Sunderland's Business Improvement District

SCC Economic Scrutiny Committee

Tuesday 9 November 2021

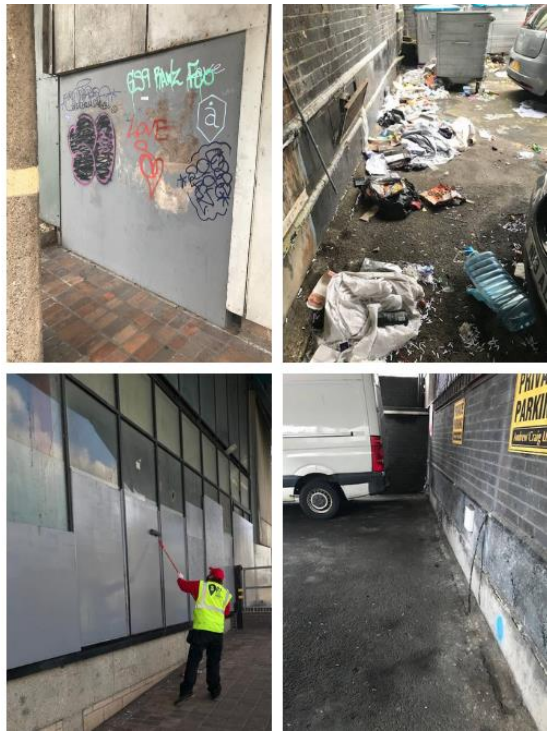
CITY CENTRE COVID-19 RECOVERY TASK FORCE

PRIORITY ONE

CITY PRIDE

SR1 STREET RANGER

Report It & Sort It



ATTRACTIVE STREETS

Lamp post banners
Bin vinyls
Deep clean
Planters

TACKLE CRIME AND ANTI-SOCIAL BEHAVIOUR

Shopwatch, Pubwatch & Leisure Watch
Policing initiatives
Helping vulnerable people
Bin raking
Property checks

STOP THE SPREAD!
REMEMBER
Hands
Wash your hands or sanitise
Face
Wear a face covering
Space
#DoYourBit

NO ENTRY
NO ENT

OPEN 'TIL 8PM
every Thursday
NO HURRY, NO WORRY
bridges

WEAR GLAD
TO SEE YOU AGAIN!
But please REMEMBER
we still need to do our bit...
WASH HANDS
COVER FACE
MAKE SPACE
FRESH AIR
#DoYourBit

PRIORITY TWO

CITY PROMOTION

BIG CITY EVENTS

AR Christmas Trail 2020
81.2K impressions on Facebook page
470 additional app downloads

Easter/Spring Trail 2021
2,311 total Sunderland Experience app users
41.9K Facebook page impressions

Virtual Food & Drink Fest 2021
Over 100K reached
Over 12,5K engagements
Lots of businesses engaged

Lights Out Halloween Festival 2021
Mackem Monster Trail
1,350 additional app downloads
3,000 people attended Halloween Community Parade
Spooky Stories

PRIORITY TWO

CITY PROMOTION

HUB OF ACTIVITY

Here Comes the #SUN
Over 5K people took part in the summer programme
159.6K reach on Facebook page
682.9K impressions on Facebook

MORE SECTOR PROMOTION

Sunderland Restaurant Week
5,333 voucher downloads
33 participating restaurants
£133.3K estimated economic impact

Spring trail

Sunderland
Restaurant Week
25 September – 3 October
Eat out for £5 £10 £15
There's plenty of ways to travel into Sunderland restaurant week, find out more at www.sunderlandbid.co.uk

CAFFÈ NERO
bridges
bridges

FOOD & DRINK FEST 2021
1st - 27th June 2021
City of Foodies Sunderland

808

#SUN

Screen Hire Solutions

Hays Travel

adidas
PUMA
Talking Heads
SALE
BACK CHAT BRASS
Hot food to go
Served Until 4pm
One card, so many options...

WHAT'S SUP?
BEADNELL BAY

PRIORITY THREE

CITY VOICE

BE PART OF THE CONVERSATION

Vibrancy group
Sunderland Business Group
Infrastructure & Investment group
NECC
The Alcohol Working Group
Northern BIDs group
British BIDs
The BID Foundation
Jacky Whites Market
Sunderland City Council
Bridges Shopping centre
Transport companies
City Centre Management Group
International Strategy Group

PARTNERSHIP AND COLLABORATIONS

Parking permits
Save the High Street
Future High Street Fund
ParkingPerx
Sunniside Quarter
RHSS/WBF

PROMOTIONAL OPPORTUNITIES

Sunderland Gift Card
ShopAppy
Sunderland Experience App
Digital screens
InSunderland
Social Media

