everywhere and that Tees

Valley had a common waiting list which they had only just come out of and that some wanted to have control of their own lists.

Councillor Watson commented that she believed Gentoo were changing and becoming much better in their approach to partnership working.

The Chairman enquired if Thirteen Group held crisis funds and such like for residents. Mr Smith confirmed that they did and that whilst the Board had agreed to increase rents by the 7% permitted, they had increased their hardship fund by £1 million. They had Community Resilience Teams working within communities and people they could work with if residents had particular needs.

Councillor Leonard referred to Thirteen Group only having 230 properties in Sunderland and enquired if they were based in Teesside, how they covered managing these. Mr Smith commented that they didn't have any physical office space in Sunderland with mainly hybrid/remote working but the Housing Coordinators were on site and officers were accessible.

Councillor Dixon stated that there had been money put into the Hendon area and enquired if they met with Homes England. Mr Smith informed that they met regularly with Homes England who were very supportive of their scheme.

The Chairman enquired if they installed solar and heat pumps into their developments or if it would be more traditional energy sources. Mr Smith confirmed that it was more traditional sources as these were more affordable to heat the homes but he could get the specifications along with the details of the grants received.

There being no further questions, the Chairman thanked Mr Smith for his attendance.

Bernicia Homes

Michael Farr (Executive Director of Assets and Growth) for Bernicia Homes briefed the Committee that they held 700 properties in Sunderland including general need, older persons properties and supported accommodation.

Bernicia Homes had recently built a scheme at Southwick for 36 new homes which had proven to be very popular with local residents. They had a planning application in for North Moor at present for 45 units which included houses and bungalows and whilst they were still an active developer most of their stock was located in Northumberland and North of the Tyne.

Mr Farr advised that they were still looking at opportunities, but it had become harder with a difficult planning system and the number of months before permission was granted. Mr Farr also added that it wasn't just the complexity of the planning system that was an issue but also the lack of planning officers due to the cutbacks that have had to be made.

Mr Farr informed that they were still very active since the last visit to Committee in February but things hadn't gotten any easier with some of those risks identified having crystallised with inflationary pressures affecting new build property costs, the

damp and mould situation and the failure of contractor Tolent who were one of the principal contractors many used.

They had seen increased prices due to contractors not even tendering for projects and having to negotiate and trying to obtain labourers etc had also become harder. Mr Farr commented that they hoped they were through the worst of it with Government grant rates slowly increasing and they would note what was included in the Autumn Statement.

In response to Councillor Dixon query of what they would like to see included in the Autumn Statement, Mr Farr commented that decarbonisation was huge and that the release of funding for this would be helpful. In terms of new builds, a longer term certainty over funding would also be welcome and to stimulate the market with help for first time buyers. Mr Farr also added that he hoped there wouldn't be anything on restricting rents as this would affect the building of their homes.

In response to the Chairmans query as to how their residents were finding things, Mr Farr stated that he believed they were finding it tough due to the Cost of Living crisis and issues around utility costs. They were seeing cases of damp and mould because residents couldn't afford to put their heating on. Mr Farr informed that they do supply support in terms of help accessing benefits etc but rents was a particularly significant issue as any reduction in the formula affected their business plan.

In terms of the main areas they held properties in Sunderland, these were scattered around Southwick and Houghton and mainly just south of the Wear.

The Chairman enquired if they had a depot in Sunderland. Mr Farr confirmed that they did not, but they did have their main labour force insourced and a depot in County Durham where they tended to service Sunderland from.

Councillor Dixon queried what their relationship was like with Gentoo and other housing providers. Mr Farr advised of the North East Housing Partnership, which was how they came together on issues such as procurement and he felt that this would be the start of a more mature relationship and a genuine attempt to collaborate more. In terms of relationship with Sunderland Council Mr Farr advised that this was good and from the number of visits made to City Hall he has found it hugely positive and very ambitious which has raised the Councils profile and showed positive signs.

The Chairman enquired if they had increased their Crisis Fund for residents. Mr Farr acknowledged that this hadn't been increased massively but they did have their Bernicia Foundation which provided grants for various people such as pupils gifted in certain areas and for grandparents with caring duties.

In response to the Chairmans query over ASB, Mr Farr advised that this wasn't a major problem and it was perhaps the perception of ASB that was more so the issue but they did have ASB teams that investigated reports.

With regards to the Chairman's query over the Damp and Mould issues and Investment timescales, Mr Farr advised that it depended on the nature of the issue and the seriousness if they were to act straight away. They had carried out 700

inspections in the first seven months of the year and found the issue to be seasonal with a reduction of cases during June etc.

Trying to get surveyors and specialist damp companies was challenging, to the point where they were setting up their own internal specialist team. They were all chasing the same resources and whilst they were getting on top of this it was taking longer than they would've liked.

In terms of the cases of the mould, these were down to general condensation with 50% of the jobs investigated of the lower category and a very small number where it was due to a burst water pipe or such like. All tenants were moved out whilst dealing with the more serious cases.

There being no further questions for Mr Farr, the Chairman thanked him for his attendance.

Believe Housing

The Committee welcomed Mr Ian Porter of Believe Housing to address Members. Mr Porter informed that they were the Durham based equivalent of Gentoo, with 74 new builds in Sunderland and mainly section 106 units around Ryhope, Hetton, Houghton and Chapelgarth. They were Durham based and its periphery and Sunderland was a good opportunity to cross boundaries.

Mr Porter referred to what he believed the issues in his sector to be and that there was a lot of regulatory changes they were having to prepare for, the continuing compliance around damp and mould was requiring a phenomenal amount of work. Fire Doors/inspections and water hygiene were all taking on new levels which was fine but did take on more of their time and resource.

Mr Porter added that they were still dealing with the Covid hangover and the expectations with customers tolerance levels having changed.

Repairs was still a continuing issue with a backlog from Covid and then the Storms that followed. The employment market was very challenging and they were bringing the smaller SME's in to help support.

Mr Porter informed that the cost of everything was going up and it was a fine balance between rent increases and operating costs so turnover was much lower. Demand was higher than ever due to increased mortgage rates and uncertainty of employment for residents and also the non fault evictions legislation that was upcoming which had spooked the private landlords to act before implementation.

Environmental Plans were also a big issue and another strain on original plans that could bring into question the sustainability and viability of proposed schemes.

In terms of the section 106 properties, the issue was that it was very challenging to get the blend and balance in the estates with referrals from the Council and whilst he has spoken to the Council he felt there was more support needed for the residents.

Mr Porter referred to the Cost of Living crisis commenting that they spend a lot of time in sustainment discussions at the front end around income expenditure and

work in preparing people for tenancies and generally trying to do more to support people. They also contact those residents that they hadn't heard from to ensure they were alright.

In response to Councillor Dixons query over how the S106 homes worked and if it was the developers that got in touch, Mr Porter confirmed that they did and that they usually had an existing relationship with the provider and they would then approach Sunderland Council about who was on their lists.

Councillor Dixon enquired if there were slight tensions between some problem tenants not blending within the developments. Mr Porter advised that not all cases, but there had been some serious issues, one particular case had caused large costs/repairs leading to court proceedings and costings up to £20,000 so there was a need for more work around community cohesion. They did as many checks as they could but didn't always get the information they needed as this was sometimes confidential. They had meetings with Housing Teams in the Council and it was an item for discussion as it was an issue for all housing providers but they had to find the right balance.

With regards to agreements with Developers on how many properties they take on, Mr Porter advised that it depended on the size of the development and whether they wanted one housing association partner or multiple, these would be spread over a number of years and phases also.

Councillor Leonard enquired if they had a contract on who to put in to occupy the houses. Mr Porter informed that this would depend on the individual s106 agreements in relation to what list they went off. In terms of the numbers bidding, he did think that Durhams new selective licensing had some part to play.

Councillor Dixon queried as to Mr Porters opinion on right to buy. Mr Porter advised that they had flown out the door for them and it was his experience that they tended to be more rent to rent and the current environment meant that they stayed as rental properties.

There being no further questions, the Chairman thanked Mr Porter for his attendance.

Karbon Homes

The Committee welcomed Ms Kelly Taylor Assistant Director Housing for Karbon Homes to the meeting. Ms Taylor informed that they had formed in 2017 with three strategic aims of providing quality homes, helping customers and shaping communities. Their footprint was in the north of England and into Yorkshire but their stronghold was in the North East. They had 500 properties in Sunderland and had grown substantially over the last two years with supported housing, right to buys and leasehold/shared ownership.

Ms Taylor commented that the challenges they faced were replicated across all local authorities with issues such as homelessness and the number of people in temporary accommodation. Health inequalities and people being able to access services was a huge deal along with employability and the cost of living crisis.

Ms Taylor added that there was a lack of decent housing options with the numbers in private sector diminishing.

In terms of support for customers, they had a Foundations for life Team that funds a Employment Advisor working across Sunderland to help navigate people into work. Helping Hand was another service to help people and a fund to provide assistance with travel costs or requirements such as a new suit for interviews etc.

Ms Taylor also informed of Money Matters Case Workers which had a huge demand on their services, this supported residents in claiming benefits or attending any required tribunals for instance.

There was a Silver Talk Service to help combat loneliness and isolation who worked primarily with the older generation however during the Covid lockdowns this service took off with younger people also accessing the provision.

They were currently working with Gentoo on the successful Bread and Butter Project with 400 people waiting to access services there was huge demand and they were looking to expand this.

In terms of new building programmes in Sunderland, this was extensive with £444 million investment. There had been 105 new homes in North Hylton which had been really popular and some of these had been Carbon neutral homes. Not all homes were carbon neutral but all had some level of green tech included.

45 new homes were planned in Redburn Row, Houghton Le Spring which were a mix of three bed family homes and two bed bungalows. Albany Park would see 75 new homes, again a mix of houses and bungalows.

Councillor Dixon referred to the Association being formed in 2017 and enquired if they only held new properties. Ms Taylor advised that they inherited other properties when they amalgamated in 2017 so some properties were 20+ years old and they also had supported housing from converted town houses via a project they ran with Gentoo.

Councillor Dixon commented that it appeared they had a commendable concentration on social help and enquired if this was their main ethos. Ms Taylor advised that this was a huge ethos for them as an organisation and one of their main core priorities as an anchor in communities they work in and have the ability to assist those residents. They also had a commitment from the Board that they would continue to do this. They did get lots of match funding in order to get these sorts of projects up and running.

Councillor Dixon enquired if there were challenges relating to the families coming from abroad, such as Africa that were being housed around the Park Lane area. Ms Taylor informed that there were people arriving from various cities for different reasons through specific programmes. The Syrian crisis had a programme in place to support those, albeit they may be temporary places and others may have come to visit family or to study although they were not seeing so much demand from those for their properties.

In response to Councillor Dixons queries, Ms Taylor advised that it wasn't within her remit but they had a whole development team who navigated the Planning System so she couldn't comment on if they found it difficult but could take any specific questions back to them. In relation to their relationship with Sunderland City Council she felt that they worked well with the Council who had recently adopted one of their systems due to the working relationship that they had.

Councillor Watson enquired as to which other housing providers they worked with. Ms Taylor advised that they worked with all that were in the North East, bits and pieces with Gentoo and also with Social Value in Communities.

In response to the Chairmans question over how they've addressed the damp and mould issues, Ms Taylor informed that after the recent tragedy that occurred in Rochdale they procured a dedicated team of surveyors and had recently undertaken stock conditions, some of which had already been uncovered and the aim was to get out within 5 working days to inspect any issues raised. They also looked at family circumstances as some residents were unable to afford to turn their heating on due to the cost of living crisis so they worked with people and referred them to the Money Matters Team to help claim any benefits available to assist with heating bills etc.

