

ECONOMIC PROSPERITY SCRUTINY COMMITTEE

AGENDA

Meeting to be held in the Civic Centre (Committee Room No. 1) on Tuesday 15th January, 2019 at 4.30 p.m.

Membership

Cllrs Blackburn, Curran, M. Dixon, Foster, Galbraith, E. Gibson, Jackson, D. MacKnight (Chairman), Marshall, O'Brien, Taylor, Turner (Vice Chairman).

ITEM		PAGE
1.	Apologies for Absence.	-
2.	Minutes of the Ordinary Meeting held on 4th December, 2018 (copy attached).	1
3.	Declarations of Interest (including Whipping Declarations)	-
	Part A – Cabinet Referrals and Responses	
	No Items	
	Part B – Scrutiny Business	
4.	North East England Chamber of Commerce - Update	7
	Report of the Head of Member Support and Community Partnerships (copy attached).	
5.	Business Improvement District (BID) - Update	17
	Report of the Head of Member Support and Community Partnerships (copy attached).	

Contact: Christine Tilley Governance Services Team Leader Tel: 561 1345
Email: Christine.tilley@sunderland.gov.uk

Information contained in this agenda can be made available in other languages and formats on request

6.	Annual Work Programme 2018-19	38
----	--------------------------------------	----

Report of the Head of Member Support and Community Partnerships (copy attached).

7.	Notice of Key Decisions	40
----	--------------------------------	----

Report of the Head of Member Support and Community Partnerships (copy attached).

Part C – CCFA/Members Item/Petitions

No items.

E. WAUGH,
Head of Law and Governance,
Civic Centre,
SUNDERLAND.

7th January, 2019.

At a meeting of the ECONOMIC PROSPERITY SCRUTINY COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on TUESDAY 4TH DECEMBER, 2018 at 4.30 p.m.

Present:-

Councillor Blackburn in the Chair

Councillors M. Dixon, Galbraith, E. Gibson, Jackson, Marshall, O'Brien and Taylor

Also in attendance:-

Ms Victoria French, Head of Events, Sunderland City Council

Mr John Seager, Chief Executive, Siglion

Mr Jim Diamond, Scrutiny Officer, Sunderland City Council

Mrs Christine Tilley, Governance Services Team Leader, Sunderland City Council

Appointment of Chairman

As both the Chairman and Vice Chairman had submitted their apologies, it was moved and duly seconded that Councillor Blackburn take the Chair for this meeting of the Committee and it was:-

1. RESOLVED that Councillor Blackburn be appointed Chairman for this meeting of the Committee only.

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Curran, Foster, D. MacKnight and Turner.

Minutes of the Last Ordinary Meeting of the Scrutiny Committee held on 6th November 2018

A copy of the minutes of the last ordinary meeting of the Scrutiny Committee held on 6th November, 2018 was submitted.

(For copy report – see original minutes).

2. RESOLVED that the minutes of the last ordinary meeting of the Scrutiny Committee held on 6th November, 2018 (copy circulated), be confirmed and signed as a correct record.

Declarations of Interest (including Whipping Declarations)

There were no declarations of interest made.

Siglion – Progress Report

The Chief Executive of Siglion submitted a report (copy circulated), to update on the progress being made in delivering the regeneration of a number of key sites within the city.

(For copy report – see original minutes).

The Chairman welcomed Mr John Seager, the Chief Executive of Siglion and invited him to present his report to the Committee.

Mr Seager provided the Committee with a presentation highlighting that Siglion was formed in 2014 between Sunderland City Council and Carillion (Maple Oak) Developments Ltd and that although Carillion (Maple Oak) Developments Ltd was a subsidiary of Carillion Plc, it was not currently in liquidation. Mr Seager advised that the Siglion Partnership did not rely on any continued financial investment from either partner to continue delivering upon its business plan.

Mr Seager briefed Members on progress on the Vaux site following the recommencement of the work after a retender process and advised that Phase 1 was scheduled for completion in March 2019. In addition to Phase 1, work had been progressing on the final designs for 'The Hub'.

In response to Councillor Marshall, Mr Seager advised that 'The Hub' was a multi-occupied public sector building planned to house a mix of parts of the Council, NHS Trust and Government services. Mr Seager referred Members to the development strategy set out on page 10 of the report for the Vaux site which was based on a comprehensive mix of uses comprising predominantly business-space and homes but also including leisure, ancillary retail and cultural spaces phased across the whole site.

In response to Councillor Dixon, Mr Seager stated that it was all about demand, there was no existing market. They had been talking to a lot of public sector occupiers which ranged from parts of the Council, the Department of Work and Pensions to NHS Trusts to local GP surgeries and some private sector occupiers about taking office space in the first building on the site which had always been intended for the Public sector and some were considering moving into it. They were hoping to get someone to sign a lease and he was not ruling out someone moving in on the day the building was completed. They were creating an environment and within the next few months he would expect decision making to become firmer.

Mr Seager advised that he would be happy to organise a tour of the building for Members of the Committee to view the building.

In response to the Chairman, Mr Seager advised that they had not caught up with any of the work whilst the site had been closed down for six months, when the main contractor had terminated work on the site in January 2018 and work had recommenced under the main contract with Tolent Construction in June 2018. In fact, there had been some deterioration of the site, which they had had to put right. Mr Seager was incredibly positive that someone would sign up to lease the building, which he pointed out was not ready to occupy at the moment and therefore he did not expect anyone to have signed up for it as yet.

In response to Councillor Jackson, Mr Seager advised that no one was lined up for the hotel yet.

In response to a question from Councillor O'Brien about timescales for finishing the site and leases for the building currently there, Mr Seager stated that there was an expectation that it would take a few years and that they would be keen to get a tenant as quickly as possible, although he hoped that it would be let by day one. Mr Seager reiterated the point that they were creating a market for this kind of premises and people would not even be looking in the city centre if this building was not there.

Councillor Dixon enquired whether the news that the Council, which was a big employer, would be moving to the Vaux site, had helped to create more interest from other people and what the benefits would be, as well as what the situation was with regards to the 'Launch'.

Mr Seager advised that there had been a couple of people which they had talked to who had been concerned that they would be the only occupants on the site for some time. All of the time they had been progressing with the public sector hub building the outline design for this building had been important for them to tell the story that the site was ever evolving and there would be lots of people there. The relocation of the Civic Centre would mean there would be another occupant on site and this together with the ground floor occupiers, a coffee shop and a restaurant for example would help create a better dynamic and atmosphere. The Launch was currently on hold.

In response to Councillor Dixon and the Chairman, Mr Seager advised that a mix of high quality housing was intended for the site. This had not been designed yet but would be developed out by Siglion.

Mr Seager went on to brief the Committee on the development plans for Seaburn. He advised that the master plan was being revised and that the first phase was to develop a 3* boutique hotel to complement the 4* hotel which was already there. Proposals in respect of house building were also being reconsidered and it was likely that the final delivery was going to be considerably less than the figures stated in the outline planning consent.

Councillor Jackson asked for assurances that residents' views were being looked at and enquired what consultation they would have to assure Members that reasonable suggestions were being considered.

Mr Seager advised that the master plan had been revised and consultation would be undertaken with some of the groups Councillor Jackson had identified.

In response to Councillor Dixon, Mr Seager reported that the previous plan did not specify the leisure aspects and therefore there had not been any changes made. There had been some elements which had been suggested which were unsustainable and not deliverable. They had spoken to lots of leisure operators and none had said that they would provide a swimming pool for example.

Mr Seager confirmed to Councillor Jackson that comments and suggestions from residents had been considered, taken on board or dismissed and feedback provided. There was not a big team to deal with this and therefore they could not reply every

day to queries and comments in detail, however they did let the person know they had received their enquiry and that it was being looked at.

Mr Seager advised in respect of the Potters Hill Development that Miller Homes were already on site developing the first phase which consisted of 160 homes some of which would be 5 plus bedrooms.