PRIORITY THREE

CITY VOICE

SHARING KNOWLEDGE

Professional Services Lunch
Training opportunities

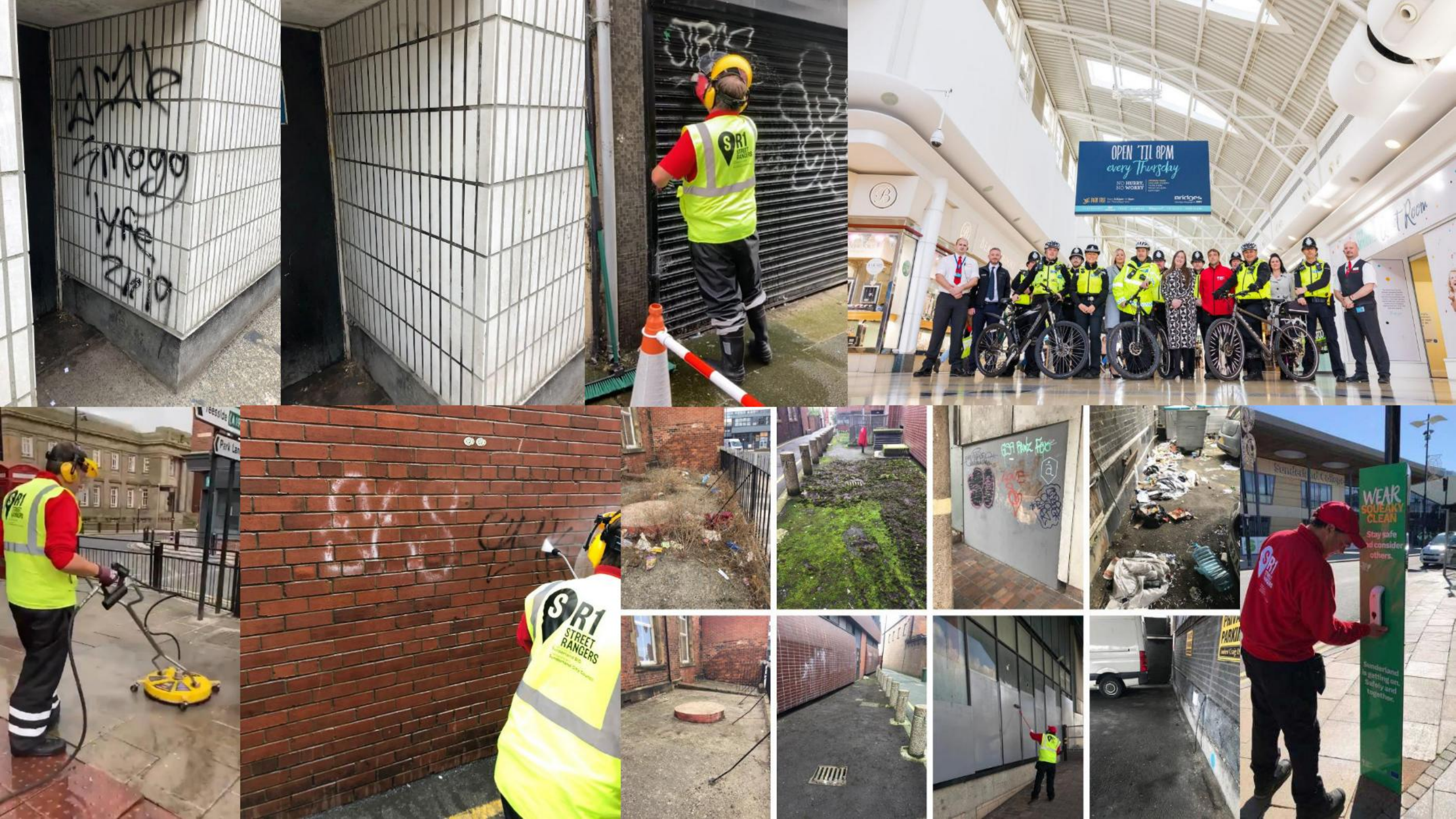
COMMUNICATION

Hard copy newsletters
Weekly bulletins/newsletters
Social media
Website
PR

parking perx
Park FREE

WHAT'S NEXT?

CITY PRIDE


OPEN 'TIL 8PM
every Thursday
NO HURRY, NO WORRY
bridges
SR1
STREET RANGERS
WEAR SQUEAKY CLEAN
Stay safe and consider others.
Sunderland is getting on, Safely and together.

CITY PROMOTION

MARSHMALLOW

Merry Christmas
SNOWGLOBE
SNOWGLOBE EXPERIENCE

Finish

Choose your Roast Meat
Turkey · Beef · Pork
Choose your Vegetables
It's A Wrap
Enjoy!
Yorkshire Pudding Wraps

OLD ALIKES

CITY VOICE

Sunderland Gift Card
sunderlandgiftcard.com

Shopping
Dining
Playing
Staying
Enjoyment

City of Sunderland

in SUNDERLAND

parkingperx
Park FREE

SHOP APPY

BritishBIDs

- Business Breakfasts
- Meetings with Police
- Healthy High Streets
- Friends of the BID

North East England Chamber of Commerce

Sunderland Business

THE BID FOUNDATION