Ms Taylor also informed that they had a dedicated case management system so nothing could slip through the cracks.

The Chairman enquired as to where their offices were located. Ms Taylor advised that they had offices in County Durham, Newcastle and Morpeth/Hexham but their ethos was take the service to the customer and could do this online or phone based. In terms of their delivery model, their Housing Officers had really small patches to cover so they tended to do their business out in their communities.

In response to the Chairmans query over their repairs teams, Ms Taylor confirmed that these were in house and they had a huge workforce and it was only the very specialist trades that they did not employ and had to go out to third party contractors for. It was a struggle in terms of recruitment for gas engineers and electricians but they had lately completed some recruitment fairs, so it wasn't as troublesome more recently.

Ms Taylor also informed that they had recruited for a Housing Officer and had received over 700 applicants which had been a positive.

There being no further questions for Ms Taylor, the Chairman thanked her for her attendance.

In response to Councillor Dixons suggestion that all the key issues raised by representations be compiled into a report or document, Mr Diamond advised that he would put this together.

2. RESOLVED that the report be received and noted.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) M. BURRELL,
Chairman.

At a meeting of the ECONOMIC PROSPERITY SCRUTINY COMMITTEE held in COMMITTEE ROOM 1, CITY HALL on TUESDAY 5TH DECEMBER 2023 at 4.30 p.m.

Present: -

Councillor Burrell in the Chair

Councillors, Dixon, Fagan, Leonard and Scanlan.

Also in attendance: -

Mr James Diamond, Scrutiny Officer, Sunderland City Council

Mr Paul Wood, Principal Governance Services Officer, Sunderland City Council

Mr Neil Guthrie, Development Director, Sunderland City Council

Mr Anthony Crabb, Project Director, Sunderland City Council

Councillor Kevin Johnston, Portfolio Holder for Dynamic City

Mr Marc Morley, Director of Environmental Services, Sunderland City Council

Members of the Press

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Foster, Johnston and Watson

Minutes of the last ordinary meeting of the Committee held on 7th November, 2023

A copy of the minutes of the last ordinary meeting held on 7th November 2023 were submitted.

(For copy reports – see original minutes).

1. RESOLVED that the minutes of the last ordinary meeting held on 7th November 2023 (copy circulated), be confirmed and signed as a correct record

Declarations of Interest (including Whipping Declarations)

There were no declarations of interest.

Regeneration of City – Progress Report

The Executive Director of City Development submitted a report (copy circulated) to advise on the progress being made in delivering the regeneration of a number of key sites within the City.

(For copy report – see original minutes)

Neil Guthrie, Development Director and Anthony Crabb, Project Director were in attendance along with the Portfolio Holder for Dynamic City, Cllr Kevin Johnston to present the report along with a PowerPoint presentation.

Councillor Fagan commented that there was a great deal going on and she hoped that it would all pan out. In relation to the housing proposals in the Sheepfolds Councillor Fagan enquired as to the percentages that would be to rent or privately owned etc.

Mr Guthrie advised that the properties owned by the Council would predominantly be for private rent and were seen as a catalyst for attracting investment. The Homes of 2030, they would look to sell as these would be bespoke properties.

The Farringdon Row development provided by Place First was a private development and the private developments on Sheepfolds would be expected to be a mix for open market sale, private rented and some affordable housing as they were trying to increase the housing choice but they would be driven by the market on his.

Councillor Fagan referred to rumours that the vacant Cinema site was to be converted to student accommodation and queried if they were focussed on keeping the site as a Cinema. Mr Guthrie advised that they were in dialogue with 3 to 4 operators to keep the building as a Cinema and there were viable offers on the table but the existing contract and lease needed to be seen through to termination and it was hoped that some announcement could be made next year on this.

In terms of student accommodation they were looking at opportunities along the northern side of the High Street as the University has a demand for high quality student accommodation and Sunnyside would be one of the areas they looked at.

In response to Councillor Dixon's query over Sunnyside and if Towns had their interest extended, Mr Guthrie informed that Towns were still within their original remit at the moment with the Pilot being one of the more strategic ones so they were keen to retain Towns moving forward as the service they had offered had been welcomed by the community there. They were currently talking with the government about extending the Place Strategy and retaining Towns as part of that.

With regard to the query over the former Joplings building, Mr Guthrie advised that since acquiring the building, it was not in the best shape, it was 100 percent let as student accommodation at the moment and works had been required to bring it up to standard. Feasibility studies were being looked at.

In response to Councillor Dixons query over links with the University with regards to overseas students, Mr Guthrie informed that they had seen a shift in demand in types of accommodation/apartments and an increase in students so they were talking to the University about interventions. The Sheepfolds site had the opportunity for apartment blocks and they were in dialogue with the University and the Health bodies over this.

In relation to a query over Officers relationship with Homes England, Mr Guthrie advised that Lead Officers from Homes England were regionalised so they did have a good relationship with the officer and that they were one of the priority areas for investment so they were working hard in the background towards long term strategic

investment projects. Councillor K. Johnston also advised of a recent event held within City Hall which had been attended by Homes England and they had been impressed by what was on offer.

Councillor Dixon enquired as to Gentoo's withdrawal from the Vistry partnership at the old Civic Centre site. Mr Guthrie commented that he didn't know the details as they were both private companies but they were not immune to the same pressures in terms of rising costs that everyone faced.

Councillor Dixon referred to High Street West and the possible need for CPO's. Mr Crabb advised that they owned most of the buildings so it would only be the odd building that may require a CPO, they were confident those issues could be resolved but they would need the process in place to fall back on.

The Chairman introduced Councillor K, Johnston to address the Committee on his portfolio and he added that the presentation showed that this was one of the most ambitious regeneration projects in the Country and it was a fantastic time for everyone in the City to be involved in it and it was helping to encourage businesses to become involved along the way.

Councillor Dixon commented that it seemed people were working together well in terms of all the different agencies involved. Mr Guthrie commented that they had a clear vision that they were sticking to and delivering against their plan which gave the Government confidence to invest in.

Councillor Johnston also wished to praise the Business Investment Team who were doing excellent work in attracting businesses, which was all having a knock-on effect.

There being no further questions, The Chairman thanked the Officers and Councillor Johnston for their attendance. it was then:-

2. RESOLVED that the report be received and noted.

Events in the City - Update

The Assistant Director of Regulatory Services submitted a report (copy circulated) to update on events held in the City during the year and future plans

(For copy report – see original minutes)

The Chairman informed the Committee that this item was to be deferred to the next meeting of the Committee as its contents were closely tied to the Sunderland BID/Chamber of Commerce item scheduled and it was felt best that they be considered together.

3. RESOLVED that the report be deferred to the next meeting

Environmental Services - Update

The Director of Environmental Services submitted a report (copy circulated) providing an update on a range of environmental issues affecting the City and the plans for the future.

(For copy report – see original minutes)

Marc Morley, Director of Environmental Services was in attendance to present the report along with a PowerPoint presentation (copy circulated)

Councillor Scanlan referred to the Hendon Project commenting that this had worked really well and had drastically improved the situation in that area and wished to thank the team for this. Mr Morley advised that it was about sustaining this moving forward and they also had Back on the Map involved now.

Councillor Dixon commented that the staff, especially those covering the East area, city centre side and within the Ward were excellent and always gave a swift response and he couldn't speak highly enough of. Mr Morley thanked Councillor Dixon for his comments and advised that he would pass on his compliments to the team.

Councillor Dixon referred to a recent request that the Area Committee wished to fund grit bins within the community but had not been allowed due to Council criteria and commented that he found this a little disappointing and wondered if this could be revisited. Mr Morley advised that the Council had adopted a formal grit bin policy which they had to follow and if an incident occurred the Council could be held liable and be left open to challenge. Also if staff were filling the grit bins then they weren't out on the roads when needed but he would certainly speak with Councillor Dixon outside of the meeting to ascertain further details on the proposal.

Councillor Fagan referred to the presentation and the digitisation of service areas, commenting that this was great to see internally but felt that it was excluding those members of the public that weren't digitally savvy and caused issues when booking slots for the tip, parking services etc so we needed to be mindful that there was a section of the population who couldn't use digital services otherwise we would be leaving those isolated.

Mr Morley advised that both of those examples could be booked or accessed over the phone also. In response to Councillor Fagan advising that she was aware there had been some resistance from staff doing this when contacted over the phone, Mr Morley advised that he would feed this back to the Customer Network.

Councillor Fagan referred to the Cemetery Improvement Board and its Policy changes commenting that it would be good if communications could be circulated to all Members rather than just those Members that had cemeteries within their ward as whilst Members may not have a one within their ward, they would have constituents that have to use the cemetery. Mr Morley confirmed that he would speak with the Officer involved on this.

Councillor Fagan also wished to compliment the Waste Recycling Manager for their work when contacted.

Councillor Leonard referred to the statistic that side waste was down and queried if this had resulted in fly tipping figures going up and if recycling figures had increased. Mr Morley informed that they were still collecting data which they would not know until June next year therefore he wouldn't like to comment on just six months of data as yet but in terms of fly tipping, from the figures available there had been no rise.

In response to Councillor Leonards query over garden waste, when it runs from and if this could be extended due to the milder weather. Mr Morley advised that this ran from beginning of April to the second week of November (17 collections) and unfortunately couldn't extend this as this would require extra drivers and figures showed the tonnages did drop off nearer November with the colder weather so they did not have the resources at present for this.

The Chairman commented that there had been residents raising the point that there was falling leaves in November to be disposed of. Mr Morley informed that there were two collections within November to account for this, these collections were more than were offered in other authorities and residents could also dispose of the leaves at our waste centres. Mr Morley also advised that not all gardens in the City had trees so there would only be a small section of people these collections would cater for so it would be difficult operationally to justify the running of vehicles for a full circuit especially when officers would be required to deal with instances of snow etc at this time.

Councillor Leonard raised the issue of lack of dog waste bins with the creation on new housing estates. Mr Morley advised that they were trying to move away from having bins only specific for dog waste as this would be going to the same place as litter therefore they were using new signs advising to put the waste in a litter bin. Mr Morley also advised that they did not have dog waste bins in every street and it would depend on individual situations but if Members contacted their Area Manager they could assess the situation.

In response to Councillor Leonard's request for the Education Coordinators details to be shared to pass onto the schools, Mr Morley agreed and confirmed that if Members wished to pass on the details of the schools these could be passed on so they contact the school directly. Councillor Leonard wished to thank Mr Morley and the Team for their work.

In relation to queries from the Chairman, Mr Morley advised that they were still going through the results of the weed killer trials due to the changes in the weather the trials had extended into mid November and they were still formally assessing this. With regards to the electric sweeper, this was on trial and so far they had not received any negative feedback from the crews.

Referring to Food Waste, Mr Morley advised that they were still awaiting full confirmation from central government and clarity on funding.

The Chairman also queried if the tree planting funding was being provided through the NECF. Mr Morley advised that funding was for all of our trees and there was a whole list of different funding streams involved.

There being no further questions, The Chairman thanked Mr Morley for his report. it was then:-

4. RESOLVED that the report be received and noted.

Annual Work Programme 2023-24

The Scrutiny and Members Support Co-ordinator submitted a report (copy circulated), which set out the current work programme for the Committee for the municipal year 2023/24.

(For copy report – see original minutes).

Mr James Diamond, Scrutiny Officer presented the report for Member's information and possible discussion.

