



SUNDERLAND

**Your City.
Your Business.
Your BID.**

Sunderland BID renewal
plan for 2019 – 2024

“I think the BID has been great for the city. It’s brought businesses together and actually got people working together for the good of the city.”

David Fox, Manager,
Tequila, Tequila

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FROM THEN TO NOW....

Sunderland's Business Improvement District (BID) is entering the final phase of its first, five-year term.

Since 2014, the BID has invested more than £3m in the city centre.

During our first term, key projects have included:

- Substantial Christmas programme including: the ice rink, entertainment, street food and drink
- 5 Restaurant Weeks
- 2 Sports Fanzones
- 16 editions of Vibe Magazine
- 6 Clean Sweep projects
- And so much more

For a recap of what has been achieved since 2014, please read our 'Story So Far' pull out document.

It has been an exciting and successful start to what will hopefully be a much longer journey.

The second stage of that journey starts here. Using the knowledge, insight and skill that has been gained over the past five years has helped us create a relevant and achievable plan for the future.

Our vision is clear – we will be focussing on the needs of our businesses along with identifying the opportunities and challenges that we face together.

OUR VISION



The past five years have been very exciting but they have also been a learning curve.

Out of experience comes strength and we have listened to what our Levy payers have had to say and that has allowed us to create a strong vision for the city centre.

THANKS FOR HAVING US...

The BID would not have had the successes it has had to date without the people who have come on this journey with us. The business owners, the stakeholders, the key partners – everyone has had their part to play and hopefully will continue to work with us.

Thanks again

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VISION:

**A VIBRANT CITY
CENTRE, CREATING
OPPORTUNITIES
FOR EVERYONE.**

OUR VALUES

Have BELIEF in everything we do
Deliver with PASSION
Always encourage POSITIVITY
Facilitate maximum ENGAGEMENT
And be as good as our word.

We will deliver our plan
SUCCESSFULLY by being
FOCUSED and truly living by
what we **BELIEVE** in.

YOUR VIEWS

Between January and June 2018 we conducted extensive research and consultation. This insight and feedback gave us a clear indication of what you would like us to focus on going forward.

Priority One A CITY TO BE PROUD OF

YOU SAID:

70% continue to engage with agents, absent landlords and investors to improve the look and feel of tired and neglected buildings

66% work collaboratively with partners and local police to deal with retail crime and anti-social behaviour

61% provide Street Rangers who rapidly respond to cleaning and maintenance issues

Priority Two PROMOTING OUR CITY

YOU SAID:

70% continue to raise the profile of Sunderland and change perceptions locally and nationally

52% continue to promote the city centre to Wearsiders, encouraging visitors to enjoy everything on offer regularly

48% continue to sponsor and support city centre events to attract visitors

Priority Three WORKING TOGETHER

YOU SAID:

88% continue to lobby local and national government and represent local businesses on city centre matters

78% continue to provide promotional opportunities for businesses

67% continue working with local community groups to improve the city centre

CHALLENGES WE FACE TOGETHER

The BID was not set up to replace council services. However, the Local Authority still has to make further cuts in its budget and is clear that its priorities are around its statutory responsibilities. We will continue to work with the council and businesses to ensure the city centre is both welcoming and appealing. Along with further cut-backs from the council, there are a number of other challenges facing the city centre:

Challenge 1

Sunderland is no different to the rest of the UK when it comes to the challenges facing the high street – so it's vital that we work together and take action to combat the changing habits of shoppers.

The opportunity lies in diversifying the offer and creating a city centre community that engages visitors. The BID will drive this agenda and facilitate a collaborative approach to 'reimagine the high street'.

Challenge 2

Competition from neighbouring cities is fierce. Therefore, continued promotion of Sunderland City Centre is necessary.

We need to attract visitors and also ensure our local residents have reasons to stay closer to home.

Challenge 3

Getting into Sunderland is an ongoing concern for businesses, visitors and shoppers.

The BID will continue to work on behalf of businesses with car park and transport providers to remove barriers to access and encourage people to stay longer.

Challenge 4

The city centre is seeing an increase in retail crime, anti-social behaviour and begging.

It is vital that we tackle these issues head on and work in partnership to make sure there is a very clear message that our city centre is not the place that will tolerate poor behaviour and theft.

A QUESTION...

Can Sunderland afford to be without a BID?

