



Dear xxxxx,

HELP US TO SHAPE THE FUTURE

It's now four years since Sunderland Business Improvement District launched and in that time the team have worked tirelessly to meet our overarching aim – to make our city an exciting place to live, work and do business.

The BID is coming up for renewal later in the year. Our second five year term will allow us to continue on the exciting journey that we have already started. It will also give us the opportunity to focus more on the issues that are affecting you, our levy payers, and to continue to be your voice for business in the city centre.

Being able to reach our goal is really important, and we know that we can only do this by having your full support and by continuing to enjoy the great relationships we have built with you as well as the challenges that you give us.

We are starting to pull together the plan for our second term and the information that is attached here is the first stage of a process that we need you to play an active part in.

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 thrive. Shaping this strategy is a consultation process that we very much need you to be part of – have your say about what you think the priorities are for the BID going forward.

We will be in touch regularly in the coming months leading up to our renewal but please fill in the questionnaire attached in this document so we can develop a real sense of what you, our customers, the city centre levy payers, believe is important.





At the same time, please also contact me directly on **0191 5623130** or **07740 175230** or **sharon.appleby@sunderlandbid.co.uk** if you want to discuss any ideas and issues so that together we really can make a positive impact on Sunderland's future.

Thanks again for your previous support and for taking the time to engage with us again.

Regards

Sharon Appleby

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