5. RESOLVED that the Committee received and noted the report

Notice of Key Decisions

The Scrutiny and Members Support Co-ordinator submitted a report providing Members with an opportunity to consider the items on the Executive's Notice of Key Decisions for the 28-day period from 8th November, 2023 (copies circulated).

(For copy report and notice – see original minutes).

Mr Diamond reminded Members to get in touch if they required further information on any of the items included in the notice.

6. RESOLVED that the Notice of Key Decisions be received and noted.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) M. BURRELL,
Chairman.

REPORT OF THE ASSISTANT DIRECTOR OF ECONOMIC REGENERATION

LOW CARBON APPROACH - UPDATE

1.0 Purpose of Report

- 1.1 To set out the progress being made in relation to the Low Carbon Framework and reducing carbon emissions in the city.

2.0 Background

- 2.1 In March 2019 Sunderland City Council declared a climate emergency and agreed to the following motion:

“In recognition of the threat posed to our environment by climate change Sunderland City Council will declare a climate emergency. Numerous local authorities around the country have declared climate emergency and it is important for the council to show it takes the issue seriously. Recent weather and changes in ecosystems show that we are already seeing changes as a result of climate change so it is important to join other councils in giving the issue suitable attention and clearly setting out how we will meet our targets on cutting emissions.”

- 2.2 A city-wide 2030 Shadow Board was established, bringing together partners across the city, to develop a Low Carbon Framework and a collective approach to reducing carbon emissions.
- 3.3 Within the Council, this work is being led by City Development and a 2030 Task Group has been established to take forward ongoing development and delivery of the Council’s Action Plan.

3.0 Current Position

- 3.1 Catherine Auld (Assistant Director of Economic Regeneration) will be in attendance to provide a presentation on the progress made to date. Cllr Claire Rowntree (Deputy Leader of the Council and Clean, Green City Portfolio Holder) will also be in attendance.

4.0 Recommendations

- 4.1 The Scrutiny Committee is asked to consider and comment the report.

Item 6

ECONOMIC PROSPERITY SCRUTINY COMMITTEE

9 JANUARY 2024

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.

Contact Officer: Jim Diamond
Scrutiny Officer
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**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 **#HAPPENINGSUNDERLAND** 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





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.

#HAPPENINGINSUNDERLAND



“ 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.

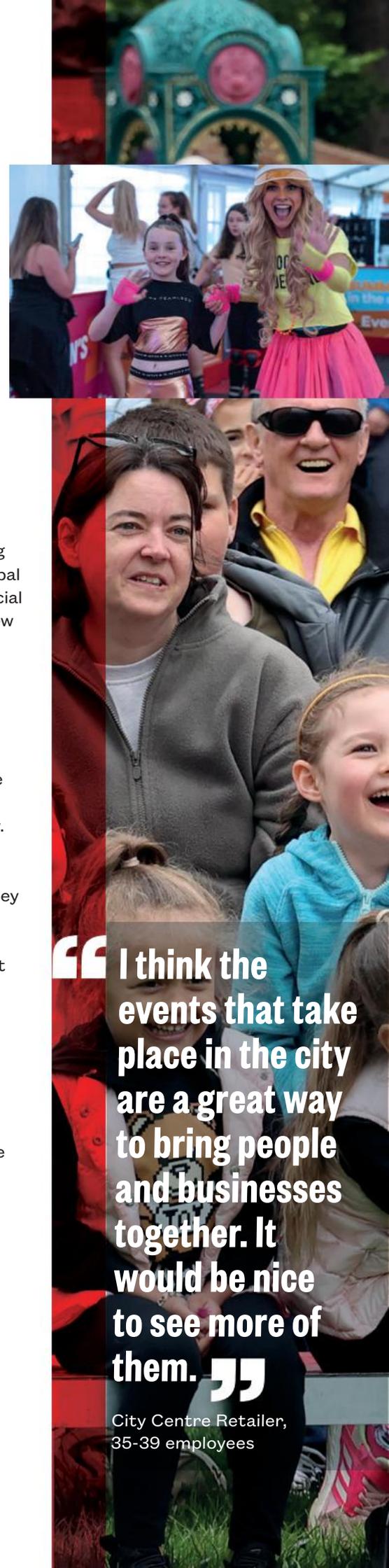
STREET ANIMATION

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							<p>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.</p> <p>The average budgeted annual Levy available to be spent by the BID for the term is £738,376.</p> <p>Each year (with the exception of the first year), the Levy will be inflated at a rate of 3%.</p>
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							
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	
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



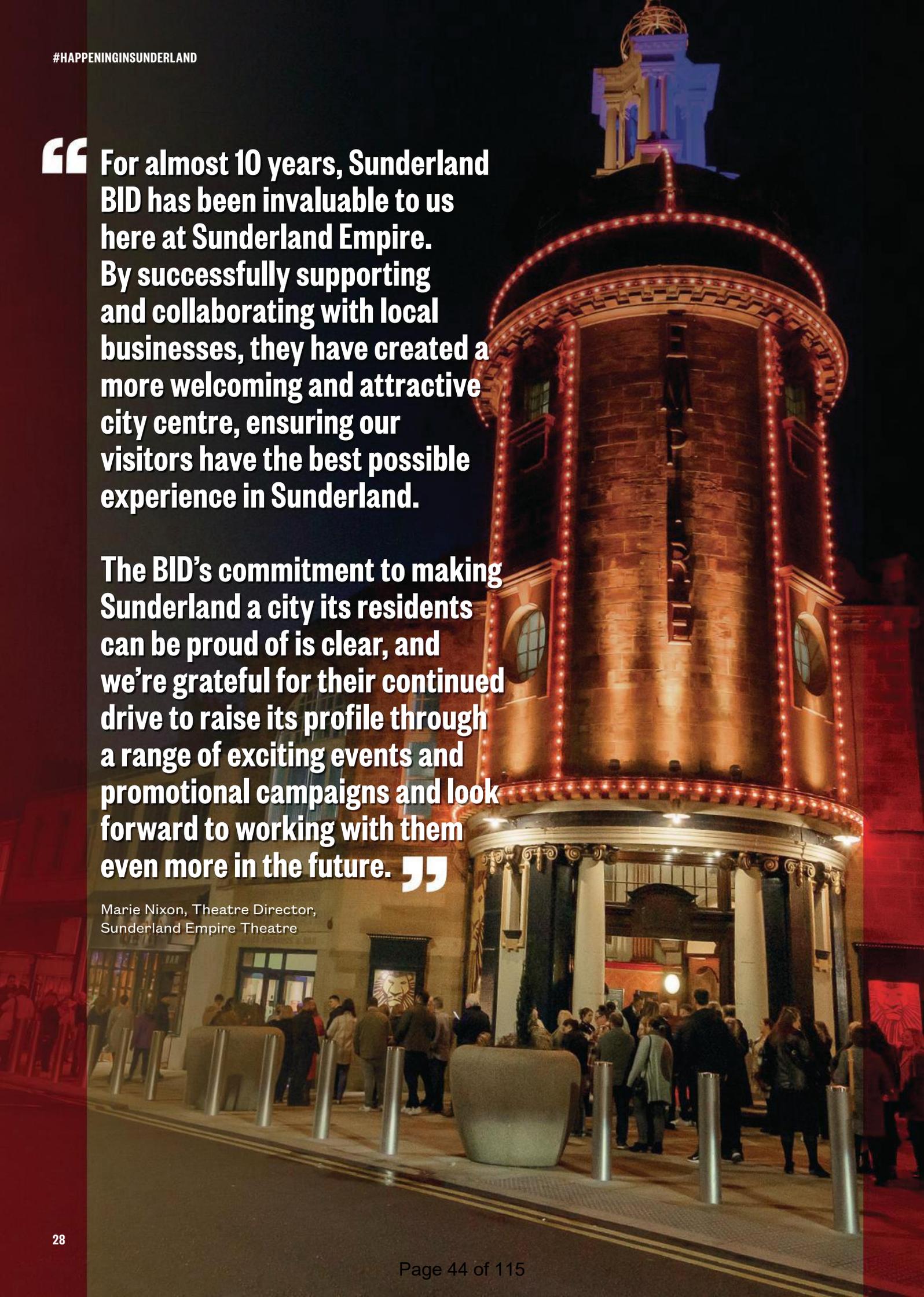
“ We have been delighted with the support offered by the Sunderland BID team. Kirsty and Lee have worked hard to help us maintain the outdoor spaces and public realm to the front and rear of our businesses; nothing has been too much trouble. ”

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!

 [sunderlandbid.co.uk](https://www.sunderlandbid.co.uk)
 [sunderlandexperience](https://www.facebook.com/sunderlandexperience)
 [sunderlandBID](https://twitter.com/sunderlandBID)
 [sunderlandexperience](https://www.instagram.com/sunderlandexperience)
 [company/sunderland_bid](https://www.linkedin.com/company/sunderland_bid)

#HAPPENINGINSUNDERLAND



**Sunderland's
Business
Improvement
District**

BID BUSINESS PLAN
2024 - 2029

ROAD SAFETY ANNUAL REPORT 2022

**REPORT OF THE ASSISTANT DIRECTOR TRANSPORT AND
INFRASTRUCTURE**

1. Purpose of the Report

- 1.1 To provide an update on road safety issues in the city and consider the Road Safety Annual Report 2022.

2. Background

- 2.1 In setting its work programme for 2022, it was suggested that the Committee receive a report on the issue of road safety within the city.

3 Current Position

- 3.1 Craig Mordue (Assistant Director Transport and Infrastructure) and Paul Muir (Transport Development Group Engineer) will provide a presentation on the range of road safety works and initiatives being carried out by the Council, together with data analysis relating to accidents and collisions.
- 3.2 A copy of the Annual Road Safety Report 2022 is attached for information.

4. Recommendation

- 4.1 The Committee is recommended to consider and comment on the issues raised during the discussion.

Annual Road Safety Report 2022



**We're here to
keep you safe**

Sunderland
City Council



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1.0 Introduction

This Annual Road Safety Report for 2022 is intended to provide an overview of the road safety services provided by Sunderland City Council.

The Road Safety team works all year round to achieve a reduction in road traffic casualties on all our road network throughout Sunderland. This is achieved through a range of measures including the introduction of various road safety schemes, educational programmes, training courses and road safety campaigns.

This report is intended to highlight the road safety work we do, schemes implemented during 2022 and details of how we use data analysis relating to accident and collisions. Details are also provided of the other services provided along with examples of publicity campaigns undertaken this year.

Many of the services the Road Safety team provide have now returned to normal following the pandemic. This includes engaging with Schools more fully to deliver cycle and child pedestrian training across Sunderland.

2.0 The Road Safety Team

The Road Safety team is based within the Transportation Development section of the Infrastructure and Transportation service. This service is within the City Development Directorate of Sunderland City Council.

The Road Safety team currently comprises of:

- Group Engineer (Paul Muir)
- Road Safety Engineer (Anthony Bell)
- Road Safety Technician (Gemma Strong)
- Assistant Road Safety Technician (Karen Turnbull)
- Bikeability Cycle Instructors – 12 posts
- School Liaison / Child Pedestrian Trainers – 4 posts
- School Crossing Patrol Officers – 61 posts

The recruitment of School Crossing Patrol Officers and Cycle Instructors is an issue and is something the Council is keen to address. There is an open advert on North-East jobs for School Crossing Patrols with adverts also placed in schools for specific locations when needed. The possibility of simplifying the recruitment and selection is to be explored; along with linking opportunities for other school-based staff working in catering and cleaning.

There are plans to improve the way cycle training is delivered with a view to recruiting Cycle Instructors. The aim is to deliver training in more schools and reach more pupils. Some minor changes to the team structure are necessary to help recruit and fill vacant positions.