Councillor Gibson commented that there had been a lot of opposition from residents already living in the area who had concerns with regards to the demand for services and demands on the road infrastructure. There were plans to build a new school on Burdon Lane but there were no firm dates for this. Heavy machinery had arrived on site and was causing a disturbance for residents. In addition to this there were parking issues and mud on the road.

Councillor Marshall enquired who was responsible for any issues arising from the Potters Hill site.

Mr Seager advised that he was happy to provide contact details at Miller Homes or for people to contact him and that he would do his best to assist with any issues.

Councillor Marshall advised that the heavy site traffic was now being rerouted past Portland School.

Mr Seager advised that the enforcement of traffic routes was an issue for the Enforcement Officer at the Council. He would look into the matter however and report back to Councillor Marshall.

Full consideration having been given to the report, and the Chairman having thanked Mr Seager for his presentation, it was:-

3. RESOLVED that the contents of the report and the information brought out during the discussion be received and noted.

Major Events – Economic Impact

The Head of Events submitted a report (copy circulated), providing feedback on the Tall Ships Race and the Sunderland Airshow 2018.

(For copy report – see original minutes).

Ms Victoria French, Head of Events provided the Committee with a presentation giving an assessment of the economic impact on the City of the Tall Ships Races and the 30th Anniversary of the Sunderland Airshow held in July.

The presentation provided details of the media coverage, social media activity, the visitor profile including what they liked and would like improved and spend per person at the events by both visitors and Sunderland residents.

Councillor Dixon congratulated Ms French on the success of both the Tall Ships event and the Sunderland Airshow. He queried why more people did not attend the Airshow from outside of the area.

In response to the above Ms French explained that the Tall Ships event had provided an international reach with people either travelling specifically for the event or visiting as part of an already booked holiday. There was a perception that the Airshow was an event for Sunderland residents and there was a need to change this and attract people from outside of the area and improve on visitor numbers. Ms French added that the recent Sunderland illuminations had attracted a lot of non-residents coming from Stockton, Middlesbrough and Darlington. It was anticipated that there would be £6m-£8m generated by the city illuminations which were staged in October and November. Ms French offered to bring a report back on the illuminations event to the Scrutiny Committee.

Ms French advised that the Communications Plan for the Tall Ships had included leaving flyers at service stations nationally, providing them to coach companies and hotels where the Tall Ships event had been held before and advertising on Radio Newcastle which was one of the Council's major partners.

Councillor Jackson congratulated Ms French on the parking management for the Tall Ships and Sunderland Airshow events.

Ms French advised that the Park and Ride for the Airshow had kept the major traffic away from the area very well and the Metro rail service to Seaburn had also been well used. The Park and Ride had been enhanced for the Tall Ships Event with additional Park and Ride sites at Herrington Country Park for example.

In response to Councillor Jackson's enquiry regarding merchandise around the Tall Ships Event, Ms French confirmed that this was being looked into. There were thousands of images they needed to get together which people would in time be able to purchase in the City's Gift Shops.

In response to Councillor O'Brien, Ms French advised that approximately 2 thirds of visitors rated the Sunderland Airshow 7 or 8 out of 10 and the other third rated the event 9 or 10 out of 10. There had been £70,000 spent on advertising.

In response to Councillor Dixon, Ms French advised that Sunderland Business Improvement District produced a book of vouchers to encourage people to spend in the city whilst attending the events. There were a lot of food concessions in the city centre and people did stay longer at the events.

Councillor Jackson commented that there had been a wonderful event at St Peter's Riverside and enquired whether there were plans to build on this for next year.

Ms French commented that there were plans to build on the riverside event and utilise the space and that the St Peter's Zone had been very successful.

In response to Councillor O'Brien, Ms French advised that there had been £10,000 in profits from merchandise from the Tall Ships Event. Events had been bundled to capture as many people as possible while they were here to visit other things.

Full consideration having been given to the report it was:-

4. RESOLVED that the report be received and noted and that an update on the Sunderland Illuminations be submitted to a future meeting of the Committee.

Annual Work Programme 2018-19

The Head of Member Support and Community Partnerships submitted a report (copy circulated), setting out the current work programme of the Committee for the 2018-19 Municipal year.

(For copy report – see original minutes).

Mr Jim Diamond, Scrutiny Officer advised that Mr Jonathan Walker, Assistant Director at the North East England Chamber of Commerce would be attending the next meeting of the Scrutiny Committee and asked Members to let him know of any issues they wanted to raise with him so as they could be addressed at the meeting. The following issues were suggested by Members to be added into the Work Programme:-

- Update on Libraries
- Homelessness Policy
- Winter Gardens Investment
- Sunderland Business Improvement District

Councillor Jackson advised the Committee that following a meeting with representatives of Stagecoach it had been agreed for a temporary period that buses would stop at the bus stops in St Mary's Way which was closer to the Sunderland Empire Theatre rather than in John Street.

Members welcomed the above development.

5. RESOLVED that the information contained in the work programme for 2018-19 and detailed above, be noted.

Notice of Key Decisions

A report providing Members with an opportunity to consider the items on the Executive's Notice of Key Decisions for the 28 day period from 13th November, 2018 (copy circulated), was submitted.

(For copy report – see original minutes).

Mr Jim Diamond, Scrutiny Officer reminded Members to contact him if they required further information on any of the items included in the notice.

6. RESOLVED that the Notice of Key Decisions be received and noted.

The Chairman thanked Members and Officers for their attendance and participation and closed the meeting having wished everyone a Merry Christmas and a Happy New Year.

(Signed) J. BLACKBURN,
Chairman.

NORTH EAST ENGLAND CHAMBER OF COMMERCE - UPDATE

**REPORT OF THE HEAD OF MEMBER SUPPORT AND COMMUNITY
PARTNERSHIPS**

1. Purpose of the Report

- 1.1 To provide the Committee with a report from the North East England Chamber of Commerce on the economic opportunities and challenges facing the city in the years ahead.

2. Background

- 2.1 In setting its work programme for 2018/19, it was suggested that a representative from the North East England Chamber of Commerce be invited to outline the main economic opportunities and challenges facing the city.
- 2.2 The North East England Chamber of Commerce is the North East's leading business membership organisation and represents more than 3,000 businesses in Tyne and Wear, Northumberland, Durham and Tees Valley. Its members are drawn from all sizes of business across all sectors and employ about 30% of the region's workforce.

3 Current Position

- 3.1 Jonathan Walker (Assistant Director - Policy) will be in attendance to discuss the economic opportunities and challenges facing the city including:-
- national and regional economic climate
 - prospects for economic growth and employment
 - development of workforce skills
 - apprenticeships
 - infrastructure and communications
 - economic vibrancy of the city centre
 - future of the retail sector

- 3.2 A copy of the document "Stronger North East: Our 2019 Campaign for Business Growth in North East England" is attached for information.

4. Recommendation

- 4.1 The Committee is recommended to consider and comment on the issues raised during the discussion.

Contact Officer: Jim Diamond
Scrutiny Officer
T: 0191 561 1396
E: james.diamond@sunderland.gov.uk

W: neechamber.co.uk
T: 0300 303 6322
@neechamber
Aykley Heads, Durham DH1 5TS



North East England
Chamber of Commerce

Stronger North East:

**Our 2019 campaign for
business growth in
North East England**

About your Chamber

We are North East England's largest member organisation, representing 3,000 businesses. From SME's to multi-nationals, we bring businesses together to influence and expand the world we do business in.

#growyourinfluence

3,000
Chamber members

400,000
employees in the region

196
countries - our members trade in every major market in the world

200+
years we've been helping businesses and individuals grow their network, knowledge, influence and reach

Foreword

The Chamber is a powerful voice for business in North East England. We represent thousands of businesses of all shapes and sizes, from every sector and from every part of our region. Those businesses come together because they know how much can be achieved through their collective strength and expertise.

They also know that North East England is a great place to do business. Our economic assets, industrial heritage and quality of life combine to create a business environment that is hard to beat. But our members recognise how much more this region could achieve if barriers to growth were removed.