If the BID is NOT re-elected there is NO other organisation that will pick up the city centre priorities you have told us you would like to see addressed. The projects that have been started and the plans for the next five years that have been outlined in this document will not happen. There is NOTHING that will replace the BID.

For more info see page 29.

OPPORTUNITIES

Sunderland is on the cusp of an exciting transformation, with over £1.5 billion already invested and further announcements due later this year of more investment for the city centre from Sunderland City Council.

The BID will ensure that it plays its part in making the area attractive to investors, while also making sure the voice of city centre businesses is heard.

CONSULTATION AND ENGAGEMENT

ANNUAL BUSINESS SURVEY

Independent telephone interviews with 100 businesses in 2015, 2016, 2017

MACRO AND MICRO BID AUDIT

Identifying challenges and opportunities

RENEWAL QUESTIONNAIRE

Survey sent to all BID Levy payers

PROJECT SPECIFIC

Feedback from working groups and surveys

ONE-TO-ONE MEETINGS

The team have regular contact with businesses

THE BRIDGES RESEARCH

CACI Annual Survey providing insight into the shopper profile and consumer behaviours of The Bridges

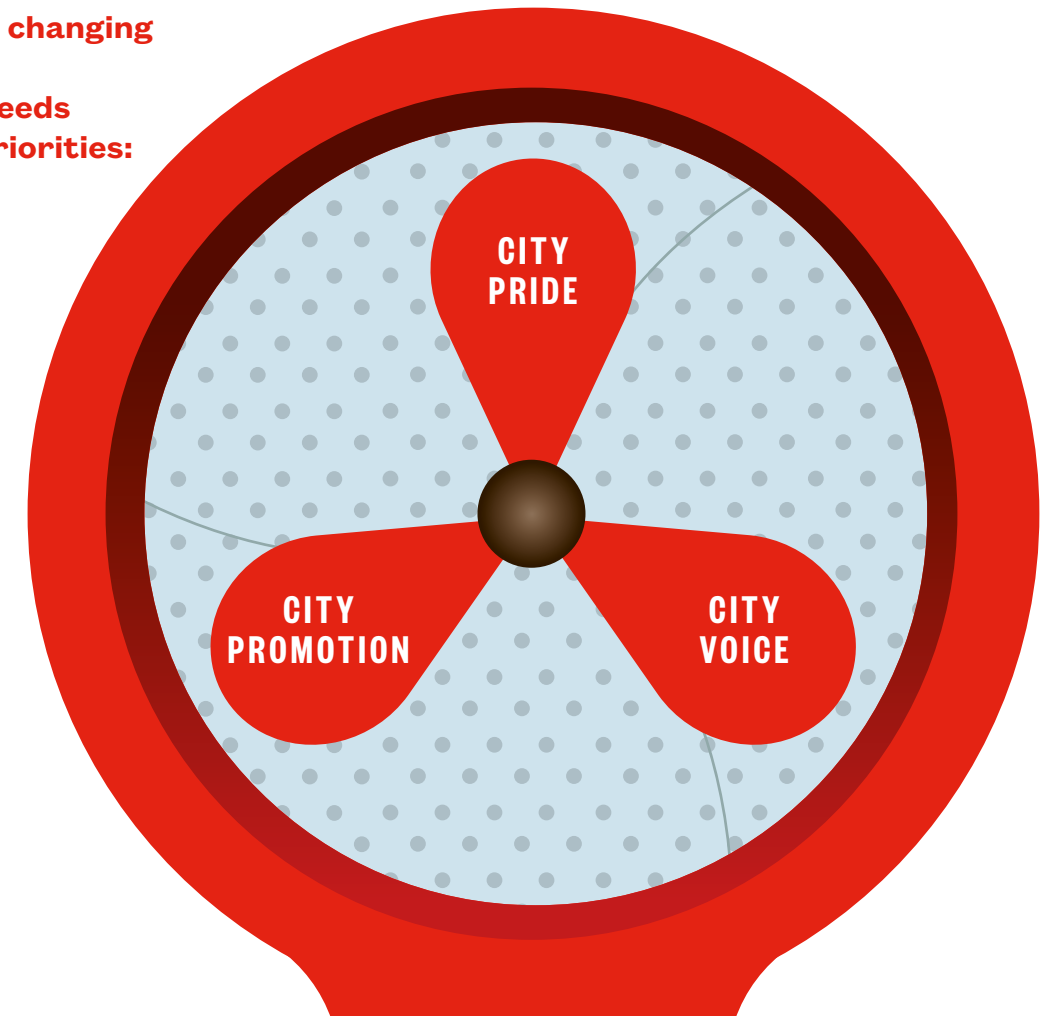
BIG CITY ECHO SURVEY

Echo readers gave their views on a host of key issues



WHAT'S NEXT?

