ECONOMIC PROSPERITY SCRUTINY COMMITTEE 10 FEBRUARY 2026

BUSINESS IMPROVEMENT DISTRICT (BID) - ANNUAL UPDATE

REPORT OF THE SCRUTINY AND MEMBERS' SUPPORT CO-ORDINATOR

1. Purpose of the Report

1.1 To provide the Committee with a progress report on the work of the Sunderland Business Improvement District (BID) and provide an update on the economic challenges and opportunities facing the city.

2. Background

2.1 A Business Improvement District is a defined area in which a levy is charged on business rate payers for the development of projects in the local area.

2.2 The Sunderland Business Improvement District (BID) was established in April 2014 for a five year period to March 2019. In November 2018, local businesses voted to renew the BID project for a further five years. Last year, it was announced that the BID had been reelected for a third term commencing in April 2024.

2.3 For its third term the BID extended its remit to also cover the Sheepfold area of the city. A second BID area covering Roker and Seaburn Seafront commenced in May 2025.

3 Current Position

3.1 Sharon Appleby (Chief Executive BID) will be in attendance to provide a presentation on the work of the BID, providing information on what has been delivered so far and the key projects for 2026/27.

3.2 A copy of the presentation is attached for information.

4. Recommendation

4.1 The Committee is recommended to consider and comment on the update provided.

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