The Chamber campaigns tirelessly for investment, policy decisions and reforms that will enable our region to reach its full potential.

The past twelve months have undoubtedly seen some of the greatest levels of political turmoil in recent history. Brexit has been an overwhelming challenge to business and politicians alike; creating huge amounts of uncertainty and leaving little space for other business issues to receive the attention they deserve.

We have worked throughout the year to ensure that the views of our members have been heard, not just on Brexit but also on topics such as transport, skills and the future of our town centres.

We continue to be passionate in our desire to create a Stronger North East. This will be an economy that builds on its existing assets to become more productive, more resilient and more inclusive. This document sets out the changes we need to see in 2019 to help us achieve our ambitions and commits us to campaigning for those changes.

Our region must become more Influential; with the ability and confidence to have its voice heard on the national

stage. However Brexit plays out, a Stronger North East will be increasingly Global; building on our existing trade relationships and reaching out to new markets while welcoming visitors and talent from across the world.

To make the most of new opportunities we must be better Connected, with physical and digital infrastructure fit for the modern economy. The North East must also strive to be more Competitive by continually improving its local business environments.

Achieving all of this will require the North East to be a Working region, in which a productive workforce possesses the skills needed by employers and young people are fully informed about the career options available to them.

In addition to campaigning for these changes, the Chamber commits to working with its members to ensure they are equipped with the right knowledge, networks, influence and reach to make their own contribution to a stronger, more productive economy.

The Chamber is its members. When we speak, it is our members speaking. When we act, it is with the strength of thousands of businesses across North East England.

You and your businesses are a huge part of what makes this region so special. I would personally like to thank all of our members for their continued support and encourage every business in the region to join us in our mission to build a Stronger North East.



John McCabe, Chamber President



Influential North East

There has rarely been a more critical time for the voice of North East businesses and the wider region to be heard. While the political agenda has been dominated by Brexit, progress on closing the economic performance gap between UK regions has stalled.

Over the past twelve months, the views of business have often been denigrated by senior figures from all aspects of the political spectrum. This is unacceptable. Policy makers need the knowledge, expertise and experience of those in business in order to understand the consequences of their decisions.

This engagement must take place at a national, regional and local level. Across North East England, in every local area, through new and existing structures, we must ensure that business and politicians work hand in hand to stimulate economic growth.

As a region, if we are to be heard we must be bold, ambitious and coherent about what the North East stands for and where its greatest opportunities lie. We must be confident in challenging stereotypes and relentless in shouting about the benefits of investing in our region.

To build a more Influential North East in 2019, we need:

- **Politicians across the North East to engage with, and speak in support of, regional employers**
- **A bolder and more ambitious strategy for the Northern Powerhouse with the North East at its heart**
- **The incoming North of Tyne Mayor to work with business to grow the local economy**
- **Devolved funds and programmes in Tees Valley to be fully aligned with the needs of the wider business community**
- **A clear proposition and cohesive approach to attract investment into the North East**

“The North East of England business sector is bold, innovative and fast-paced, employing many tens of thousands of people from our local communities. We power the regional economy, our companies export to every corner of the globe and we set standards that others seek to emulate. Hodgson Sayers is proud to be part of this dynamic community and we firmly believe that through a collective voice we can deliver a truly bright future for our region.”

John Sayers, Hodgson Sayers



Global North East

The Brexit process has put the issue of overseas trade in the national spotlight. The North East remains a strong exporting region, but as the negotiations have progressed we have seen confidence among many exporters becoming increasingly fragile.

We remain clear in our position that Brexit must not be allowed to damage our firms' ability to trade freely and openly with our biggest export market.

But we also know that our ambitions should extend far beyond the EU. Growing our trade with new and emerging markets will rely not only on businesses broadening their horizons but also on Government doing far more to build trade relationships, stimulate demand and support companies who want to export.

As a globally facing region we should also aspire to dramatically increase our inbound tourism through a clear and cohesive offer to overseas visitors. The North East is a destination that is second to none and we must do more to tell the world about it.

To build a more Global North East in 2019, we need:

- **A Brexit outcome that doesn't adversely affect our ability to trade with the EU**
- **Far greater activity across Government and by businesses to generate new trade opportunities across the globe**
- **Better resourced and tailored support for North East businesses to trade internationally**
- **Greater coordination and promotion of tourism across the North East**

“Exporting is vital to our business success. International sales currently account for over 70% of our total company sales and we see plenty more opportunities to increase these figures, with expansion of Germany and Central Europe marketplaces as well as Asia. We are very proud to be part of the North East's long-standing exporting tradition. There is huge potential here and with more international trade support from the Government we could all do even better.”

**Trevor Cossins, P C Henderson,
British Chambers of Commerce
Exporter of the year award winner**



Competitive North East

We continue to aspire for North East England to be recognised as the most welcoming, supportive and cost-effective place in which to establish and grow a business.

Our region's town and city centres are subject to the same challenges as those up and down the country, but with locally driven ambitions and collaboration between public and private sectors we believe these challenges can be met.

We also firmly believe North East England offers an enviable quality of life for those who wish to build their career here. We must ensure that the scale and quality of local housing matches up to their expectations.

The inherent value of good local employers to their communities cannot be overstated, nor should it be overlooked. Councils and other public bodies, working with business, must do all they can to stimulate the growth of local enterprise.

To build a more Competitive North East in 2018, we need:

- **A new UK Shared Prosperity Fund that expressly addresses the needs of the North East**
- **Interventions across the North East to stimulate and support town centres**
- **More funding and innovative approaches to improve the quality and diversity of housing stock in the North East**
- **Ambitious local housing and infrastructure strategies that enable economic growth**
- **Public bodies to give greater recognition to the genuine social value generated by local employers**

“We believe that having an accessible and diverse housing offer across the North East is an essential part of creating the right environment for the region to grow. Investing in housing development is an important driver for growth, it stimulates the economy, creates and sustains jobs, and generates confidence in our communities. Quality is a major factor, we need new homes that match the aspirations of people at whatever stage they are in their lives, regardless of whether they want to buy or rent.”

Chris Smith, Thirteen Group



Connected North East

North East England will only reach its full potential if our businesses are able to connect reliably with their customers, markets and employees.

Problems with our physical and digital infrastructure continue to frustrate firms and limit their growth. Fixing these problems will not happen overnight. We must continue to apply pressure on Government to invest in improving connectivity in the North East and to recognise the role of infrastructure spending in redressing economic imbalances.

These investments will lead to far greater productivity. Improvements to the rail network will ensure more people can access employment opportunities and more businesses can grow their presence across the UK.

Better access to international gateways will enable us to achieve our trade and tourism aspirations, while better and more reliable digital connectivity will cement our growing reputation as a hotbed of technological innovation.

To build a more Connected North East in 2019, we need:

- Investment across the rail network in the North East to enable better local and national connections
- A swifter planning process for key road works
- Reform of Treasury rules on infrastructure spending
- Improved access to ports and airports to further international trade ambitions
- Public and private investment to maintain the North East's competitive advantage in new energy technologies
- Digital connectivity to be given far greater prominence in economic strategy

“As a global logistics business with offices and significant client base in the North East, we rely heavily on the local infrastructure to not only connect manufacturers with consumers, but also to provide an effective and positive working environment to our dedicated staff. As digital and physical connectivity will continue to become more and more important in everyday life and key to successful business locally and globally, we’re committed to investing into the latest innovative and digital solutions that will enable us to continue to facilitate personalised solutions to help local businesses grow globally.”

Peter Wilkinson, Woodland Group



Working North East

The transformation of the North East labour market in recent years has been remarkable, with employment levels frequently touching record highs and the gap between our unemployment rate and the national average narrowing significantly.

However, this progress has exacerbated long-standing skills gaps in key industries, while reforms to skills and education funding have deterred employers from investing in training.

Employers must be supported in their efforts to recruit, train and retain talented staff at all skill levels. Greater flexibility in funding would enable businesses and providers to work together to address skills needs.