We've listened to your feedback
We've developed a plan
We're responding to the changing
face of the city
We're focused on your needs
We've established our priorities:



Please read the rest of this document to see exactly what our plans are – and how you can be a part of them.

If you prefer, you can read a summary online and watch a short video which captures the contents of the next five year plan.

For more information visit www.sunderlandbid.co.uk

Full details of the ballot process and your opportunity to vote can be found on page 30-31.

We all want a city centre we can be proud of. Our aim is to strengthen pride, change perceptions and see to it that the city centre is a WELCOMING, SAFE, CLEAN and ATTRACTIVE environment for businesses and visitors.

SR1 STREET RANGERS

We will provide friendly and resourceful Street Rangers who rapidly respond to cleaning and maintenance issues.

They will be the ‘eyes and ears’ on the street, responding to reports from businesses on issues that require urgent attention.

The rangers will be highly visible and engage with businesses on a daily basis providing information and another regular point of contact with the BID.



“LeedsBID implemented a Street Ranger Team in 2016. They have deep cleaned the equivalent of the Leeds Inner Ring Road eight times in the past 12 months. The service they offer to Levy payers is above the provision of the Local Authority and working collaboratively with all businesses and organisations, the Street Ranger Team have been an integral part of the LeedsBID proposition and have raised standards of cleanliness in the centre of Leeds.”

Andrew Cooper, Chief Executive of LeedsBID and Chair of The BID Foundation



TACKLE CRIME AND ANTI-SOCIAL BEHAVIOUR

We are working closely with Northumbria Police, The Bridges Shopping Centre and other businesses to reduce the amount of anti-social behaviour in the city centre.

Our aim is to increase the visibility of authority on the streets and develop a programme of initiatives to tackle crime.

We will continue to play an active role in Shopwatch and Pubwatch and work collaboratively with these groups on projects to deal with specific safety and security issues.

OPEN FOR BUSINESS

We plan to continue to engage with agents, absent landlords, investors and other partners to bring empty spaces back to life.

We want to open the doors for more pop-up shops/offices/creative hubs and look at innovative ways to improve the look and feel of tired and neglected buildings.

SO WHAT?

We will measure our success through;

- SR1 Street Ranger - Reported and Sorted Data
- Business Survey Results
- Crime and Enforcement Statistics

ATTRACTIVE STREETS

We will continue to deliver dedicated cleaning and maintenance projects and promote a litter free city through our tidy-up initiative, Clean Sweep and targeted messaging on the bins.

We want to build on our work so far by improving the look and feel of the city centre through additional floral displays and street art to ensure the BID area is a pleasant environment to walk around and work in.

And we will introduce initiatives to help reduce the problems caused by the high number of gulls in the city centre.



62%
would like to see the BID provide a Street Ranger Scheme



LOOKS LUSH

CLEAN SWEEP

removed over

4 TONS of litter
from the city centre and over

45,000 HOURS
were volunteered by
students and businesses to
clean up the city.

We will continue to raise the profile of Sunderland City Centre through the BID brand. Creating marketing activities, events and promotional campaigns to attract visitors and give local residents a reason to stay closer to home.

BIG CITY
EVENTS

We will continue to deliver two Restaurant Weeks annually and respond to national/ international opportunities - for example, creating Fanzone's for big sporting events including Euro 2020.

We will continue to work with partners to ensure there is a great Christmas programme and we identify opportunities to create a vibrant city centre.



“Sunderland BID’s success has been evident. They have put a lot of work in and the results are that they’ve brought people into the city – not just local people but those from further afield. The events that have been on have been fantastic and I’m really excited about what they have got planned. Things like the Hadrian’s Tipi, the ice rink and the changes to Keel Square can only be good for the city.”
Neil Hamed, General Manager, MFA Bowl

PRIORITY TWO
CITY
PROMOTION

MORE SECTOR PROMOTION

Continuing on from the success of Restaurant Week we will work with businesses to develop promotional campaigns/ events/initiatives to shine a spotlight on specific business sectors including; retail, bars, restaurants, independents, health and beauty, leisure and professional services.