3.0 The Role of the Road Safety Team

The Road Safety team role covers a wide range of duties and skills needed to address road traffic casualty reduction. These can include:

- Listening to, and working with, communities and their elected representatives to address road safety concerns where possible.
- Liaising with stakeholders including Northumbria Police and other external organisations
- Managing the School Crossing Patrol service, and cycle and child pedestrian training programmes
- Promoting Road Safety through the media and publicity campaigns
- Identification and programming future road safety schemes and solutions based on evidence
- Provision of advice to members of the public on road safety issues when requested
- Provision of recommendations to Senior Officers and representatives of the Council
- Monitoring and evaluating road safety schemes and programmes
- Applying technical expertise and engineering judgement on road safety solutions
- Carrying out Road Safety Audits
- Ensuring legal requirements are met
- Support the health, safety and wellbeing of staff including outdoor workers

4.0 Road Safety Services

School Crossing Patrol Services

The school crossing patrol service is managed by the Road Safety team. Under the Transport Act 2000, school crossing patrols have a legal authority to stop traffic using a highway code stop sign and wearing correct uniform. There are 61 school crossing patrol sites in Sunderland, Washington and the Coalfields provided at locations where pedestrians, particularly vulnerable children frequently cross the road on the journey to and from school. Each school crossing patrol site needs to meet specific criteria for the site before a school crossing patrol can be approved. Approximately half of these sites have patrol officers in place, 5 of which are dual sites. There are difficulties experienced in recruiting suitable people to the job. However, a small number of sites have applicants in the process of being recruited.

The School Crossing Patrol service provided by the Authority is not a Statutory requirement and is therefore not mandatory but is a service the Council considers important and endeavours to provide where possible. Nevertheless, even where a School Crossing Patrol is provided, parents and pupils remain responsible for their safety on their journey to and from school.



Following the COVID-19 pandemic and the easing of restrictions; some changes have remained in place to the service with risk assessments and safe working practices; allowing the service to continue safely.

Bikeability Cycle Training

Bikeability is a cycle training programme giving children the skills and confidence for all kinds of cycling. The training programme is generally carried out over a period of 4 days, but on occasion, this can be extended to a 2-week period for schools that have a 2 Class entry and have more than 30 children in the year group.

There are three Bikeability levels, each designed to improve cycling skills, no matter what is known already. Levels 1, 2 are provided to years 5 or 6 and Level 3 to years 7 & 8 and takes trainees from the basics of balance and control, all the way to planning and making an independent journey on busier roads.



Level 1 (1 day) - All children learn the basics of preparing to ride a bike, the highway code, checking their bikes to make sure they are suitable to ride and importance of wearing a helmet. The pupils are then split into 2 groups and join our instructors for further 'In yard training'. All Children who have completed level 1 will be given training in level 2 over the next 3 days. Split into two groups there is a ratio of 1 cycle instructor to 6 children

Level 2 (3 days) – All training is outside of the school learning ‘On the road manoeuvres’ which involves riding off safely, being able to look behind without wobbling and space awareness. Depending on their abilities the children will either be awarded Level 1 or Level 2.

Level 3 (2hr session) – Training is provided by the Sunderland Young Peoples Bike project. Pupils can only take part in Level 3 if they have completed Level 2. It is carried out on the road one to one, encouraging and developing additional safe cycling skills, positive attitudes towards road use, increase knowledge and understanding of the road and traffic environment and to give pupils the confidence to use their bikes on longer journeys.

The level of training and engagement with schools is starting to return to the situation pre-covid. From January to December 2022 the team were able to train a total of 1623 children in Bikeability Level 1 & 2 and Level 3.

The importance of Bikeability cycle training to all children should be given the opportunity to learn this life skill to enable them to travel to school by bicycle, as well as having the following benefits:

- Removes pressure on public transport
- Improves Health and Well being
- Reduces air pollution
- Builds confidence
- Enables families to spend more time together

The future of Bikeability training is looking good and our long-term plans are to deliver cycling for all.

Child Pedestrian Training

Walkwise & Go-Smarter Programmes

Each year the team offers Child Pedestrian Training to every primary and academy school within Sunderland (85 schools). From January to December 2022 69 schools took part in Child Pedestrian Training. The aim is to continue to delivery Child Pedestrian Training in 2023 subject to schools signing up to the programmes.

The Council employs four child pedestrian trainers delivering the following road safety programmes with 1737 children trained on Walkwise; and 638 children trained on the Go Smarter programme between January and December 2022 (2375 children in total).



The level of training provided depends on the school and if they can commit to a 6-week comprehensive programme of training Walkwise. For those schools who cannot commit to this programme, our child pedestrian trainers provide a basic road safety training and education talk to the year 1 children of whole schools and nursery's. For those schools who can commit we provide the following: -

Walkwise

This is a 6-week child pedestrian programme predominantly targeted at year 1 and year 2 children as an introduction to road safety. The programme is run by a child pedestrian trainer with the assistance of

school volunteers and parent helpers. Completing the programme helps children gain an awareness of road safety and teaches the rules of the green cross code.

Week	Location	Training Provided
1	Indoor session	Basic introduction to the Green Cross Code, Traffic, Safer places to cross,
2	Outdoor session	Discovery walk. Finding a safe place to cross, discovering what our roads are like and using our Green Cross code. Small groups of 3 children with 1 adult
3	Outdoor session	Discussion walks. Try and find a different route and using the Green Cross code again but allowing the children to discuss the walking journey.
4	Outdoor session	Decision walk. On this walk it is more about suggestion and getting the children to give the answers about what they think would be the best choices to make.
5	Indoor session	Recap over what they have learnt and the safer places, dangers, and hazards of where to play. There are many resources that each trainer uses on this week
6	Indoor session	Be safe, be seen. The importance of fluorescent and reflective clothing and why we need to be bright to be seen.

In addition to the above through a legacy of the regional Schools Go Smarter programme, we have been able to offer additional child pedestrian training to a limited number of schools. These are Junior schools or schools located adjacent or near to congestion corridors or within areas of high deprivation within Sunderland.



The Road Safety team has endeavoured to catch up with schools that had training cancelled due to COVID-19. The trainers have also developed new PowerPoint presentations and games suitable for this shorter programme. A programme has also been developed specifically for Portland Academy for students with special educational needs to help develop their road safety understanding.

The training provided during this period has been welcomed by those schools attended, receiving positive comments from school staff.

Schools Go Smarter



This is a 5/6-week child pedestrian programme aimed at year 3 and year 4 children. The aim of this programme is to help children develop skills and strategies through discussion and practice, providing the experiences where they can learn road safety in a safe but realistic environment. The programme is run by the Council's child pedestrian trainers along with external trainers.

The Go Smarter programme resumed when restrictions eased and is running as normal with all training sessions. Older pupils can also receive training in bus inductions and through theatre in education. The theatre performance providers include 'Josh Green' and 'Riot Act' who attend schools to provide road safety messages to secondary pupils through plays. These highlight potential roadside dangers caused by distraction from listening to music, use of mobile phones and friends.



Week	Location	Training Provided
1	Indoor session	Assessment sheets to find out basic road safety knowledge. Introduction to the Green Cross code. DVD of route finding and safer places to cross
2	Outdoor session	Safer place to cross, find a safe place and practice independent crossing after been shown what to do. 4/5 practices.
3	Outdoor session	Crossing next to parked cars, trainers position their cars safety and show the correct skills of crossing next to park cars. Pupils then practice this again 4/5 times.
4	Outdoor session	Crossing at junctions. Correct way to cross at junctions: looking in 3 directions and standing with feet in correct place.
5	Outdoor session	All the above to be practiced again or any that need to be recapped.
6	Indoor session	Assessment sheets and DVD with another route and recap of the whole programme.

Safety Works – Interactive Centre

This is a purpose-built interactive regional facility allowing visitors to participate safely in realistic situations highlighting hazards and prevention.



The facility is an interactive safety centre providing realistic, interactive learning experiences for the prevention of danger and guidance for living more safely. Schools are invited to attend for summer safety campaigns, and various other safety campaigns over the year.

Many of our schools in Sunderland are invited to attend and learn about road safety. A member of the road safety team covers the road safety scenario when required for our schools and youth clubs within the authority.

Following restrictions being lifted Safety-works reopened for schools to attend. During this time 18 schools from Sunderland attended the centre with 746 children being trained from January to December 2022. This has also included training some children from Ukraine who have been staying with residents of Sunderland.



The Road Safety team also offers to do talks at assemblies and in classes for both schools and nurseries throughout the year and especially during Road Safety Week. This includes support with 'Beep Beep' days, and the offer of resources and talks to other groups of young people such as Beavers, Cubs and Brownies located within Sunderland.



This resource will hopefully continue and offered again during 2023.

5.0 Road Safety Partnerships



Northumbria Safer Roads Initiative

The Northumbria Safer Roads Initiative (NSRI) was originally set up to use enforcement, education, and communication to help reduce the number of people killed or seriously injured on our roads. This partnership between the five Tyne and Wear local authorities, Northumberland County Council, Northumbria Police, and the Tyne and Wear Fire and Rescue services.

A new partnership agreement is progressing between the Police and the six local authorities in the Northumbria force area. Once completed this partnership approach will provide stability and help ensure regional road safety activities are effectively co-ordinated and funded to work positively with Northumbria Police. Gateshead Council as lead authority are co-ordinating this piece of work. However, it has taken a long period of time to resolve given the number of parties involved and necessary legal process. The current Chief Inspector at Northumbria Police is supportive and actively working with the six local authorities to complete the partnership in 2023.

Sunderland City Council's Road Safety team continue to work closely with the Road Respect campaign run by NSRI to promote the Council and the excellent work it does as part of its on-going commitment to improving road safety throughout the city for both its residents and visitors. The initiative also works to educate drivers about road safety issues and aims to help reduce vehicle speeds where appropriate and raise people's awareness of road conditions.

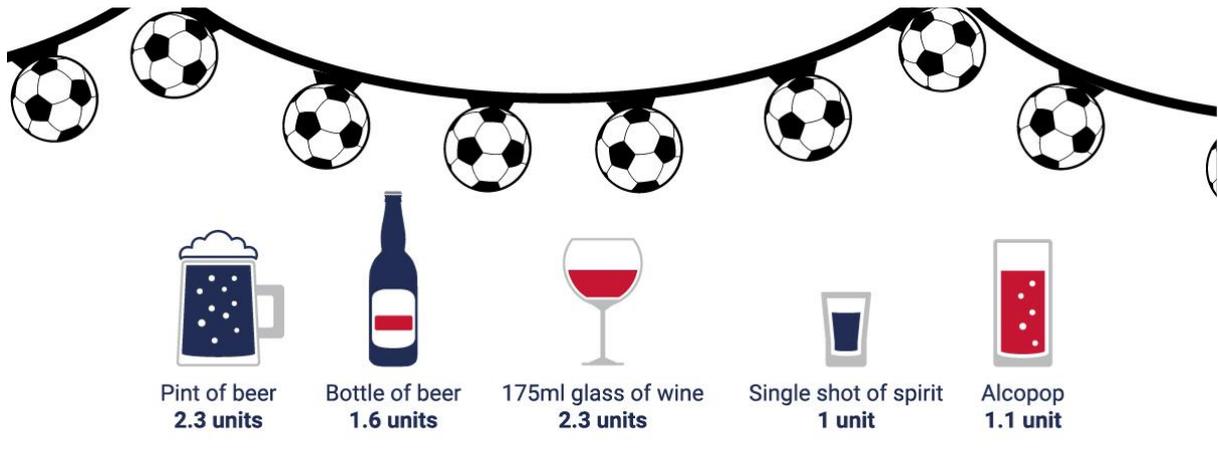


Examples of Road Respect social media messaging

Road Safety Great Britain (RSGB)

The Road Safety team work closely in partnership with Road Safety GB North-East which is made up of the 12 local authority road safety officers, the police and fire services in County Durham, Cleveland, Tyne and Wear and Northumberland. This is a region-wide effort to help prevent road collisions by combining knowledge and experience to enable a better understanding of the road safety challenges of the region. Pooling these resources can help tackle the issues that lead to road casualties and fatalities, such as speeding, distraction, drink/drug driving, risk-taking and failing to look properly.