While our region has been rightly recognised as an exemplar for its work in improving careers guidance, we should not rest on our laurels. Too many young people still receive inadequate advice. Meaningful engagement with business is an effective way of address this and we commit to providing opportunities for this to happen.

To move us towards a Working North East in 2019, we need:

- Greater flexibility for Apprenticeship Levy payers to allow them to use their levy funds to address skills gaps
- More support for SMEs to utilise the skills system; reducing complexity and allowing them to share resources
- Further improvements in careers advice and business engagement with education to provide young people with the right guidance on career options
- Policy decisions that support our world class Higher Education institutions and their role in the economy
- An immigration system that allows North East firms to attract and retain the right skills from around the world
- Government to listen and respond to business concerns about the viability of T-Levels

“For young people hoping to enter industry in the region, it’s essential that we can offer employers the most relevant and competitive skills, especially in engineering where there is a serious demand for new talent. After being selected for Go North East’s award-winning bus and coach mechanical and electrical engineering apprenticeship, I’m lucky to have a unique opportunity that will allow me to meet that need. Over the next four years, I’ll be training on-the-job alongside other apprentices and the company’s expert engineering teams to develop the specialist skills needed to start a successful career in the industry.”

Melissa Millington, first year apprentice, Go North East bus and coach mechanical and electrical engineering apprenticeship, delivered in partnership with Gateshead College



BUSINESS IMPROVEMENT DISTRICT (BID) - UPDATE

**REPORT OF THE HEAD OF MEMBER SUPPORT AND COMMUNITY
PARTNERSHIPS**

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).

2. Background

- 2.1 In 2013/14 the Skills, Economy and Regeneration Scrutiny Panel conducted a review around the Diversification of the Local Economy. The review examined the approach and progress being made in diversifying the local economy focusing on advanced manufacturing, software and the creative industries sector.
- 2.2 As a result of the review a number of recommendations were formulated and agreed by Cabinet. One of the recommendations was that the BID should be invited to the Scrutiny Committee on an annual basis in order to provide an update on their work.
- 2.3 On 17 July 2018, Sharon Appleby (Head of Business Operations) attended the Committee to provide an overview of the BID in its fourth year of operation. In view of the impending vote for the renewal of the BID it was suggested that the BID be invited to a future meeting to report on the outcome of the vote.

3 Current Position

- 3.1 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. Businesses that are subject to the levy vote in a ballot to determine if the scheme should go ahead.
- 3.2 The Sunderland Business Improvement District (BID) was established in April 2014 for a five year period to March 2019. The BID must hold a new ballot if it is to continue for another five year period. The local authority manages the ballot process and also the collection of the levy on behalf of the BID. In November 2018, it was announced that local businesses had voted to renew the BID project for a further five years.
- 3.3 Sharon Appleby (Head of Business Operations) will be in attendance to discuss the result of the ballot and to provide further information about priorities for the future.

- 3.4 A copy of the Sunderland BID renewal plan for 2019-2024 is attached for information.

4. Recommendation

- 4.1 The Committee is recommended to consider and comment on the report of Sunderland BID.

Contact Officer: Jim Diamond
Scrutiny Officer
T: 0191 561 1396
E: james.diamond@sunderland.gov.uk

A large red location pin icon with a white letter 'S' inside.

SUNDERLAND

**Your City.
Your Business.
Your BID.**

“I think the BID has been great for the city. It’s brought businesses together and actually got people working together for the good of the city.”

David Fox, Manager,
Tequila, Tequila

CONTENTS

- 04 FROM THEN TO NOW
- 05 OUR VISION
- 06 YOUR VIEWS
- 07 CHALLENGES WE FACE TOGETHER
- 09 WHAT’S NEXT?
- 10 CITY PRIDE
- 14 CITY PROMOTION
- 18 CITY VOICE
- 22 DON’T JUST TAKE OUR WORD FOR IT
- 24 SUNDERLAND BID AREA
- 25 BID LEVY
- 26 WHY SUNDERLAND NEEDS A BID
- 29 THIS IS WHAT YOU WILL LOSE
- 30 WHY VOTE YES
- 32 THE RULES





FROM THEN TO NOW....

Sunderland's Business Improvement District (BID) is entering the final phase of its first, five-year term.

Since 2014, the BID has invested more than £3m in the city centre.

During our first term, key projects have included:

- Substantial Christmas programme including: the ice rink, entertainment, street food and drink
- 5 Restaurant Weeks
- 2 Sports Fanzones
- 16 editions of Vibe Magazine
- 6 Clean Sweep projects
- And so much more

For a recap of what has been achieved since 2014, please read our 'Story So Far' pull out document.

It has been an exciting and successful start to what will hopefully be a much longer journey.

The second stage of that journey starts here. Using the knowledge, insight and skill that has been gained over the past five years has helped us create a relevant and achievable plan for the future.

Our vision is clear – we will be focussing on the needs of our businesses along with identifying the opportunities and challenges that we face together.

OUR VISION



The past five years have been very exciting but they have also been a learning curve.

Out of experience comes strength and we have listened to what our Levy payers have had to say and that has allowed us to create a strong vision for the city centre.

THANKS FOR HAVING US...

The BID would not have had the successes it has had to date without the people who have come on this journey with us. The business owners, the stakeholders, the key partners – everyone has had their part to play and hopefully will continue to work with us.

Thanks again

e. sharon.appleby@sunderlandbid.co.uk
t. 0191 562 3130

VISION:

**A VIBRANT CITY
CENTRE, CREATING
OPPORTUNITIES
FOR EVERYONE.**

OUR VALUES

Have BELIEF in everything we do
Deliver with PASSION
Always encourage POSITIVITY
Facilitate maximum ENGAGEMENT
And be as good as our word.

We will deliver our plan
SUCCESSFULLY by being
FOCUSED and truly living by
what we **BELIEVE** in.

YOUR VIEWS

Between January and June 2018 we conducted extensive research and consultation. This insight and feedback gave us a clear indication of what you would like us to focus on going forward.

Priority One A CITY TO BE PROUD OF

YOU SAID:

70% continue to engage with agents, absent landlords and investors to improve the look and feel of tired and neglected buildings

66% work collaboratively with partners and local police to deal with retail crime and anti-social behaviour

61% provide Street Rangers who rapidly respond to cleaning and maintenance issues

Priority Two PROMOTING OUR CITY

YOU SAID:

70% continue to raise the profile of Sunderland and change perceptions locally and nationally

52% continue to promote the city centre to Wearsiders, encouraging visitors to enjoy everything on offer regularly

48% continue to sponsor and support city centre events to attract visitors

Priority Three WORKING TOGETHER

YOU SAID:

88% continue to lobby local and national government and represent local businesses on city centre matters

78% continue to provide promotional opportunities for businesses

67% continue working with local community groups to improve the city centre

CHALLENGES WE FACE TOGETHER

The BID was not set up to replace council services. However, the Local Authority still has to make further cuts in its budget and is clear that its priorities are around its statutory responsibilities. We will continue to work with the council and businesses to ensure the city centre is both welcoming and appealing. Along with further cut-backs from the council, there are a number of other challenges facing the city centre:

Challenge 1

Sunderland is no different to the rest of the UK when it comes to the challenges facing the high street – so it's vital that we work together and take action to combat the changing habits of shoppers.

The opportunity lies in diversifying the offer and creating a city centre community that engages visitors. The BID will drive this agenda and facilitate a collaborative approach to 'reimagine the high street'.

Challenge 2

Competition from neighbouring cities is fierce. Therefore, continued promotion of Sunderland City Centre is necessary.

We need to attract visitors and also ensure our local residents have reasons to stay closer to home.

Challenge 3

Getting into Sunderland is an ongoing concern for businesses, visitors and shoppers.

The BID will continue to work on behalf of businesses with car park and transport providers to remove barriers to access and encourage people to stay longer.

Challenge 4

The city centre is seeing an increase in retail crime, anti-social behaviour and begging.