SPREAD THE WORD

We will continue to offer and deliver free Mak’em Smile training to all city centre workers, increasing the number of ambassadors who are informed and inspired to promote everything the city centre has to offer.

MAK’EM SMILE



SUNDERLAND EXPERIENCE
IT HERE

The BID will use the well-established Sunderland BID consumer social media pages, digital channels and printed collateral to promote the city centre to Wearsiders, encouraging visitors to enjoy everything the city centre has to offer on a regular basis.

We want to raise the profile of Sunderland and change perceptions locally, regionally and nationally through strategic and tactical PR campaigns.

SO WHAT?

We will measure our success through;

- PR Coverage and Campaign Engagement
- Visitor Numbers and Economic Impact of Events
- Number of Mak’em Smile Ambassadors

A HUB OF ACTIVITY

We will look at opportunities to bring the streets alive and animate city centre space.

Working collaboratively to ensure there is a year-round programme of events, creating a calender of opportunities to boost business and attract visitors.

The BID will continue to support and sponsor events as well as unlock space and promote Sunderland City Centre as an events destination.





SHOUT ABOUT IT

The 2018 World Cup
Fanzone had an
estimated economic
impact of

£750,000

on England games alone!

The BID provides a collective voice for businesses and will work on your behalf to get your views heard and influence positive change in the city. By working together, we can all make a real difference and improve Sunderland City Centre’s trading environment.

BE PART OF THE CONVERSATION

We will continue to work with a range of charity and voluntary sector organisations to look at collaborative projects which tackle social issues that are impacting on the city centre.

On behalf of the businesses, the BID will lobby and influence local and national government representing your business needs as a collective voice.

We will continue to work closely with other BIDs and the BID industry to understand what is happening nationally and share best practice from other cities who are facing similar challenges.



“The BID is really important in getting the voice of independent businesses in Sunderland heard and giving us the opportunity to promote ourselves to a wider audience.”

Anthony Reynolds, Owner, Reynolds Outdoors

PRIORITY THREE
CITY VOICE

PARTNERSHIP AND COLLABORATION

Through partnership and collaboration, we will explore ways we can help to reduce business costs and identify funding opportunities to maximise the BID resources.

We will introduce a ‘Friends of the BID’ scheme in order to increase budget and harness support from those not in the BID area or who fall under the threshold, but who still see the benefits of having a thriving city centre.

Working with transport and car park providers, we will promote easy access to the city, including a parking permit scheme for operational business use.



PROMOTIONAL OPPORTUNITIES

A range of promotional opportunities will be provided to support the marketing of your business including PR, Little Book of Offers, screen advertising and event specific promotional space. We will continue to use our pop-up city centre container at events across the city.



SO WHAT?

We will measure our success through;

- Increasing Business Engagement
- Maximising Additional Income
- Promotional Opportunity Uptake

SHARING KNOWLEDGE

The BID will take a lead on sharing knowledge and insight with businesses. Facilitating events and inviting industry specific guest speakers to share their knowledge and best practices.

We will work with training providers to access free training, support and advice for the sustainability/growth of your business.

COMMUNICATION

We will continue to communicate with you regularly, keeping you informed on the BID’s activity and provide information on issues, developments and opportunities that could impact your business. We will also ensure our door is always open and listen to your feedback.

How we will communicate with you and gather your feedback:

- Conduct annual business surveys
- Send out weekly email bulletins
- Send out monthly newsletters via post
- Host workshops for specific projects
- Hold drop in sessions with the team
- Increase face to face engagement



We will make sure you know everything that is happening in your city.





YOU TALK, WE LISTEN

Over

£100K

worth of additional income
generated over the past five years.

**WE THINK WE'RE DOING A GREAT JOB,
BUT DON'T JUST TAKE OUR WORD
FOR IT, YOU SAID:**

"As a shopping centre in the heart of Sunderland City Centre, the only way The Bridges will continue to be successful is if the city is successful. Sunderland BID is key to ensuring the city has a voice and represents all businesses to ensure the city centre progresses positively."

Andy Bradley,
Centre Director of The Bridges Shopping Centre

"As a member of the BID, The University of Sunderland supports the work they do in raising the profile of the city and raising standards across the city centre. Their work has a direct effect on the university in helping us have an attractive offering for both students and staff."

