

## CABINET MEETING – 14 JULY 2022

### EXECUTIVE SUMMARY SHEET – PART 1

**Title of Report:**

Acceptance and award of grant funding to the Sunderland BID Limited.

**Author(s):**

Report of the Executive Director of City Development

**Purpose of Report:**

To accept grant funding from Sunderland Clinical Commissioning Group (SCCG) and approve the award of a grant to Sunderland BID Limited (“Sunderland BID”).

**Description of Decision:**

Cabinet is recommended to authorise the Executive Director of City Development to accept a grant award of £70,000 from SCCG and award a subsequent grant of the same amount to Sunderland BID on terms to be agreed by the Executive Director of Corporate Services, in consultation with the Cabinet Secretary and the Executive Director of Corporate Services.

**Is the decision consistent with the Budget/Policy Framework?**      **Yes**

**If not, Council approval is required to change the Budget/Policy Framework**

**Suggested reason(s) for Decision:**

The acceptance of the external funding offer from the SCCG and the allocating of the same to the Sunderland BID will enhance the events programme in the city centre. It will be used to put on a range of events with a health focus which will enable residents from all areas of the city and from all demographic backgrounds to come to the city centre and enjoy what is on offer. The events will be targeted to address some of the health inequalities that exist in Sunderland.

**Alternative options to be considered and recommended to be rejected:**

The alternative option are:

- (i) not to accept the grant funding offer from SCCG which would result in the loss of the opportunity to promote health improvement and mental wellbeing. Consequently, this alternative option is not recommended.
- (ii) Not to allocate the funding to Sunderland BID. However, given the intention to utilise the funding to deliver a range of city centre public events as devised by Sunderland BID, they are the most appropriate recipient of the funding to order to deliver the resulting public benefits. Consequently, this alternative option is not recommended.

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|---|--|
| <b>Impacts analysed;</b>  |  |
| <b>Equality</b> <input type="text" value="N/A"/>                          | <b>Privacy</b> <input type="text" value="N/A"/>            |
| <b>Sustainability</b> <input type="text" value="N/A"/>                    | <b>Crime and Disorder</b> <input type="text" value="N/A"/> |
| <b>Is the Decision consistent with the Council's co-operative values?</b> | <b>Yes</b>   |
| <b>Is this a "Key Decision" as defined in the Constitution?</b>           | <b>No</b>  |
| <b>Is it included in the 28 day Notice of Decisions?</b>                  | <b>No</b>  |

## **CABINET – 14 JULY 2022**

### **AWARD OF GRANT FUNDING TO THE SUNDERLAND BID LIMITED**

#### **Report of the Executive Director of City Development**

#### **1. Purpose of the Report**

- 1.1 To accept grant funding from Sunderland Clinical Commissioning Group (SCCG) and approve the award of a grant to Sunderland BID Ltd (“Sunderland BID”).

#### **2. Description of Decision**

- 2.1 Cabinet is recommended to authorise the Executive Director of City Development to accept a grant award of £70,000 from SCCG and award a subsequent grant of the same amount to Sunderland BID on terms to be agreed by the Executive Director of City Development, in consultation with the Cabinet Secretary and the Executive Director of Corporate Services.

#### **3. Background**

- 3.1 Sunderland BID approached SCCG to request funding so they could provide activity that would enhance healthy living, and address health inequalities across the city. This would involve increasing consumer engagement and raising confidence levels in a post-pandemic Sunderland by proactively encouraging participants from the most deprived areas to get involved.
- 3.2 During the pandemic, and continuing after the restrictions have started to lift, the city has experienced a reduction in the number of people coming out on a regular basis to enjoy themselves and experience new and different things. Regular consumer research suggests that this is a result of:
  - Very difficult choices having to be made as the cost-of-living crisis really starts to bite, meaning families are having to make decisions between heating and eating amongst other things. This is only making the issue around health inequalities worse.
  - A lack of confidence of the older generation to come out, and when they do it is for shorter periods of time, compounding their loneliness. Cultural Spring and Gentoo have carried out research recently within the city that supports this.
  - Consumers staying more local i.e. in their own neighbourhoods due to nervousness to take public transport and mingle around larger crowds.
  - A rise in youth anti-social behaviour (ASB) across the country, but particularly in city centres. A societal change seems to be taking place and as there is very little provision of diversionary work that is fun, good for people and is educational.