Don't drive under the influence

Campaign material and messaging for the Euros and FIFA World Cup 2021/22

The RSGB partnership offers tips and advice, highlight hazards on well-known routes, information sharing, and helps run publicity campaigns that raise awareness and educate. Road Safety GB North-East is supported by National Highways, which has responsibility for managing the motorways and major roads in England.



Northumbria Police

The Road Safety team continues to work closely with officers from the Road Safety and Motor Patrol Operational departments within Northumbria Police to identify speed concern sites to help reduce the number of people killed or seriously injured in the roads within the Northumbria Police Authority area.

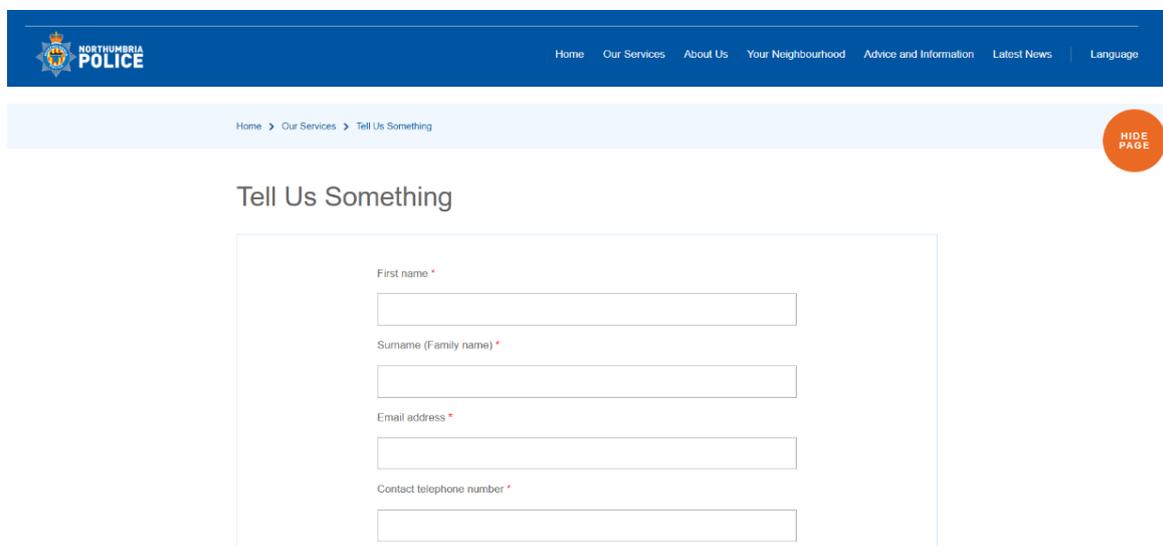
Mobile safety camera vans continue to be deployed at designated sites across the region as part of the Northumbria Safer Roads Initiative (NSRI). Designated sites need to have meet specific criteria, including community complaints, speed surveys and a history of collisions resulting in serious injury or death.



Camera van located at a site in Washington

The Road Safety team works with the Police to identify and promote suitable locations. Residents who have concerns that speeding is taking place in their community can contact the Police. The roads will still need to meet some criteria based on site specific conditions and location. To report concerns about speeding in neighbourhoods, Northumbria Police request that reports are made by concerned residents online at the 'Tell Us Something' pages of the Northumbria Police website.

<https://services.northumbria.police.uk/online-services/tell-us-something/>



The screenshot shows the Northumbria Police website's 'Tell Us Something' form. The page has a blue header with the Northumbria Police logo and navigation links: Home, Our Services, About Us, Your Neighbourhood, Advice and Information, Latest News, and Language. Below the header is a breadcrumb trail: Home > Our Services > Tell Us Something. A 'HIDE PAGE' button is visible in the top right corner. The main content area is titled 'Tell Us Something' and contains a form with four input fields, each with a red asterisk indicating it is required:

- First name *
- Surname (Family name) *
- Email address *
- Contact telephone number *

Annual site reviews continue to take place with the Northumbria Police to monitor the success of Speed Concern and camera enforcement unit locations. There are several static speed camera site locations. The static camera sites are proposed to be updated and replaced as part of a digitisation programme.

Once the new NSRI road safety partnership is in place, the intention is to progress with the replacement of the fixed spot speed and red-light cameras across the Northumbria Police area.

Several requests have been received from ward councillors on behalf of residents, who have raised concerns of speeding motorists. There are currently 13 sites requested, which are being assessed based on road traffic collision history, speed survey data and electrical connection. Once finalised, suitable sites will be passed onto Northumbria Police for consideration. Some of these sites are already included within the VAS programme.

Requests made before and during 2022 include the following locations:

Stockton Road (Ryhope), Essen Way (Tunstall), Leechmere Road (Hollycarrside), A182 Houghton Road (Hetton), North Road (Hetton), Newcastle Road – north of the Grange PH (Southwick/Fulwell), Ferryboat Lane (Hylton Castle), Ringway (Castletown), Hylton Road (Millfield), Crowther Road (Crowther), Springwell Road (Grindon), A183 Chester Road/The Broadway (Grindon / Pennywell), Hylton Lane (Town End Farm/Downhill).

Gateshead Council, as lead local authority for Northumbria Police has commenced development of a tender to procure an operator for the supply, installation and maintenance of digital speed and red-light enforcement cameras. Given the scale of the project across the region this may take up to twelve months to fully deliver. The Council have input into this process through the Road Safety team.



Tyne and Wear Fire and Rescue Service

Other partnerships the Road Safety team are developing a better working arrangement with are the Tyne and Wear Fire and Rescue Service. This will help support any joint road safety campaigns and messages.

An example is Road Sense Common Sense, which is a hard-hitting mix of short films and a series of speakers aimed at young drivers. This is led by Tyne and Wear Fire Service along with Northumbria Police and relatives of those killed or with life changing injuries because of a road traffic accident. The films and speakers share details of their own experiences in dealing with collisions involving young drivers.



Fire Training Vehicle in Millfield

The Road Safety team worked with the Fire service to address inconsiderate parking as part of a region wide campaign. This included the Fire training vehicle visiting congested streets outside some Sunderland schools during drop off and pick up times. Video footage taken from the cab was taken to highlight pinch points where the fire services vehicle was delayed.



Fire Training Vehicle Cab Footage in Ashbrooke

6.0 Local Authorities' Statutory Duty to Provide Road Safety

Section 39 of the Road Traffic Act 1988 states that each local authority:

- Must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads within their area.
- Must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assessing the movement of traffic on roads; and
- in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

Every Local Highways Authority has a road safety team or, in the case of some smaller unitary authorities, a road safety officer. Their role is to provide professional expertise to identify the causes of problems and to help to identify, develop and deliver solutions to those problems. This will be through educational programmes, skills training e.g., cyclist and young driver training, and publicity campaigns and programmes to inform, raise awareness and to encourage positive and discourage negative behaviours by road users. They are also able to inform planning and development design and to provide advice on policies and protocols that will improve road safety.

Accident Investigation & Collision Reduction

The Council have a statutory requirement to attend site meeting with Investigating Officers from Northumbria Police when there has been a road traffic accident or collision resulting in a fatality on Sunderland's road network.

The purpose of the meeting is to support the investigation and determine if there were any contributory factors relating specifically to the highway layout or infrastructure. This evidence is then used by Northumbria Police to prepare a report and findings for the Coroner's Office.

Investigation

The Traffic Accident Data Unit (TADU) covering the Tyne and Wear area is hosted by Gateshead Council and used by Sunderland City Council, other local authorities, police, and other organisations. The data held on TADU gives details of traffic accident, cycle flow and traffic flow data for Tyne and Wear.

This database is provided and maintained by TADU. It details the relevant information from STATS 19 forms, these are the data forms completed by Northumbria Police when recording an injury accident. This information is then interrogated when undertaking accident investigation studies. There is 30+ years of information held within the database.

Prevention

Using data from TADU, this information is used to help plan and implement road safety campaigns, education and training, enforcement, and engineering activities. The Council will continue to monitor sites where traffic calming, or other improvement works have taken place. The success of schemes in terms of casualty and speed reduction will then be assessed and reviewed post completion.

An annual report is produced by TADU, which includes reported Road User Casualties on Sunderland's road network. This report includes an annual comparison to the previous year to show if accident / casualties have increased or decreased.

Executive Summary

Reported Road User Casualties Comparison Sunderland: 2021/2022

There have been 405 road user casualties in Sunderland in 2022. This is 2% lower than in 2021 (416). A detailed comparison between 2021 and 2022 figures is given below.

	2021					2022					% Change from 2021 KSI +/-
	Slight	Serious	Fatal	KSI	Total	Slight	Serious	Fatal	KSI	Total	
All	339	73	5	78	417	329	69	7	76	405	-2%
Key Statistics											
Cyclists	37	7	1	8	53	20	10	1	11	31	-41%
Peds	61	18	1	19	99	70	19	2	21	91	-8%
Children	58	11	0	11	69	53	9	0	9	62	-10%
OAP's	23	9	0	9	32	27	5	2	7	34	+6%

Figure 1: Sunderland casualty data for 2021 and 2022

Road deaths in Sunderland increased by 2 to 7 compared to 2021.

There have been 76 killed or seriously injured (KSI) casualties which is a decrease of 2 compared to 2021.

The number of all pedestrian casualties has decreased from 99 to 91 in 2022. However, the number of KSI for child casualties has also decreased from 11 to 9. We believe that our ongoing training and campaign work has contributed to this reduction.

In 2022, there has been a decrease in serious cyclist collisions compared to previous years in Sunderland (and across the North-East as a whole). The number of cyclists injured has decreased from 53 in 2021 to 31 in 2022. Some of this may be down to cyclist/motorist behaviour. Hopefully this downward trend is in part due to ongoing Bikeability cycle training in our schools.

The Council has now adopted a Local Walking and Cycling Infrastructure Plan which will be used to inform and assist with the delivery of cycling infrastructure. This plan includes details of improvements to the network to help support and promote increased use of suitable and safe routes for pedestrians and cyclists.

Severity	Casualties		Total Cost (£)
	Cost (£)*	Number	
Fatal	1,930,329	7	13,512,701
Serious	216,915	69	14,967,135
Slight	16,722	329	5,501,538
TOTAL		405	33,981,374

Figure 2: Economic Cost of Casualties in Sunderland 2022

*Average value of prevention of road accidents by severity and element of cost, £ (2018 prices & 2018 values)
 - DfT Safer Roads Fund Guidance (latest available)

In 2022, the total cost to the economy from road traffic casualties in the Sunderland area was approximately £33 million, which gives an average of £83k per casualty. Whilst the average cost per casualty in the Sunderland Local Authority area is lower than the national and regional rates, (approx. £132k per casualty – 2021 figures), the cost of casualties has a significant impact upon Sunderland’s local economy.