Graeme Thompson,
Pro Vice Chancellor,
The University of Sunderland

"The BID plays a really important role in bringing the independents in the city together and getting us to work together. They give us a great opportunity to market ourselves and each others' businesses."

Harry Collinson,
Owner,
The Looking Glass

"Sharon and her team have been absolutely fabulous at raising the profile of Sunderland and are constantly looking at creative ways that they can improve all aspects of the city."

Antony Kingdon,
Branch Manager,
Nationwide

"Sunderland BID works hard with all businesses in the city to ensure that they are equipped to capitalise on the tremendous regeneration projects that are happening - making the city a better place to work, live and visit."

John Seager,
Chief Executive,
Siglion

"The BID plays an integral part in the Shopwatch scheme, working closely with partners including the Police and The Bridges Shopping Centre to keep the city centre as a safe place to live and work."

Communication is key to ensure we collaborate effectively and manage the challenges we experience across the city as a team."

Duncan Allen,
Shopwatch

"The BID continues to do amazing work for the city; not only in facilitating and creating some hugely successful events but also in bringing people and organisations together for the benefit of all. Gentoo has forged a successful, mutually beneficial relationship with the BID and long may that continue!"

Lucy Malarkey,
Deputy Director,
(Operations)
Gentoo Group

"Communication in the city has massively improved since the BID was launched. Initiatives like Restaurant Week have really helped my sector and have brought some fantastic results."

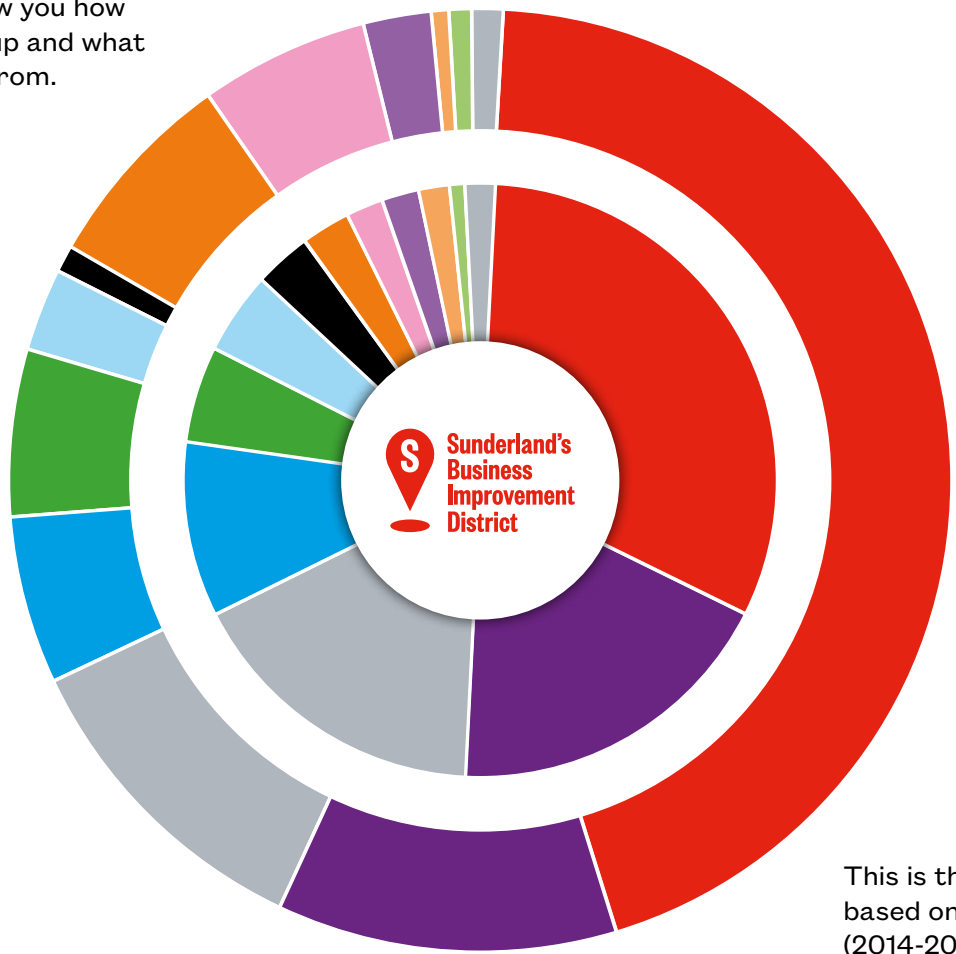
Ian Wong,
Owner,
Asiana Restaurant

Sunderland BID area



BID LEVY

We wanted to show you how the Levy is made up and what sectors it comes from.