It is vital that we tackle these issues head on and work in partnership to make sure there is a very clear message that our city centre is not the place that will tolerate poor behaviour and theft.

A QUESTION...

Can Sunderland afford to be without a BID?

If the BID is NOT re-elected there is NO other organisation that will pick up the city centre priorities you have told us you would like to see addressed. The projects that have been started and the plans for the next five years that have been outlined in this document will not happen. There is NOTHING that will replace the BID.

For more info see page 29.

OPPORTUNITIES

Sunderland is on the cusp of an exciting transformation, with over £1.5 billion already invested and further announcements due later this year of more investment for the city centre from Sunderland City Council.

The BID will ensure that it plays its part in making the area attractive to investors, while also making sure the voice of city centre businesses is heard.

CONSULTATION AND ENGAGEMENT

ANNUAL BUSINESS SURVEY

Independent telephone interviews with 100 businesses in 2015, 2016, 2017

MACRO AND MICRO BID AUDIT

Identifying challenges and opportunities

RENEWAL QUESTIONNAIRE

Survey sent to all BID Levy payers

PROJECT SPECIFIC

Feedback from working groups and surveys

ONE-TO-ONE MEETINGS

The team have regular contact with businesses

THE BRIDGES RESEARCH

CACI Annual Survey providing insight into the shopper profile and consumer behaviours of The Bridges

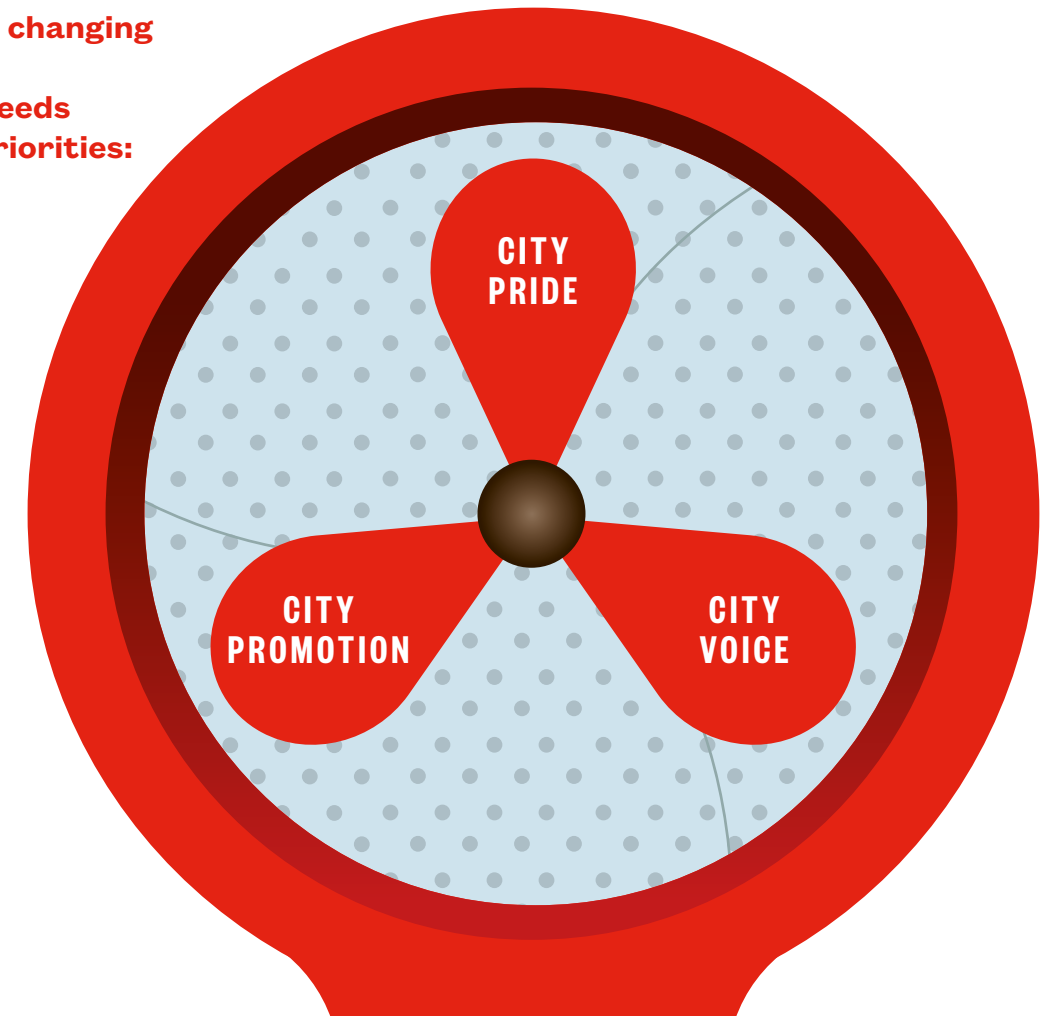
BIG CITY ECHO SURVEY

Echo readers gave their views on a host of key issues



WHAT'S NEXT?

We've listened to your feedback
We've developed a plan
We're responding to the changing
face of the city
We're focused on your needs
We've established our priorities:



Please read the rest of this document to see exactly what our plans are – and how you can be a part of them.

If you prefer, you can read a summary online and watch a short video which captures the contents of the next five year plan.

For more information visit www.sunderlandbid.co.uk

Full details of the ballot process and your opportunity to vote can be found on page 30-31.

We all want a city centre we can be proud of. Our aim is to strengthen pride, change perceptions and see to it that the city centre is a **WELCOMING, SAFE, CLEAN** and **ATTRACTIVE** environment for businesses and visitors.

SR1 STREET RANGERS

We will provide friendly and resourceful Street Rangers who rapidly respond to cleaning and maintenance issues.

They will be the ‘eyes and ears’ on the street, responding to reports from businesses on issues that require urgent attention.

The rangers will be highly visible and engage with businesses on a daily basis providing information and another regular point of contact with the BID.



“LeedsBID implemented a Street Ranger Team in 2016. They have deep cleaned the equivalent of the Leeds Inner Ring Road eight times in the past 12 months. The service they offer to Levy payers is above the provision of the Local Authority and working collaboratively with all businesses and organisations, the Street Ranger Team have been an integral part of the LeedsBID proposition and have raised standards of cleanliness in the centre of Leeds.”

Andrew Cooper, Chief Executive of LeedsBID and Chair of The BID Foundation



TACKLE CRIME AND ANTI-SOCIAL BEHAVIOUR

We are working closely with Northumbria Police, The Bridges Shopping Centre and other businesses to reduce the amount of anti-social behaviour in the city centre.

Our aim is to increase the visibility of authority on the streets and develop a programme of initiatives to tackle crime.

We will continue to play an active role in Shopwatch and Pubwatch and work collaboratively with these groups on projects to deal with specific safety and security issues.

OPEN FOR BUSINESS

We plan to continue to engage with agents, absent landlords, investors and other partners to bring empty spaces back to life.

We want to open the doors for more pop-up shops/offices/creative hubs and look at innovative ways to improve the look and feel of tired and neglected buildings.

SO WHAT?

We will measure our success through;

- SR1 Street Ranger - Reported and Sorted Data
- Business Survey Results
- Crime and Enforcement Statistics

ATTRACTIVE STREETS

We will continue to deliver dedicated cleaning and maintenance projects and promote a litter free city through our tidy-up initiative, Clean Sweep and targeted messaging on the bins.

We want to build on our work so far by improving the look and feel of the city centre through additional floral displays and street art to ensure the BID area is a pleasant environment to walk around and work in.

And we will introduce initiatives to help reduce the problems caused by the high number of gulls in the city centre.



62%
would like to see the BID provide a Street Ranger Scheme



LOOKS LUSH

CLEAN SWEEP

removed over

4 TONS of litter
from the city centre and over

45,000 HOURS
were volunteered by
students and businesses to
clean up the city.

We will continue to raise the profile of Sunderland City Centre through the BID brand. Creating marketing activities, events and promotional campaigns to attract visitors and give local residents a reason to stay closer to home.

