

Sunderland BID want to hear your views!

We want to make sure that our strategy for the future is focussed in a way that's meaningful, productive and supportive in helping your business and the city centre thrive. Shaping this strategy is a consultation process that we very much need you to be part of. Simply complete the questionnaire and have your say about what you think the focus should be for the BID going forward.

Please return the questionnaire in the **pre-paid envelope** included in this pack by **Friday 25 May**.

Name:	Business name:
Contact number:	Contact email address:
Name of Voter:	Position of Voter:
Voter contact number: (if different from above)	Voter email: (if different from above)
Website:	Facebook:
Twitter:	Instagram:

Priority One: A city centre to be proud of

Please tick your **top three** priorities from the following:

- ☐ Provide Street Rangers who rapidly respond to cleaning and maintenance issues
- ☐ Introduce dedicated Police Officers to deal with retail crime & anti-social behaviour
- ☐ Continue to engage with agents, absent landlords & investors to improve the look & feel of tired and neglected buildings
- ☐ Additional floral / planting displays to improve the look & feel of the city centre
- ☐ Continue to deliver dedicated cleaning & maintenance projects, i.e. Clean Sweep to improve areas of the city centre
- ☐ Continue to play an active role in city centre security initiatives, i.e Shopwatch & Pubwatch
- ☐ Introduce initiatives to deter birds from the city centre

Priority Two: Promoting our city centre

Please tick your **top three** priorities from the following:

- ☐ Continue to deliver 2 x Restaurant weeks per year offering special deals to restaurant diners
- ☐ Continue to work with visiting & city centre partners to enhance the markets offer
- ☐ Continue to promote the city centre to Wearsiders, encouraging visitors to enjoy everything on offer regularly
- ☐ Continue to work with transport providers to make it easier to get into the city centre
- ☐ Continue to produce a quarterly events listing & distribute widely
- ☐ Continue to deliver a Christmas programme
- ☐ Continue to raise the profile of Sunderland and change perceptions locally & regionally
- ☐ Continue to sponsor & support city centre events to attract visitors

Priority Three: Working together for growth & sustainability

Please tick your **top three** priorities from the following:

- ☐ Continue to lobby local & national government & represent local businesses on city centre matters
- ☐ Continue to provide promotional opportunities for your business
- ☐ Continue to carry out annual business surveys so we can stay informed and respond to your needs & issues
- ☐ Continue to offer utility savings schemes to reduce business costs
- ☐ Continue to sources free training & advice to improve efficiencies & support the growth/ sustainability of your business
- ☐ Continue to offer Mak'em Smile training to increase the number of city centre ambassadors

In order of importance

We know there is a lot that can be done to improve the business environment in the city centre however the BID will not have unlimited resources, therefore we would like to understand which of these priorities is most important to you.

Please rank the priorities below in order of importance with 1 being most important and 4 being least important.

- ☐ Priority One:
A city centre to be proud of.
- ☐ Priority Two:
Promoting our city centre
- ☐ Priority Three:
Working together for growth & sustainability
- ☐ Priority Four:
Keeping you informed

Have we missed anything?

If there's one thing missing from the priorities that you think the BID could drive to support the vitality of the city centre in the next five years please tell us in the box below:

Not enough space? Email us at info@sunderlandbid.co.uk

Priority Four: Keeping you informed

Please tick your **top three** priorities from the following:

- ☐ Offer drop in sessions for one to one chats with the BID team about how we can support your business
- ☐ Continue to keep you up to date with the business focused newsletter, website & social media
- ☐ Continue to provide information on wider issues which may have an impact on the city centre
- ☐ Launch a Friends of the BID scheme to increase BID budget & increase support for the city
- ☐ Continue working with the local community & groups to help improve the city centre, i.e. Street Pastors
- ☐ Facilitate quarterly networking events

Thank you!

For taking the time to share your views and engaging with us to shape the future of your city centre. For details of the next phase of consultation please see 'What's next' in the enclosed pack.

Please return the questionnaire in the **pre-paid envelope** included in this pack by **Friday 25 May**.

*Privacy Statement....

This survey is published and managed by Sunderland Business Improvement District and we take your privacy seriously. All of the information you provide will be treated as confidential and will only be used for the purposes of research. Your comments will not be identified as belonging to you, instead they will be combined with those gathered from other survey participants, and will be analysed as part of a group. Any personal information we currently hold, or that you provide by completing this survey, will only be used by Sunderland Business Improvement District and will not be shared with any third party without your consent. The basis on which we hold your personal information is to meet our legal obligation to communicate with you as BID Levy payers and administer your BID Levy account.

**Sunderland's
Business
Improvement
District**