This is the Levy breakdown based on the current term (2014-2019).

Outer circle

How much each sector pays

Sector	Levy	No.
Retail	£249,778	132
Food & Drink	£65,500	79
Vacant	£62,025	71
Education	£39,694	11
Professional Services	£32,870	40
Public Sector	£32,803	9
Leisure	£32,208	22

Inner circle

Total number of Levy payers in each sector

Sector	Levy	No.
Charitable Organisation	£16,180	19
Car Parks	£12,877	8
Health & Beauty	£5,227	13
Other	£5,129	7
Hotels	£4,272	3
Offices	£3,299	7
Total	£561,862	421

WHY SUNDERLAND NEEDS A BID...

The most successful cities and towns throughout the UK have a BID – amounting to around 300, some of which are now entering their third and fourth terms.

Our neighbours and competitors, Newcastle and Durham, both have high profile BIDs who deliver a whole host of initiatives and events to attract visitors. If we were to lose our BID, it would make it even harder to compete.

BIDs are created through a ballot process and operate within a defined geographical area. Businesses in this area whose rateable value is above the set threshold are charged a Levy in addition to their business rates bill. Everybody pays on a fair and equitable basis. This Levy is used to develop a range of projects and services which will benefit businesses in the local area to improve the trading environment.

Sunderland BID works closely with other BIDs and are a member of the Northern BIDs Group where insight and best practice is shared between Liverpool, Leeds, Manchester, York, Sheffield, Chester and Newcastle.

Sunderland BID also works closely with British BIDs, BID Foundation and the Institute of Place Management (IPM) to understand what is happening nationally and where cities are facing similar challenges so that we can work together to get the best solutions for our city.

National BID facts:

Over

300 BIDS

in UK cities and towns

£131,219,057

total hereditaments funding

106,262

total no. of hereditaments in BID areas

93%

overall ballot success

(Source British BIDs National BID Survey 2017)



MANY PROGRESSIVE CITIES HAVE A BID. WE DON'T WANT TO LET SUNDERLAND GET LEFT BEHIND





THIS IS WHAT YOU WILL LOSE IF YOU DON'T VOTE YES...

If the BID does not return for a second term, the city centre will lose £3million of investment. Without this investment, these are just some of the activities and opportunities which will be lost – NOTHING will replace them. There is no plan B.

- NO

Christmas events programme
- NO

Dedicated Street Ranger Team
- NO

Special events e.g. Fanzones
- NO

Organisation focused on your business priorities
- NO

Restaurant Week
- NO

City centre focused promotional and marketing campaigns
- NO

Voice on city centre issues
- NO

Support funding for city centre events
- NO

Clean up initiatives
- NO

Additional crime reduction and anti-social initiatives
- NO

Mak'em Smile ambassador programme
- NO

To so much more!

WE NEED YOU

We can't do this without you. It is YOUR city, YOUR business, and YOUR BID. We want to work with you throughout the next term to achieve real results that have a positive impact on your business and create a city centre we are all proud of.

We cannot stress enough how important it is for you to support the BID and vote YES in the ballot.

There is nothing to replace the BID or the investment it generates. If the BID is not re-elected, that investment and support for city centre businesses will disappear.

You will not have the chance to have your say again - if we are gone, we are gone forever. Make your vote count.

This is your opportunity to make your vote count in the ballot which takes place between 1 November and 28 November.

Full details of how to vote can be found on page 31 and information about the ballot process and the BID rules are on pages 32-33.

WHY VOTE YES

Your BID provides your business with an opportunity to make real changes and have an impact on the trading environment outside your door.

By voting Yes to Sunderland BID you are saying yes to:

YES A minimum of £3million ring-fenced investment into Sunderland City Centre to deliver projects and initiatives you have identified as a priority.

YES A team dedicated to responding to your business needs, who work on your behalf to improve the BID area trading environment.

YES A dedicated resource to rapidly respond to cleaning and maintenance issues affecting your business.