BIG CITY
EVENTS

We will continue to deliver two Restaurant Weeks annually and respond to national/ international opportunities - for example, creating Fanzone's for big sporting events including Euro 2020.

We will continue to work with partners to ensure there is a great Christmas programme and we identify opportunities to create a vibrant city centre.



“Sunderland BID’s success has been evident. They have put a lot of work in and the results are that they’ve brought people into the city – not just local people but those from further afield. The events that have been on have been fantastic and I’m really excited about what they have got planned. Things like the Hadrian’s Tipi, the ice rink and the changes to Keel Square can only be good for the city.”
Neil Hamed, General Manager, MFA Bowl

PRIORITY TWO
CITY
PROMOTION

MORE SECTOR PROMOTION

Continuing on from the success of Restaurant Week we will work with businesses to develop promotional campaigns/ events/initiatives to shine a spotlight on specific business sectors including; retail, bars, restaurants, independents, health and beauty, leisure and professional services.



SPREAD THE WORD

We will continue to offer and deliver free Mak’em Smile training to all city centre workers, increasing the number of ambassadors who are informed and inspired to promote everything the city centre has to offer.

MAK’EM SMILE



SUNDERLAND EXPERIENCE
IT HERE

The BID will use the well-established Sunderland BID consumer social media pages, digital channels and printed collateral to promote the city centre to Wearsiders, encouraging visitors to enjoy everything the city centre has to offer on a regular basis.

We want to raise the profile of Sunderland and change perceptions locally, regionally and nationally through strategic and tactical PR campaigns.

SO WHAT?

We will measure our success through;

- PR Coverage and Campaign Engagement
- Visitor Numbers and Economic Impact of Events
- Number of Mak’em Smile Ambassadors

A HUB OF ACTIVITY

We will look at opportunities to bring the streets alive and animate city centre space.

Working collaboratively to ensure there is a year-round programme of events, creating a calender of opportunities to boost business and attract visitors.

The BID will continue to support and sponsor events as well as unlock space and promote Sunderland City Centre as an events destination.





SHOUT ABOUT IT

The 2018 World Cup
Fanzone had an
estimated economic
impact of

£750,000

on England games alone!

The BID provides a collective voice for businesses and will work on your behalf to get your views heard and influence positive change in the city. By working together, we can all make a real difference and improve Sunderland City Centre’s trading environment.

BE PART OF THE CONVERSATION

We will continue to work with a range of charity and voluntary sector organisations to look at collaborative projects which tackle social issues that are impacting on the city centre.

On behalf of the businesses, the BID will lobby and influence local and national government representing your business needs as a collective voice.

We will continue to work closely with other BIDs and the BID industry to understand what is happening nationally and share best practice from other cities who are facing similar challenges.



“The BID is really important in getting the voice of independent businesses in Sunderland heard and giving us the opportunity to promote ourselves to a wider audience.”

Anthony Reynolds, Owner, Reynolds Outdoors



PARTNERSHIP AND COLLABORATION

Through partnership and collaboration, we will explore ways we can help to reduce business costs and identify funding opportunities to maximise the BID resources.

We will introduce a ‘Friends of the BID’ scheme in order to increase budget and harness support from those not in the BID area or who fall under the threshold, but who still see the benefits of having a thriving city centre.

Working with transport and car park providers, we will promote easy access to the city, including a parking permit scheme for operational business use.



PROMOTIONAL OPPORTUNITIES

A range of promotional opportunities will be provided to support the marketing of your business including PR, Little Book of Offers, screen advertising and event specific promotional space. We will continue to use our pop-up city centre container at events across the city.



SO WHAT?

We will measure our success through;

- Increasing Business Engagement
- Maximising Additional Income
- Promotional Opportunity Uptake

SHARING KNOWLEDGE

The BID will take a lead on sharing knowledge and insight with businesses. Facilitating events and inviting industry specific guest speakers to share their knowledge and best practices.

We will work with training providers to access free training, support and advice for the sustainability/growth of your business.

COMMUNICATION

We will continue to communicate with you regularly, keeping you informed on the BID’s activity and provide information on issues, developments and opportunities that could impact your business. We will also ensure our door is always open and listen to your feedback.

How we will communicate with you and gather your feedback:

- Conduct annual business surveys
- Send out weekly email bulletins
- Send out monthly newsletters via post
- Host workshops for specific projects
- Hold drop in sessions with the team
- Increase face to face engagement



We will make sure you know everything that is happening in your city.





YOU TALK, WE LISTEN

Over

£100K

worth of additional income
generated over the past five years.

**WE THINK WE'RE DOING A GREAT JOB,
BUT DON'T JUST TAKE OUR WORD
FOR IT, YOU SAID:**

**"As a shopping
centre in the heart of
Sunderland City Centre,
the only way The Bridges will
continue to be successful is if
the city is successful. Sunderland
BID is key to ensuring the city has
a voice and represents all
businesses to ensure the city
centre progresses positively."**

Andy Bradley,
Centre Director of The Bridges
Shopping Centre

**"As a member
of the BID, The
University of Sunderland
supports the work they do
in raising the profile of the
city and raising standards
across the city centre. Their
work has a direct effect on the
university in helping us have
an attractive offering for
both students and staff."**

Graeme Thompson,
Pro Vice Chancellor,
The University of
Sunderland

**"The BID plays
a really important
role in bringing the
independents in the city
together and getting us to
work together. They give us
a great opportunity to
market ourselves and
each others'
businesses."**

Harry Collinson,
Owner,
The Looking Glass

**"Sharon and
her team have been
absolutely fabulous at
raising the profile of
Sunderland and are
constantly looking at
creative ways that they
can improve all aspects
of the city."**

Antony Kingdon,
Branch Manager,
Nationwide

**"Sunderland BID
works hard with all
businesses in the city
to ensure that they are
equipped to capitalise on
the tremendous
regeneration projects
that are happening -
making the city a
better place to work,
live and visit."**

John Seager,
Chief Executive,
Siglion

**"The BID plays
an integral part in
the Shopwatch scheme,
working closely with
partners including the
Police and The Bridges
Shopping Centre to keep the
city centre as a safe place
to live and work."**

**Communication is key to
ensure we collaborate
effectively and manage
the challenges we
experience across
the city as a
team."**

Duncan Allen,
Shopwatch

**"The BID
continues to do
amazing work for the
city; not only in facilitating
and creating some hugely
successful events but also in
bringing people and
organisations together for
the benefit of all. Gentoo has
forged a successful,
mutually beneficial
relationship with the
BID and long may
that continue!"**

Lucy Malarkey,
Deputy Director,
(Operations)
Gentoo
Group

**"Communication
in the city has
massively improved
since the BID was
launched. Initiatives
like Restaurant Week
have really helped my
sector and have
brought some
fantastic results."**

