

1. CORE PROGRAMME 2014

These events are those that the City Council has requested Sunderland Live to deliver.



City Sings Goes 60's

Sunderland Empire Theatre

Continue to support the delivery of the annual Schools Choral Competition Final.



Penshaw Bowl

Penshaw Hill and Herrington Country Park

Continue to deliver this traditional family event on Penshaw Hill whilst developing an additional offer in Herrington Country Park that can be also utilised as a wet weather contingency.



Running Festival

City Centre, Roker and Seaburn

10k and Half Marathon.



Stadium Concerts (In partnership with SAFC)

One Direction

North East Live



Sunderland Festival

Herrington Country Park

Family event with a focus on live music, food, fun fair and children's activities.



Armed Forces Day

City Centre

Civic event involving a Flag Raising ceremony.



Sunderland International Airshow

Roker and Seaburn

Continue to redesign, develop and deliver this signature event.



Houghton Feast

Continue to work in partnership with the community to design, develop and deliver this event.



Remembrance Weekend

Remembrance Concert to be held on the evening of Saturday 8 November at the Seaburn Centre. Remembrance Parade and Service to take place on Burdon Road on Sunday 9 November.



City Centre Christmas Switch On

Relocation of Switch On to the new City Square.
Christmas illuminations, live programme and firework display.



Christmas Programme

City Centre

Extensive programme of family orientated activities.

Partnership with the Business Improvement District to develop additional attractions including a New Year's Eve celebration.



Mayor's Ball

This major event in the Mayoral calendar provides a valuable opportunity to spend time with other Civic guests and members of the business community.



North East Contact Centre Awards



Boxing Day Dip

Seaburn

Working in partnership with the Lion's Club to enhance this annual fund raising event.

2. SUNDERLAND CITY COUNCIL ADDITIONAL PROPOSALS 2014

The City Council has identified two additional events that it wishes to be delivered subject to the identification of required funding.



Roker Park Lights & Seafront Illuminations

Roker Park and Seafront