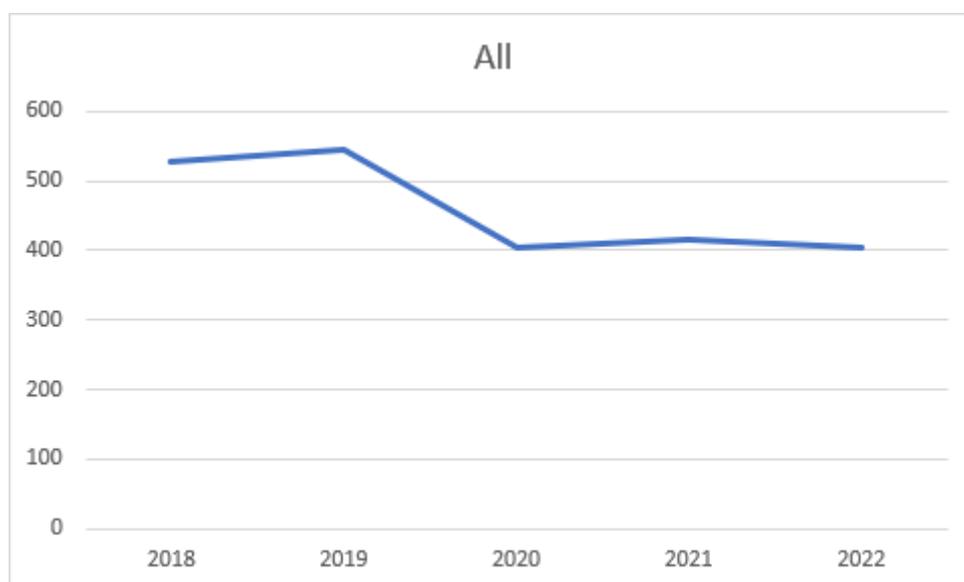
Graphical data

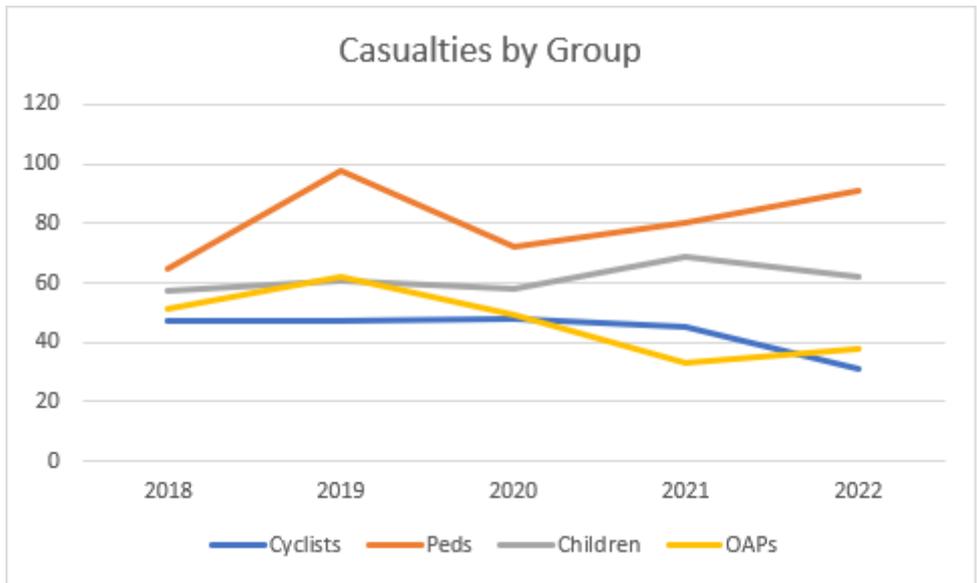
The graphs below give details of the annual casualty history for Sunderland in the latest 10-year period to end December 2022 broken down into severity. It should be noted that there may be some very slight changes to the final total figures, particularly with slight severities as some Stats 19 information is still being progressed.

Overall, the data over this 10-year period indicate that there is a downward trend in number of overall casualties that are occurring on our roads.

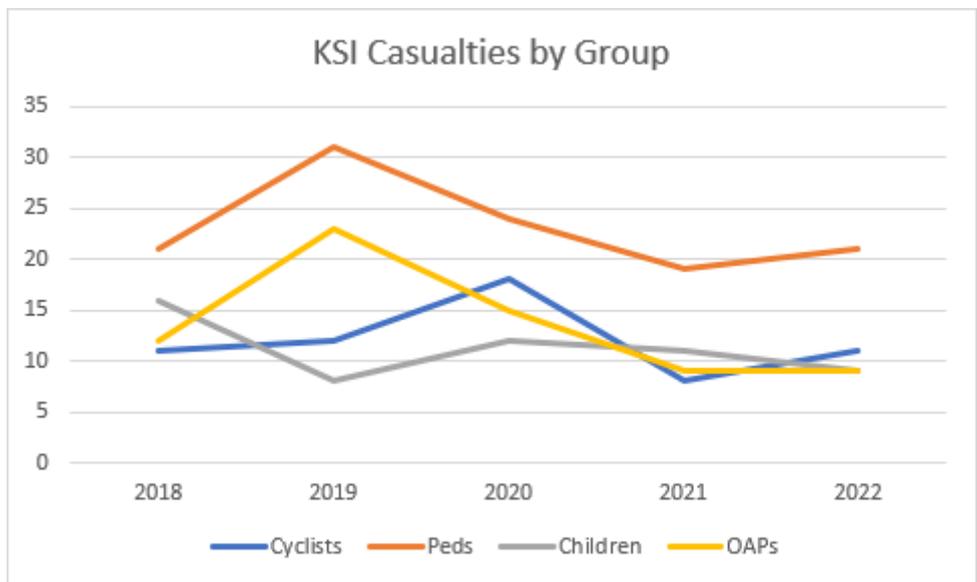
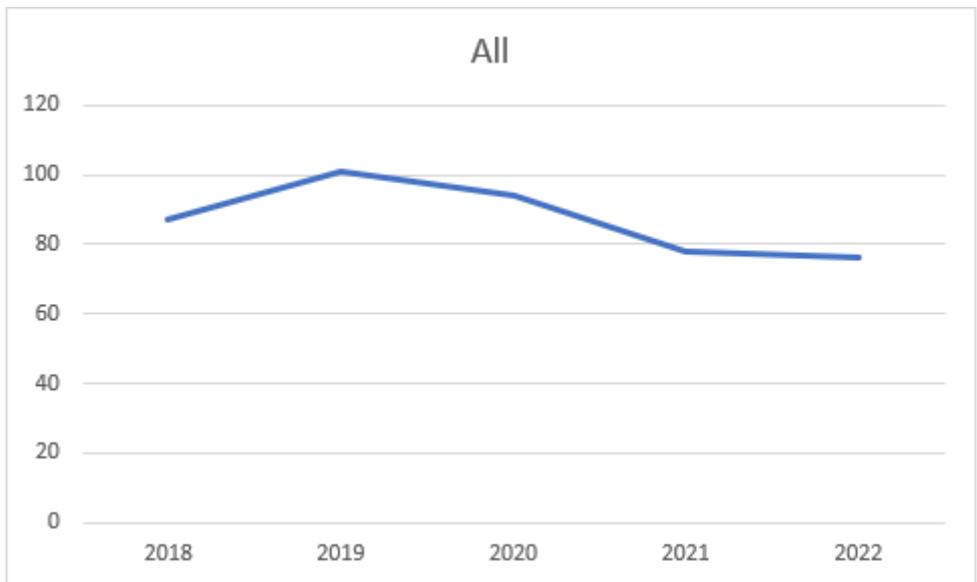
Although in 2022 there has been a slight decrease in the number of casualties that have occurred compared to the 2021 figures, the data has highlighted areas of road safety work and road user groups that need to be targeted in future publicity campaigns.

Total Casualties





KSI Casualties



About the Data

Unless otherwise cited, this data is based on the road user casualty statistics contained in the Resource's database of Stats 19 information from the North-East region of England, which is collected by Northumbria police officers. As this is a live dataset, the statistics quoted in this report were correct at the time of publication but may differ slightly in the future if collision data is updated. More detailed accident/collision analysis and comparison with regional and national trends will be available in due course when the Traffic and Accident Data Unit (TADU) annual report is published.

In summary, the overall reported road casualty data will be used to inform on road safety schemes and campaign work to help reduce accidents across all road user groups.

7.0 Road Safety Audits

The Road Safety team normally carry out between 10 to 15 Road Safety Audits on proposed highway and Road Safety schemes each year, in accordance with Road Safety Audit Standard – GG119. The format of a Road Safety Audit is that potential road safety problems are identified, giving an indication of the location and a summary of the safety issues. This is immediately followed by ways that these may be dealt with or ameliorated, outlined as recommendations.

Where recommendations are made these do not compromise design decisions, and it remains the responsibility of the Design Team to incorporate any changes into the scheme; and consider any interactions between design elements.

The audit team needs to consider all road users, particularly vulnerable users such as pedestrians and pedal cyclists. With safety in mind the audit team need to identify potential hazards and risks and ask who can be hurt and in what way.

A Road Safety Audit has 4 stages which shall be undertaken:

- **Stage 1** Completion of preliminary design.
- **Stage 2** Completion of detailed design (or combined **Stage 1 & 2**)
- **Stage 3** Completion of construction.
- **Stage 4** Post opening monitoring.

Subject to any potential road safety problems being identified, the auditor then makes recommendations for improvement. The client proceeds by studying the report, and deciding which recommendations to accept, and therefore to adopt within the scheme design and construction.

Over the past year the Road Safety team continued to carry out Road Safety Audits on proposed highway and road safety schemes, in accordance with Road Safety Audit Standard.

Listed below are some examples of the Road Safety Audits carried out over the past 12 months on proposed highway and road safety schemes:

- Stage 1 & 2 - High Street West Phase 2
- Stage 1 - A183 Whitburn Road
- Stage 1 & 2 - Ryhope to Doxford Link Road
- Stage 1 & 2 - City Way Dualling
- Stage 1 & 2 - Hebburn Tri-Station (Sunderland CC led project)
- Stage 1 - Holmeside Bus Priority & Gyrotory

Hebburn Tri-Station Scheme



High Street West Scheme



Example above of schemes for Hebburn Tri-Station and High Street West subject to a Road Safety Audit

Undertaking a Road Safety Audit is a specialist process that must be carried out independently of design and construction work. This process plays a vital role in the various stages of a highway scheme, to ensure the scheme is completed and thoroughly checked and has been designed and built to the highest safety standards. A well carried out Road Safety Audit adds value to a highway scheme at every level.

8.0 Local Road Safety Schemes and Measures

Following detailed accident/collision investigations, highway assessment and consultation with communities and their council representatives, a range of local road safety and improvement schemes are developed, designed in detail, and introduced annually across the city.

Programme 2022

In 2022 the annual programme of road safety works included junction improvements including traffic signal upgrade, pedestrian crossing facility improvements, introduction of traffic calming, introduction of speed limit changes, various Traffic Regulation Orders to address parking issues, footway / cycleway schemes, and various minor road safety schemes city wide.

Local Road Safety Schemes

The following schemes are examples of how road safety concerns raised by residents, ward councillors and MP's have been addressed by the Infrastructure and Transportation service within the City Development directorate. Following public engagement, statutory consultation, investigation, and design by the Infrastructure & Commercial team the works have been delivered in-house by the Highway Operations team. This is part of a joined-up approach to deliver this essential service to the residents of Sunderland.

The following are examples of schemes delivered during the financial year covering 2022.

Caithness Road – Installation of a speed table at the junction of Caithness Road and refreshing of lining around Hylton Castle Primary School to help vehicles maintain their speeds within the 20mph speed limit.