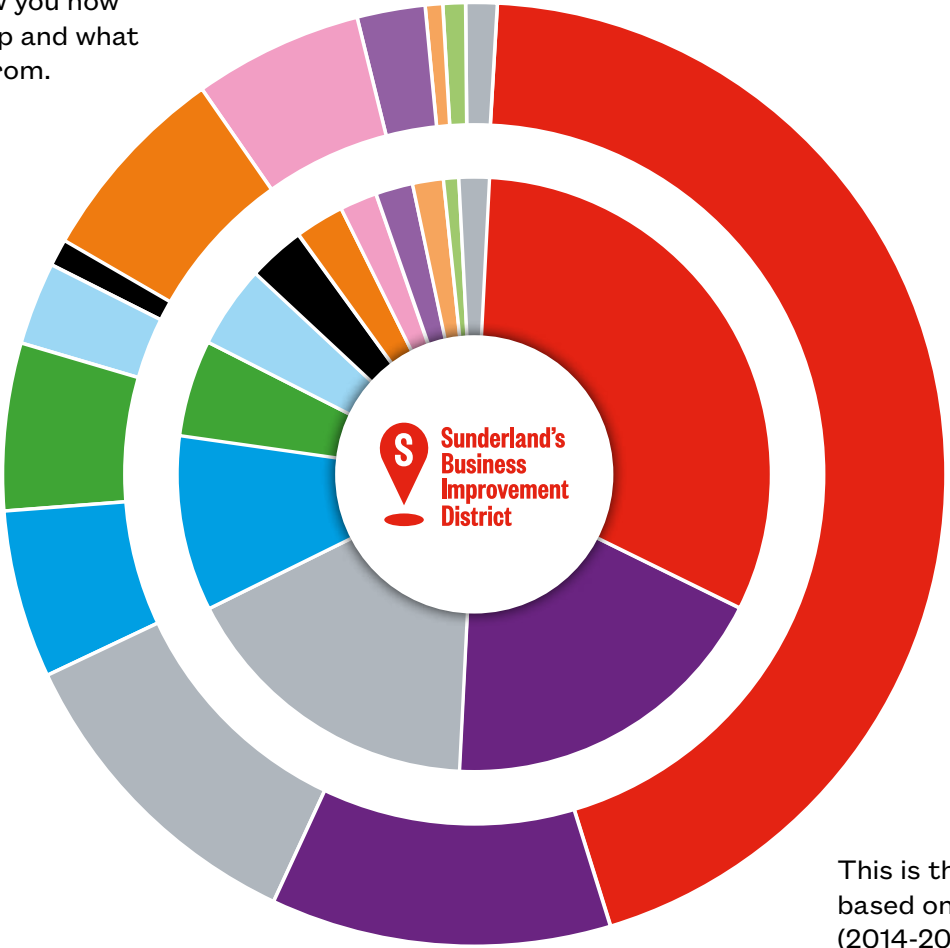
Ian Wong,
Owner,
Asiana
Restaurant

Sunderland BID area



BID LEVY

We wanted to show you how the Levy is made up and what sectors it comes from.



This is the Levy breakdown based on the current term (2014-2019).

Outer circle

How much each sector pays

Sector	Levy	No.
Retail	£249,778	132
Food & Drink	£65,500	79
Vacant	£62,025	71
Education	£39,694	11
Professional Services	£32,870	40
Public Sector	£32,803	9
Leisure	£32,208	22

Inner circle

Total number of Levy payers in each sector

Sector	Levy	No.
Charitable Organisation	£16,180	19
Car Parks	£12,877	8
Health & Beauty	£5,227	13
Other	£5,129	7
Hotels	£4,272	3
Offices	£3,299	7
Total	£561,862	421

WHY SUNDERLAND NEEDS A BID...

The most successful cities and towns throughout the UK have a BID – amounting to around 300, some of which are now entering their third and fourth terms.

Our neighbours and competitors, Newcastle and Durham, both have high profile BIDs who deliver a whole host of initiatives and events to attract visitors. If we were to lose our BID, it would make it even harder to compete.

BIDs are created through a ballot process and operate within a defined geographical area. Businesses in this area whose rateable value is above the set threshold are charged a Levy in addition to their business rates bill. Everybody pays on a fair and equitable basis. This Levy is used to develop a range of projects and services which will benefit businesses in the local area to improve the trading environment.

Sunderland BID works closely with other BIDs and are a member of the Northern BIDs Group where insight and best practice is shared between Liverpool, Leeds, Manchester, York, Sheffield, Chester and Newcastle.

Sunderland BID also works closely with British BIDs, BID Foundation and the Institute of Place Management (IPM) to understand what is happening nationally and where cities are facing similar challenges so that we can work together to get the best solutions for our city.

National BID facts:

Over

300 BIDS

in UK cities and towns

£131,219,057

total hereditaments funding

106,262

total no. of hereditaments in BID areas

93%

overall ballot success

(Source British BIDs National BID Survey 2017)



MANY PROGRESSIVE CITIES HAVE A BID. WE DON'T WANT TO LET SUNDERLAND GET LEFT BEHIND





THIS IS WHAT YOU WILL LOSE IF YOU DON'T VOTE YES...

If the BID does not return for a second term, the city centre will lose £3million of investment. Without this investment, these are just some of the activities and opportunities which will be lost – NOTHING will replace them. There is no plan B.

- | | |
|---|---|
| NO Christmas events programme | NO Dedicated Street Ranger Team |
| NO Special events e.g. Fanzones | NO Organisation focused on your business priorities |
| NO Restaurant Week | NO City centre focused promotional and marketing campaigns |
| NO Voice on city centre issues | NO Support funding for city centre events |
| NO Clean up initiatives | NO Additional crime reduction and anti-social initiatives |
| NO Mak'em Smile ambassador programme | NO To so much more! |

WE NEED YOU

We can't do this without you. It is YOUR city, YOUR business, and YOUR BID. We want to work with you throughout the next term to achieve real results that have a positive impact on your business and create a city centre we are all proud of.

We cannot stress enough how important it is for you to support the BID and vote YES in the ballot.

There is nothing to replace the BID or the investment it generates. If the BID is not re-elected, that investment and support for city centre businesses will disappear.

You will not have the chance to have your say again - if we are gone, we are gone forever. Make your vote count.

This is your opportunity to make your vote count in the ballot which takes place between 1 November and 28 November.

Full details of how to vote can be found on page 31 and information about the ballot process and the BID rules are on pages 32-33.

WHY VOTE YES

Your BID provides your business with an opportunity to make real changes and have an impact on the trading environment outside your door.

By voting Yes to Sunderland BID you are saying yes to:

YES A minimum of £3million ring-fenced investment into Sunderland City Centre to deliver projects and initiatives you have identified as a priority.

YES A team dedicated to responding to your business needs, who work on your behalf to improve the BID area trading environment.

YES A dedicated resource to rapidly respond to cleaning and maintenance issues affecting your business.

YES A crack down on anti-social behaviour and retail crime through a partnership initiative with Northumbria Police and The Bridges Shopping Centre to see more police on the streets in the BID area.

YES A marketing budget to raise the profile, change perceptions and promote the BID area encouraging Wearsiders to come into their own city centre more regularly.

YES Campaigns/events to raise the profile of your business sector, influenced by your sector needs.

YES Support and guidance to help your business grow.

YES A voice for your business to get your views heard by a range of audiences.

YES Being kept up-to-date with everything that is going on in the city and the opportunities this brings.

YES Big city events, including a significant Christmas programme and sports Fanzones.

YES Opportunities to promote your business and encourage people to come back regularly.

YES Learning and knowledge sharing to help improve business and the city centre as a whole.



Any queries about the BID renewal or details in this document, please contact the BID on **0191 562 3131** or email **info@sunderlandbid.co.uk**

TAKE ACTION - VOTE YES

This business plan along with the engagement you have had with the BID should be used to influence your voting decision. This is your opportunity to continue to support the investment and improvements in your business environment.

If you would like to see a further £3million invested into your Sunderland City Centre please take the following steps to vote yes:

STEP 1

Read this document thoroughly and contact us with any queries on our renewal hotline or email the BID (details on this page)



STEP 2

If you have received the business plan, you are the person that will be sent the voting paper. If this shouldn't be you, please find out who it is and make sure they get this information and update us with their details



STEP 3

You will receive your ballot pack around 29 October. If you haven't received your pack by 9 November please call electoral services on 0191 561 1144 or email elections@sunderland.gov.uk



STEP 4

Use your vote between 1 - 28 November to make a real difference to Sunderland City Centre

THE RULES

THE BALLOT

Sunderland City Council will send a ballot paper to the eligible voter at each hereditament to be included in the BID proposal, around 29 October 2018.

Each hereditament subject to the BID will be entitled to one vote in respect of this proposal.

This will be a 28-day postal ballot commencing on 1 November 2018, and closing at 5pm on 28 November 2018. Ballot papers received after 5pm on 28 November 2018 will not be counted.

In order for the proposal to be successful at ballot, the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the BID must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those hereditaments which vote in favour, must exceed the total of those voting against.

The ballot will be counted by Sunderland City Council who will announce the result on Thursday 29 November 2018.