YES A crack down on anti-social behaviour and retail crime through a partnership initiative with Northumbria Police and The Bridges Shopping Centre to see more police on the streets in the BID area.

YES A marketing budget to raise the profile, change perceptions and promote the BID area encouraging Wearsiders to come into their own city centre more regularly.

YES Campaigns/events to raise the profile of your business sector, influenced by your sector needs.

YES Support and guidance to help your business grow.

YES A voice for your business to get your views heard by a range of audiences.

YES Being kept up-to-date with everything that is going on in the city and the opportunities this brings.

YES Big city events, including a significant Christmas programme and sports Fanzones.

YES Opportunities to promote your business and encourage people to come back regularly.

YES Learning and knowledge sharing to help improve business and the city centre as a whole.



Any queries about the BID renewal or details in this document, please contact the BID on **0191 562 3131** or email **info@sunderlandbid.co.uk**

TAKE ACTION - VOTE YES

This business plan along with the engagement you have had with the BID should be used to influence your voting decision. This is your opportunity to continue to support the investment and improvements in your business environment.

If you would like to see a further £3million invested into your Sunderland City Centre please take the following steps to vote yes:

STEP 1

Read this document thoroughly and contact us with any queries on our renewal hotline or email the BID (details on this page)



STEP 2

If you have received the business plan, you are the person that will be sent the voting paper. If this shouldn't be you, please find out who it is and make sure they get this information and update us with their details



STEP 3

You will receive your ballot pack around 29 October. If you haven't received your pack by 9 November please call electoral services on 0191 561 1144 or email elections@sunderland.gov.uk



STEP 4

Use your vote between 1 - 28 November to make a real difference to Sunderland City Centre

THE RULES

THE BALLOT

Sunderland City Council will send a ballot paper to the eligible voter at each hereditament to be included in the BID proposal, around 29 October 2018.

Each hereditament subject to the BID will be entitled to one vote in respect of this proposal.

This will be a 28-day postal ballot commencing on 1 November 2018, and closing at 5pm on 28 November 2018. Ballot papers received after 5pm on 28 November 2018 will not be counted.

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 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 29 November 2018.

If successful at ballot, the new BID term will commence delivery of services on 1 April 2019 and will continue for a period of five calendar years to 31 March 2024.

At the end of the five-year term, eligible voters will be asked to vote on a further BID proposal.

Hereditament: Any item of property, either a corporeal hereditament (land or a building) or an incorporeal hereditament (such as a rent), that can be inherited.

THE BID LEVY RULES

Every BID must set their own BID Levy rules, which specify who is eligible to vote and would be liable for the Levy if the BID ballot was successful.

Rateable values:
The eligibility based on rateable value is fixed based on information from the Valuation Office Agency evaluations.

Billing is carried out on behalf of the Sunderland BID by Sunderland City Council who will determine eligibility.

Any rates revaluation during the term of the BID will be ignored for the purposes of calculating the Levy, unless the variation to the rateable value is due to a change of use or a physical change to the hereditament. Instead, the rateable value from the time of any such revaluation, will be defined as the rateable value within the 2017 ratings list.

Threshold:
All non-domestic hereditaments within the BID Boundary with a rateable value of £15,000 or over will be liable to pay the BID Levy.

Levy payments:
Will be calculated on each ‘chargeable date’ at 1.69% (subject to inflation provisions) of the rateable value of each hereditament. The charge will be to the occupier of the hereditament on the chargeable date each year.

Hereditaments within The Bridges Shopping Centre (where there is already an additional service charge for marketing, security and cleaning services etc.) will pay a Levy equivalent to 1.41% (subject to inflation provisions) of their rateable value. However, income to the BID remains the same as the owners of The Bridges are providing additional funding of 0.28% (subject to inflation provisions) each year.

Chargeable day:
The Levy eligibility and liability is determined on a single chargeable date each year.

The first chargeable day will be 1 April 2019 and the 1 April each year thereafter until the end of the BID term.

Refunds will not be granted, except when overpayment has been made in error.

Exemptions:
There are no further exemptions or discounts from payment of the BID Levy.

BID Levy payments for a single hereditament will be capped at £18,000.

Vacant properties:
Where a property is untenanted, liability for the full BID Levy payment will fall to the eligible rate payer (owner/landlord of the property).