Station Road / Colliery Lane – Construction of dropped tactile crossings at Station Road / Colliery Lane to allow easier access to footway for pedestrians.



Sunderland Street – Installation of a bollard at a section of footway on Sunderland Street to discourage usage by motorbikes and quad bikes



Greenwood Road – Installation of dropped tactile crossing and pedestrian refuge on Greenwood to provide a safer crossing point for pedestrians.



Cortina Avenue – Introduction of signal-controlled pedestrian crossing and modification of existing road markings on A183 Chester Road to provide safer crossing point for pedestrians.



Biddick Lane Dropped Crossing installation – Improvement of an existing dropped tactile crossing on Biddick Lane to improve crossing facilities for nearby schools.



North Area Traffic Calming – Installation of build outs to create priority give ways at 3 locations on Ramsgate and Rhodesia Road.



Redburn Row – Reduction of the speed limit on Redburn Row from National Speed Limit to 30mph



Vehicle Activated Speed Signs

A Vehicle Activated Speed Sign (VAS) is a road traffic sign that displays a message conditional on the speed of an approaching vehicle, improving road safety by giving clear visual feedback to drivers.

Vehicle Activated Sign Programme

Members have consulted with their communities and put forward locations where there is a concern from residents that vehicles are speeding and causing safety issues for pedestrians and other road users.

The design of the signs, proposed locations, and programme of deployment has been progressed following assessment to determine the feasibility of proposed sites. This has been achieved using funding approved by the relevant Area Committees.



East Area

Continued programme throughout the East Area Wards which sees 11 signs rotated between selected sites.



West Area

Continued rotation programme throughout the West Area which sees 9 signs rotated between selected sites.



North Area

Continued rotation programme throughout the North Area with 9 signs and two permanently sited on Ferryboat Lane and one on Hylton Lane.

Coalfield Area

Continued rotation programme throughout the Coalfield Area with 13 signs.

Washington Area

Continued rotation programme throughout the Washington Area with 15 signs.



Road Safety Camera Car

The Council operates a CCTV road safety camera car to monitor some types of illegal and obstructive parking and other road safety concerns and undertakes enforcement as part of a wider road safety initiative, when appropriate. The aim is to improve road safety, particularly around schools where there are high numbers of vulnerable road users present and help improve the reliability and punctuality of public-transport and reduce traffic congestion.

The vehicle works in conjunction with the existing foot patrols carried out by the Council's Civil Enforcement Officers to help improve road safety by ensuring parking restrictions are complied with. It is clearly liveried to indicate its intended use.

The primary purpose of any CCTV camera enforcement system is to ensure the safe and efficient movement of traffic through the detection of contraventions of traffic regulations thereby reducing delays on the highway network.

The Council use the Road Safety camera car to enforce those restrictions where the stopping of a vehicle is not permitted and where abuse creates a significant safety concern for example:

- Stopping or parking on a School keep clear zigzag markings increasing the road safety risk for school children
- Stopping or parking on a Bus stop clearways/stands – increasing road safety concerns for pedestrians and motorists

The Camera Car is scheduled to be replaced in 2023 with a new car with improved specifications.

9.0 Road Safety Promotion & Campaigns 2022

The following are examples of some of the promotions and campaigns the Road Safety team have been involved with during this year.

School Travel Plans

The Road Safety Team continue to work closely with local schools to help develop and maintain an up-to-date School Travel Plan. Having a School Travel Plan is an excellent opportunity to encourage more active ways of getting to and from school including walking, cycling, scooting, using public transport, and car sharing.

Schools develop travel plans to:

- reduce congestion
- address road safety concerns
- encourage active and sustainable travel
- improve health
- reduce pollution
- help pupils get into 'sustainable travel habits' from an early age



Road Safety Week

The week, organised by 'Brake', a road safety charity, is an annual event and the biggest road safety awareness event in the UK.

BRAKE is a road safety charity that works to prevent road death and injury, make streets and communities safer, and supports people bereaved or seriously injured in Road Crashes. Brake set up Road Safety Week as an annual event to raise awareness about road safety and promote steps that everyone can take to stop these needless deaths and injuries year-round.

The theme of Road Safety Week 2022, which took place between 14th to 20th November was **'Safe Roads for All'**.



A specific part of the campaign focussed on our School Crossing Patrol Officers and the valuable, and sometimes difficult role they play. A key message was to show respect for their daily job in ensuring pupils, parents, and carers cross safely along with some simple do's and don't's. Other activities included school crossing safety, work with the emergency services, inconsiderate parking and supporting vulnerable road users.

Officers met with the Sunderland and County Durham Royal Society for the Blind to listen to concerns they have about moving around safely in busy street scenes sometimes containing hazards. This work highlighting issues experienced by people with visual impairments and hearing loss.

The Council will participate again in 2023.

School Streets Pilot

The first School Streets Pilot was launched in April at St Bede's RC Primary School in Washington. The school is in a cul-de-sac, so the need of a diversion was not required for this location. This pilot required the introduction of an experimental traffic regulation order for a period of 18 months. The restrictions only operate during school drop off and pick up times. Traffic signs are located at the street entrance and parking behaviour is being monitored to determine success and for future roll out of a School Streets Programme. Only routine parking enforcement is being undertaken at this stage.



The Infrastructure and Commercial team are reviewing primary and secondary schools to assess suitability for School Streets schemes. Schools with pupil access points on through streets are discounted due to the requirement to restrict traffic (other than residents of the street). This would also require diversion routes and temporary traffic management. Schools with the main access point in cul-de-sacs where parking congestion is acute are being prioritised. These locations also lend themselves to temporary closure and act as better routes for promoting walking, cycling, and scooting.

Development funding is being sought through the Active Travel Fund for further School Streets proposals for Sunderland to cover the four main geographical areas.

Inconsiderate Parking Campaign

Where School Streets are not an appropriate solution to tackle problem parking, the Council's Road Safety team organise visits as part of a citywide 'Inconsiderate Parking' campaign. This commenced as a Road Safety education project with the Washington Area Committee and has since expanded to the rest of the city, based on requests from ward councillors.

Primary Schools visited to date based on Councillor requests include:

Usworth Colliery, Rickleton, George Washington, John F Kennedy, Oxclose and Dubmire.

More visits are planned for 2023.



The Council and Councillors regularly receive complaints and concerns from parents, residents and teachers with several specific primary schools identified as a concern for inconsiderate parking.





10.0 Publicity & Social-Media

Plans for the year were to make increased use of social media at the Council to actively promote both internal and externally led road safety campaigns. Publicity during 2022 included media and local press releases with the headline messages:



Sunderland Echo



Northumbria Police Sgnt Steve Chappell and PC Greg Huntley, Sunderland City Council road safety members Karen Turnbull and Gemma Strong, Sunderland Foundation coach Jack Gray, Northern Saints Primary School pupils Frankie, Lily, Leia and Jayden, Coun Kevin Johnston and RSGB NE's Peter Slater and Cheryl Ford-Lyddon.

During major sporting tournaments, drink and drug driving increases – as does the number of people injured and even killed as a result of an impaired driver getting behind the wheel.



COUNCIL LAUNCHES ROAD SAFETY CAMPAIGN AROUND WASHINGTON SCHOOLS

WASHINGTON WAY - 14TH JULY 2021

COMMUNITY NEWS

NEWS

SUNDERLAND CITY COUNCIL HAS TODAY LAUNCHED A CAMPAIGN TO TACKLE INCONSIDERATE PARKING NEAR SCHOOL GATES AROUND WASHINGTON.

Kicking off at Usworth Colliery Primary School this morning, the road safety education campaign will soon be rolled out to other primary schools across the area which have been identified as a priority.

A lot of campaign works was undertaken by the Sustainable Transport team and Neuron, the operator of the e-scooter scheme across Sunderland during 2022. This included instruction on how to use e-scooters safely, awareness of other highway users and general do's and don't's.



Safety instruction and training in Keel Square

Neuron's Safety campaigns included for 2021 - 2022

- Keel Square Scoot Safe Event – March 2021
- Safe Riding Video recorded by SAFC player Luke O`Nien - March / April 2021
- Road Safety Week – May 2021
- Summer of Safe Riding Campaign – June-August 2021
- Herrington Park Cycle Roadshow – August 2021
- Fresher's Fair & TV Advertising – September 2021
- Helmet Safety Awareness Week – October 2021
- Police Awareness Private Scooter Campaign – December 2021
- Festive Safety Campaign, Don't Drink & Ride / Helmet Safety- December 2021
- Keel Square Scoot Safe Event - December 2021
- Various Videos & Social messages throughout the year

2022

- Scoot Safe Event, City Hall – May 2022
- Scoot Safe Event, City Hall – June 2022
- Cycle City Conference Sheffield – July 2022
- Scoot Safe Event, City Hall – July 2022

- Eco Fest Museum & Winter Gardens – October 2022
- Tour of Britain Series, Keel Square – 6 September 2022
- Police Awareness Private Scooter Campaign – November 2022
- Festive Safety Campaign, Don't Drink & Ride / Helmet Safety - November 2022
- Various Videos & Social messages throughout the year

It is against the law to ride a private e-scooter on a public road or pavement.



We understand that buying your own e-scooter can be tempting, especially as you can get them from many popular retailers.

Why is this?

E-scooters are classified as Personal Light Electric Vehicles (PLEVs), so they are treated as motor vehicles and subject to the same legal requirements, such as: MOT, Licensing, Tax, Insurance

As e-scooters do not have number plates, signalling ability and don't always have visible rear lights, they can't be used legally on the roads.

Although unable to ride your own, there is a government trial taking place in the North East where you are allowed to ride a rented e-scooter.




11.0 Plans for 2023

Road Safety Promotion & Campaigns 2023

A priority for the Road Safety Team for 2023 is to provide road safety awareness campaigns. Where possible the Road Safety team link up with and support national road safety work. Key topics are continued efforts to tackle the Fatal Four, which are the main cause of fatalities in the UK.



The Fatal 4:

1. Speeding
2. Drink and drug driving
3. Driving while distracted
4. Non-wearing of seat-belts

The National Roads Partnership Calendar 2023 includes:

- National 2 Wheels Operation
- Global Road Safety Week
- National Seatbelt Operation (Fatal Four)
- National Speed Operation (Fatal Four)
- Drug Driving Week
- Vulnerable Road User
- Tyre Safety Week / Commercial Vehicles
- No Insurance Week of Action / Brake Road Safety Week
- National Alcohol and Drugs Operation (Fatal Four)
- National Using a Mobile Phone Whilst Driving Operation (Fatal Four)

Other Topics and areas of Focus for 2023

- Older and Vulnerable Road Users are to be considered as part of a focus on reducing road traffic collisions and accidents involving an age group different to the normally targeted 18-31 range.
- Injuries involving cyclists
- Continue partnership working with NSRI and RSGB North-East
- Support NSRI Digitisation programme to update static camera sites (speed and red light)

Road Safety Schemes

The reported road casualties Great Britain annual report for 2021 identifies reported accidents by region, local authority and parliamentary constituency. These statistics assist with the assessment of accidents on the road network and the identification of potential road safety schemes.

Several potential local road safety schemes for next year have been put forward based on local knowledge for investigation to determine feasibility and delivery costs. A number of these schemes are based on complaints and requests for service received from both residents and ward councillors.

During 2021, a new Assessment and Ranking system for minor Road Safety Schemes was developed. This was later adopted by Cabinet. The purpose of this was to introduce a new methodology for assessing and ranking minor road safety schemes to better meet the needs of the communities and their council representatives.