- A reduction in disposable income due to the increase in the cost of living which is impacting on being able to enjoy leisure/recreational activities and having the capacity to invest in health and wellbeing.
- 3.3 Additional funding will allow the Council and Sunderland BID to enhance the free events programme in the city centre, focussing on improved health and wellbeing activities for residents. A clear focus would be around providing education on healthy eating options, and exercise. The programme would deliver messages that are often found elsewhere but in a fun and engaging manner and would be combined with other activity at the same time. It is considered that that by having a range of activities with some theatre and showmanship around them, it will encourage more and regular participation.
  - 3.4 Walking and discovery trails starting with a 1.8mile (4000steps) adventure combined with an augmented reality character and giant 5ft easter egg have already taken place in the city centre. These encourage residents to exercise and enjoy fresh air. As it is a combined trail of physical structures and augmented reality characters, it is family friendly and accessible for all ages. The above type of trail will be replicated in the summer and over the Halloween period.
  - 3.5 A roller rink will be located in Keel Square from Friday 22 July to 4 September 2022. This is an excellent form of exercise and according to the Roller Skating Association International, it works every muscle in your body and can burn anywhere from 350 to 600 calories per hour.
  - 3.6 Other sport (street games), music, performance, craft and physical exercise activities are planned, as is a range of other outdoor activities including outdoor cinema, and arts and crafts workshops.
  - 3.7 Food demonstrations and workshops will take place every week including several featuring Si King, the Hairy Biker, who will demonstrate how to make a healthy soup with only 4 readily accessible inexpensive fresh ingredients.
  - 3.8 A community art project is planned, which would involve communities working with artists to brief, design, and create art for time to talk benches.

#### **4. Current Position**

- 4.1 To assist with the proposed city activity as set out in Section 3, SCCG are willing to make a grant award to the Council who will then enter into a back to back grant agreement with Sunderland BID.
- 4.2 The subsequent grant agreement between the Council and Sunderland BID will incorporate the relevant funding conditions of the SCCG and cover the timing of payments, which will be conditional on costs being confirmed by Sunderland BID. It is recommended that the approval of the final terms of the grant agreement with Sunderland BID is delegated to the Executive Director of City Development in consultation with the Cabinet Secretary and the Executive Director of Corporate Services.

## **5. Reasons for the Decision**

- 5.1 The acceptance of the external funding offer from the SCCG and the allocating of the same to Sunderland BID will enhance the events programme in the city centre. It will be used to put on a range of events with a health focus which will enable residents from all areas of the city and from all demographic backgrounds to come to the city centre and enjoy what is on offer. The events will be targeted to address some of the health inequalities that exist in Sunderland.

## **6. Alternative Options**

- 6.1 The alternative options are:
- 6.1.1 not to accept the grant funding offer from SCCG which would result in the loss of the opportunity to promote health improvement and mental wellbeing. Consequently, this alternative option is not recommended; or
  - 6.1.2 Not to allocate the funding to Sunderland BID. However, given the intention to utilise the funding to deliver a range of city centre public events as devised by Sunderland BID, they are the most appropriate recipient of the funding to order to deliver the resulting public benefits. Consequently, this alternative option is not recommended

## **7. Impact Analysis**

### **(a) Equalities**

N/A

### **(b) Privacy Impact Assessment (PIA)**

N/A

### **(c) Sustainability**

N/A

### **(d) Reduction of Crime and Disorder – Community Cohesion / Social Inclusion –N/A**

## **8. Other Relevant Considerations / Consultations**

### **(i) Co-operative Values**

The Council is a co-operative council and actively promotes its co-operative values of self-help, self-responsibility, democracy, equality, equity and solidarity. It is considered that the proposals contained in this report align with these co-operative values.

**(ii) Financial Implications**

The grant to Sunderland BID of £70,000 will be funded from the additional funding secured from SCCG's contribution to the Council of the same amount, in respect of improving Sunderland's health inequalities. There is therefore no financial implication for the Council.

**(iii) Legal Implications**

As explained above, the proposed grant by the Council to Sunderland BID is to be funded by SCCG's contribution. The proposed grant will be applied in accordance with the terms specified by the SCCG and for the agreed purposes, which require the funding to be used in respect of addressing and improving Sunderland's health inequalities. The grant funding agreement with the Sunderland BID will incorporate the necessary funding terms of the SCCG to ensure that the grant funding is applied in accordance with the SCCG's requirements.

In addition, it is not considered that the proposed grant to Sunderland BID constitutes a subsidy for the purpose of the UK's subsidy control rules (as set out in BEIS Guidance on the UK's International Subsidy Control Commitments (June 2021)). Sunderland BID will be utilising the funding for the sole purpose of delivering a range of free public events in the city centre on a cost recovery only basis in order to secure the public benefits as set out in this report. As a consequence, Sunderland BID is not acting as a as an enterprise in this instance.

**9. Background Papers**

N/A