HOW THE BID WILL BE MANAGED

The BID will again be managed by Sunderland Business Improvement District Limited (the ‘Company’), a not-for-profit organisation, limited by guarantee.

The Board will continue to have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction.

The Board will be made up primarily of appointed representatives of Levy payers with additional expertise as required. A non-Levy payer from within the BID area will always be included. Sunderland City Council shall maintain Sector Director representation on the BID Board.

The Board shall meet no less than quarterly.

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 would require an Alteration Ballot.

An Operating Agreement, which includes the council’s baseline service statements, 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

Notice of the intention to hold a ballot was provided to the Secretary of State on 22 February 2018.

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 Levy payers will be held.

The Company will provide copies of statutory accounts and financial statements to the Local Billing Authority annually.

The BID will meet with the Billing Authority on at least a quarterly basis to discuss service delivery, Levy collection and financial management issues.

Definition: The term ‘Renewal’ means replacement of the existing BID at the end of its current term (March 2019) with new BID Arrangements, subject to the rules and arrangements described herein.

HOW MUCH YOU WILL CONTRIBUTE

INDICATIVE LEVY COSTS RATEABLE VALUE		ANNUAL LEVY	MONTHLY COST	WEEKLY COST	EQUIVALENT TO...
MAJORITY OF BUSINESSES FALL WITHIN THIS BRACKET	£15,000.00	£253.50	£21.13	£4.88	1ST CLASS ROYAL MAIL, GUARANTEED DELIVERY PRINTER CARTRIDGE TWO COCKTAILS AT HAPPY HOUR
	£20,000.00	£338.00	£28.17	£6.50	
	£25,000.00	£422.50	£35.21	£8.13	
	£30,000.00	£507.00	£42.25	£9.75	
	£50,000.00	£845.00	£70.42	£16.25	
	£100,000.00	£1,690.00	£140.83	£32.50	
	£500,000.00	£8,450.00	£704.17	£162.50	

HOW THE LEVY WILL BE SPENT

It has been assumed, based on the first five-year term, that 95% of the billed Levy will be collected each year, and this collection rate has been applied throughout the term. The average budgeted annual Levy available to be spent by the BID for the term is £624,716.

Each year (with the exception of the first year) the Levy rate will be inflated, a rate of 3%.

YEAR	ONE	TWO	THREE	FOUR	FIVE	TOTAL
Income						
Levy	£531,834.00	£547,790.00	£564,223.00	£581,150.00	£598,584.00	£2,823,581.00
Additional Income	£60,000.00	£60,000.00	£60,000.00	£60,000.00	£60,000.00	£300,000.00
Total Income	£591,834.00	£607,790.00	£624,223.00	£641,150.00	£658,584.00	£3,123,581.00
Expenditure						
Operational Costs	£118,367.00	£121,558.00	£124,845.00	£128,230.00	£131,717.00	£624,717.00
City Pride	£210,000.00	£215,300.00	£220,000.00	£225,900.00	£232,877.00	£1,103,877.00
City Promotion	£190,000.00	£195,258.00	£200,000.00	£205,300.00	£210,378.00	£1,000,936.00
City Voice	£61,467.00	£63,674.00	£67,378.00	£69,720.00	£71,812.00	£334,051.00
Total Expenditure	£579,834.00	£595,790.00	£612,223.00	£629,150.00	£646,584.00	£3,063,581.00
Carry Forward	£12,000.00	£24,000.00	£36,000.00	£48,000.00	£60,000.00	£60,000.00

A nighttime photograph of a city center, likely Sunderland, featuring two prominent high-rise apartment buildings on the left with many lit windows. In the foreground, there's a paved plaza with some trees and a fountain. To the right, older brick buildings are visible, some of which are illuminated with red light. A large red location pin graphic is superimposed over the right side of the image, containing the letter 'S'.

VOTE YES

“I dread to think what would happen to our city centre without the BID with austerity cuts in the council and the challenges we face in our rapidly changing high street, it’s essential the BID remains for the next term.”

Brian Jackson, Chair
Sunderland City Centre
Traders Association



**Sunderland's
Business
Improvement
District**

If you have any queries, just get in touch.

Give us a call on 0191 562 3131.

Drop us an email at info@sunderlandbid.co.uk

Pop in and see us at:

Sunderland Software Centre, Tavistock Place,
Sunderland, SR1 1PB

Or let us know a time and we will come and see you.