Due to limited financial and other resources, there is competition for schemes throughout the City. Schemes are prioritised schemes based on objective criteria, to help ensure that resources are being deployed efficiently and with maximum benefit to the community. The system provides a common basis for assessment, and the prioritisation process

uses criteria such as recorded accidents, vehicle speeds, traffic flow and proximity of schools, among others.

As a new method, the assessment process has been tested and refined over the year to help prioritise schemes. The way requests are assessed for traffic calming or road safety features considers site factors and uses this information to determine whether the introduction of measures is feasible.

The purpose of the assessment is to ensure that our limited funding is spent in locations where it will deliver the most significant impact. As this is a 'live' assessment process, new requests can be submitted at any time. This means that potential locations may move up or down in the priority ranking list.

Schemes to be progressed are funded from the Council's capital budget for 2022/23.

12.0 Summary

This annual report produced by the Road Safety team provides an explanation of the roles and responsibilities of the team. Information is also provided on the various stakeholders and sources of information that help support reducing road user casualties.

Road Safety education is a key tool the Council continue to use to help a younger audience learn how to be safe through the Bikeability, Walkwise, Safety Works and the Schools Go Smarter programmes.

As well as physical measures including local road safety schemes, traffic calming measures and Vehicle Activated Signs; there has been a greater focus on soft measures. Road safety messages and working with schools is equally important to help influence travel behaviour.

During 2022, a road safety campaign has been developed focussing on inconsiderate parking near primary schools in Washington; and a pilot School Streets scheme introduced. If these campaigns prove to be successful, they could be rolled out across the rest of Sunderland. The outcome is the School Streets pilot is being monitored and reviewed for effectiveness with parking management and impact on residents.

13.0 Useful Web sites

www.brake.org.uk

www.gosmarter.co.uk

www.roadsafetygb.org.uk/

www.think.gov.uk

<https://services.northumbria.police.uk/online-services/tell-us-something/>

ECONOMIC PROSPERITY SCRUTINY COMMITTEE

9 JANUARY 2024

ANNUAL WORK PROGRAMME 2023-2024

REPORT OF THE SCRUTINY AND MEMBERS' SUPPORT CO- ORDINATOR

1. Purpose of the Report

- 1.1 The report sets out the current work programme of the Committee for the 2023-24 municipal year.

2. Background

- 2.1 The work programme is designed to set out the key issues to be addressed by the Committee during the year and provide it with a timetable of work. The Committee itself is responsible for setting its own work programme, subject to the coordinating role of the Scrutiny Coordinating Committee.
- 2.2 The work programme is intended to be a working document which Committee can develop throughout the year, allowing it to maintain an overview of work planned and undertaken during the Council year.
- 2.3 In order to ensure that the Committee can undertake all of its business and respond to emerging issues, there will be scope for additional meetings or visits not detailed in the work programme.
- 2.4 In delivering its work programme the Committee will support the Council in achieving its corporate outcomes.

3. Current position

- 3.1 The current work programme is attached as an appendix to this report.

4. Conclusion

- 4.1 The work programme is intended to be a flexible mechanism for managing the work of the Committee in 2023-24.

5 Recommendation

- 5.1 That Members note the information contained in the work programme.
-

ECONOMIC PROSPERITY SCRUTINY COMMITTEE – WORK PROGRAMME 2023-24

REASON FOR INCLUSION	1 JUNE 23 (INFORMAL MEETING)	11 JULY 23	12 SEPTEMBER 23	10 OCTOBER 23	7 NOVEMBER/ 21 NOVEMBER 23	5 DECEMBER 23	9 JANUARY 24	6 FEBRUARY 24	5 MARCH 24	9 APRIL 24
Policy Framework/ Cabinet Referrals and Responses			Food Law Plan (Marion Dixon)						Licensing Policy Review (Marion Dixon)	Scrutiny Annual Report
Scrutiny Business	Remit and Work Programme of Committee	Empty Properties (Graham Scanlan) Work Programme 23-24 - Feedback		Triathlon Feedback (Victoria French/Portfolio holder)	Housing Provider Consultation (Gentoo)/ (Other Housing Providers)	Environmental Services Update (Marc Morley) Regeneration of City – Update (Neil Guthrie Anthony Crabb/Portfolio holder)	Sunderland BID/Chamber of Commerce (Sharon Appleby/ (Natasha McDonough) Annual Low Carbon Progress Report (Catherine Auld/Portfolio holder) Road Safety Annual Report (Paul Muir)	Culture Sector and the Local Economy (Rebecca Ball) Screen Industries – Update (Catherine Auld)	Siglion (Anthony Crabb) UK Shared Prosperity Fund (Catherine Auld/James Garland) Housing Update (Graham Scanlan)	Cycling Infrastructure (Craig Mordue) Accessibility of the City Centre (Craig Mordue) City Heat Networks (Peter Graham) Highways Maintenance (Craig Mordue)
Consultation Information and Awareness Raising		Notice of Key Decisions	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24	Notice of Key Decisions Work Programme 23-24

To Schedule:

Business Centres (Catherine Auld)
Sunnside Masterplan (Dan Hattle)
Public Transport Update (Craig Mordue/Paul Muir)

NOTICE OF KEY DECISIONS

REPORT OF THE SCRUTINY AND MEMBERS SUPPORT CO-ORDINATOR

1. PURPOSE OF THE REPORT

- 1.1 To provide Members with an opportunity to consider the items on the Executive's Notice of Key Decisions.

2. BACKGROUND INFORMATION

- 2.1 Holding the Executive to account is one of the main functions of Scrutiny. One of the ways that this can be achieved is by considering the forthcoming decisions of the Executive (as outlined in the Notice of Key Decisions) and deciding whether Scrutiny can add value in advance of the decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.2 To this end, the most recent version of the Executive's Notice of Key Decisions is included on the agenda of this Committee. The Notice of Key Decisions is attached marked **Appendix 1**.

3. CURRENT POSITION

- 3.1 In considering the Notice of Key Decisions, Members are asked to consider only those issues where the Scrutiny Committee or relevant Scrutiny Panel could make a contribution which would add value prior to the decision being taken.
- 3.2 In the event of Members having any queries that cannot be dealt with directly in the meeting, a response will be sought from the relevant Directorate.

4. RECOMMENDATION

- 4.1 To consider the Executive's Notice of Key Decisions at the Scrutiny Committee meeting.

5. BACKGROUND PAPERS

- Cabinet Agenda

Contact Officer : Jim Diamond, Scrutiny Officer
0191 561 1396
James.diamond@sunderland.gov.uk

The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Notice is given of the following proposed Key Decisions (whether proposed to be taken in public or in private) and of Executive Decisions including key decisions) intended to be considered in a private meeting: -

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter*	Address to obtain further information
221006/744	To seek agreement to enter into the Northumbria Road Safety Initiative Partnership and Collaboration Agreement.	Cabinet	Y	31 January 2024	N	Not applicable.	Cabinet report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
220207/690	To approve the sale of the former Alex Smiles site and to undertake required remedial works.	Cabinet	Y	18 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

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220524/714	To agree to the grant of an option to sell property at Richmond Street, Sheepfolds, Sunderland.	Cabinet	Y	31 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
220712/722	To seek agreement to the proposed development strategy of the Council's Self and Custom Build Sites.	Cabinet	Y	18 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

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220719/723	To seek approval for the acquisition of Property at Crowtree Road and to grant a lease of the former Crowtree Leisure Centre.	Cabinet	Y	18 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
221110/753	To seek approval for the Disposal of an Industrial Property in Washington.	Cabinet	Y	14 March 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

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230428/799	To seek approval for Housing Strategy for Sunderland 2023 - 2030	Cabinet	Y	14 March 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
230718/828	To agree to enter into Inter-Authority Agreement regarding North East Screen Industries Partnership	Cabinet	Yes	31 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
230818/831	To update Cabinet on the Masterplan proposals for High Street West, Sunderland and to seek approval to appoint a Multi-disciplinary Design Team to progress the feasibility, design and planning work to develop the Project.	Cabinet	Yes	31 January 2024	N	N/A	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

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230927/840	To Seek Cabinet Approval for the Siglion Business Plan	Cabinet	Y	31 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231107/846	To procure a framework agreement for funeral and coronial services	Cabinet	Y	18 January 2024	N	Not applicable	Cabinet report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
231110/847	Capital Programme Third Review 2023/2024 (including Treasury Management).	Cabinet	Y	18 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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231110/848	Revenue Budget Third Review 2023/2024.	Cabinet	Y	18 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231110/849	Council Tax Base 2024/2025	Cabinet	Y	18 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231110/850	Local Council Tax Support Scheme 2024/2025	Cabinet	Y	18 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231110/851	Revenue Budget 2024/2025 to 2027/2028 – Update and Provisional Local Government Finance Settlement	Cabinet	Y	18 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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231110/852	Capital Programme 2024/2025 to 2027/2028 and Treasury Management Policy and Strategy 2024/2025, including Prudential Indicators for 2024/2025 to 2027/2028	Cabinet	Y	31 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231110/853	Revenue Budget and Proposed Council Tax for 2024/2025 and Medium-Term Financial Plan 2024/2025 to 2027/2028	Cabinet	Y	31 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231110/854	Collection Fund (Council Tax) 2023/2024	Cabinet	Y	31 January 2024	N	N/A	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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231113/855	To Seek Cabinet approval to the Letting of Space at Sunnyside Leisure	Cabinet	Y	18 January 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Democratic Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
231116/856	To consider Housing Investment and Delivery Plan Housing Disposals	Cabinet	Y	14 March 2024	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

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231120/857	To approve works to address storm damage to piers	Cabinet	Y	14 March 2024	N	N/A	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
231121/858	To seek approval to increase housing rents for Sunderland City Council tenants with effect from 1 April 2024	Cabinet	Y	18 January 2024	N	N/A	Cabinet report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
231204/861	To consider a proposal to commence statutory processes to develop a SEN unit at Mill Hill Primary School and to approve subsequent procurement of required capital works	Cabinet	Y	18 January 2024	N	N/A	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk
231206/862	To seek approval to award grant funding to support the homeless drop in	Cabinet	Y	31 January 2024	N	N/A	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

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231211/863	To provide an update on the former Civic Centre site	Cabinet	Y	During the period 1 February to 31 March 2024	N	N/A	Cabinet Report	Democratic Services City Hall Plater Way Sunderland SR1 3AA committees@sunderland.gov.uk

Note; Some of the documents listed may not be available if they are subject to an exemption, prohibition or restriction on disclosure.

Further documents relevant to the matters to be decided can be submitted to the decision-maker. If you wish to request details of those documents (if any) as they become available, or to submit representations about a proposal to hold a meeting in private, you should contact Democratic Services at the address below.

Subject to any prohibition or restriction on their disclosure, copies of documents submitted to the decision-maker can also be obtained from the Democratic Services team City Hall, Plater Way, Sunderland, or by email to committees@sunderland.gov.uk

***Other documents relevant to the matter may be submitted to the decision maker and requests for details of these documents should be submitted to Democratic Services at the address given above.**

Who will decide;

Councillor Graeme Miller – Leader; Councillor Claire Rowntree – Deputy Leader & Clean Green City; Councillor Paul Stewart - Cabinet Secretary; Councillor Kelly Chequer – Healthy City; Councillor Kevin Johnston – Dynamic City; Councillor John Price – Vibrant City; Councillor Linda Williams – Children, Education and Skills.

This is the membership of Cabinet as at the date of this notice. Any changes will be specified on a supplementary notice.

Elaine Waugh,
Assistant Director of Law and Governance

20 December 2023