If successful at ballot, the new BID term will commence delivery of services on 1 April 2019 and will continue for a period of five calendar years to 31 March 2024.

At the end of the five-year term, eligible voters will be asked to vote on a further BID proposal.

Hereditament: Any item of property, either a corporeal hereditament (land or a building) or an incorporeal hereditament (such as a rent), that can be inherited.

THE BID LEVY RULES

Every BID must set their own BID Levy rules, which specify who is eligible to vote and would be liable for the Levy if the BID ballot was successful.

Rateable values:
The eligibility based on rateable value is fixed based on information from the Valuation Office Agency evaluations.

Billing is carried out on behalf of the Sunderland BID by Sunderland City Council who will determine eligibility.

Any rates revaluation during the term of the BID will be ignored for the purposes of calculating the Levy, unless the variation to the rateable value is due to a change of use or a physical change to the hereditament. Instead, the rateable value from the time of any such revaluation, will be defined as the rateable value within the 2017 ratings list.

Threshold:
All non-domestic hereditaments within the BID Boundary with a rateable value of £15,000 or over will be liable to pay the BID Levy.

Levy payments:
Will be calculated on each ‘chargeable date’ at 1.69% (subject to inflation provisions) of the rateable value of each hereditament. The charge will be to the occupier of the hereditament on the chargeable date each year.

Hereditaments within The Bridges Shopping Centre (where there is already an additional service charge for marketing, security and cleaning services etc.) will pay a Levy equivalent to 1.41% (subject to inflation provisions) of their rateable value. However, income to the BID remains the same as the owners of The Bridges are providing additional funding of 0.28% (subject to inflation provisions) each year.

Chargeable day:
The Levy eligibility and liability is determined on a single chargeable date each year.

The first chargeable day will be 1 April 2019 and the 1 April each year thereafter until the end of the BID term.

Refunds will not be granted, except when overpayment has been made in error.

Exemptions:
There are no further exemptions or discounts from payment of the BID Levy.

BID Levy payments for a single hereditament will be capped at £18,000.

Vacant properties:
Where a property is untenanted, liability for the full BID Levy payment will fall to the eligible rate payer (owner/landlord of the property).

HOW THE BID WILL BE MANAGED

The BID will again be managed by Sunderland Business Improvement District Limited (the ‘Company’), a not-for-profit organisation, limited by guarantee.

The Board will continue to have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction.

The Board will be made up primarily of appointed representatives of Levy payers with additional expertise as required. A non-Levy payer from within the BID area will always be included. Sunderland City Council shall maintain Sector Director representation on the BID Board.

The Board shall meet no less than quarterly.

Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of Levy payers. However, any change to the BID boundary or to the Levy rate proposals such that any liability increases would require an Alteration Ballot.

An Operating Agreement, which includes the council’s baseline service statements, has been agreed and will be in place from the commencement of the new BID term. A copy can be found at www.sunderlandbid.co.uk

Notice of the intention to hold a ballot was provided to the Secretary of State on 22 February 2018.

The Company will file annual accounts with Companies House. The accounts will be available to all Levy payers.

An annual report on activities, including finances, will be published. An annual meeting for Levy payers will be held.

The Company will provide copies of statutory accounts and financial statements to the Local Billing Authority annually.

The BID will meet with the Billing Authority on at least a quarterly basis to discuss service delivery, Levy collection and financial management issues.

Definition: The term ‘Renewal’ means replacement of the existing BID at the end of its current term (March 2019) with new BID Arrangements, subject to the rules and arrangements described herein.

HOW MUCH YOU WILL CONTRIBUTE

INDICATIVE LEVY COSTS RATEABLE VALUE		ANNUAL LEVY	MONTHLY COST	WEEKLY COST	EQUIVALENT TO...
MAJORITY OF BUSINESSES FALL WITHIN THIS BRACKET	£15,000.00	£263.50	£21.13	£4.88	1ST CLASS ROYAL MAIL, GUARANTEED DELIVERY PRINTER CARTRIDGE TWO COCKTAILS AT HAPPY HOUR
	£20,000.00	£338.00	£28.17	£6.50	
	£25,000.00	£422.50	£35.21	£8.13	
	£30,000.00	£507.00	£42.25	£9.75	
	£50,000.00	£845.00	£70.42	£16.25	
	£100,000.00	£1,690.00	£140.83	£32.50	
	£500,000.00	£8,450.00	£704.17	£162.50	

HOW THE LEVY WILL BE SPENT

It has been assumed, based on the first five-year term, that 95% of the billed Levy will be collected each year, and this collection rate has been applied throughout the term. The average budgeted annual Levy available to be spent by the BID for the term is £624,716.

Each year (with the exception of the first year) the Levy rate will be inflated, a rate of 3%.

YEAR	ONE	TWO	THREE	FOUR	FIVE	TOTAL
Income						
Levy	£531,834.00	£547,790.00	£564,223.00	£581,150.00	£598,584.00	£2,823,581.00
Additional Income	£60,000.00	£60,000.00	£60,000.00	£60,000.00	£60,000.00	£300,000.00
Total Income	£591,834.00	£607,790.00	£624,223.00	£641,150.00	£658,584.00	£3,123,581.00
Expenditure						
Operational Costs	£118,367.00	£121,558.00	£124,845.00	£128,230.00	£131,717.00	£624,717.00
City Pride	£210,000.00	£215,300.00	£220,000.00	£225,900.00	£232,877.00	£1,103,877.00
City Promotion	£190,000.00	£195,258.00	£200,000.00	£205,300.00	£210,378.00	£1,000,936.00
City Voice	£61,467.00	£63,674.00	£67,378.00	£69,720.00	£71,812.00	£334,051.00
Total Expenditure	£579,834.00	£595,790.00	£612,223.00	£629,150.00	£646,584.00	£3,063,581.00
Carry Forward	£12,000.00	£24,000.00	£36,000.00	£48,000.00	£60,000.00	£60,000.00

A nighttime photograph of a city center, likely Sunderland, featuring two prominent high-rise apartment buildings on the left with many lit windows. The foreground shows a paved plaza with some trees and a fountain. To the right, there are older brick buildings, one of which is illuminated with red light. A large red location pin graphic is superimposed on the right side of the image, containing the letter 'S'.

VOTE YES

“I dread to think what would happen to our city centre without the BID with austerity cuts in the council and the challenges we face in our rapidly changing high street, it’s essential the BID remains for the next term.”

Brian Jackson, Chair
Sunderland City Centre
Traders Association



**Sunderland's
Business
Improvement
District**

If you have any queries, just get in touch.

Give us a call on 0191 562 3131.

Drop us an email at info@sunderlandbid.co.uk

Pop in and see us at:

Sunderland Software Centre, Tavistock Place,
Sunderland, SR1 1PB

Or let us know a time and we will come and see you.

ANNUAL WORK PROGRAMME 2018-19

**REPORT OF THE HEAD OF MEMBER SUPPORT AND COMMUNITY
PARTNERSHIPS**

1. Purpose of the Report

- 1.1 The report sets out the current work programme of the Committee for the 2018-19 municipal year.

2. Background

- 2.1 The work programme is designed to set out the key issues to be addressed by the Committee during the year and provide it with a timetable of work. The Committee itself is responsible for setting its own work programme, subject to the coordinating role of the Scrutiny Coordinating Committee.
- 2.2 The work programme is intended to be a working document which Committee can develop throughout the year, allowing it to maintain an overview of work planned and undertaken during the Council year.
- 2.3 In order to ensure that the Committee is able to undertake all of its business and respond to emerging issues, there will be scope for additional meetings or visits not detailed in the work programme.
- 2.4 In delivering its work programme the Committee will support the Council in achieving its corporate outcomes.

3. Current position

- 3.1 The current work programme is attached as an appendix to this report.

4. Conclusion

- 4.1 The work programme is intended to be a flexible mechanism for managing the work of the Committee in 2018-19.

5 Recommendation

- 5.1 That Members note the information contained in the work programme.

Contact Officer: Jim Diamond, Scrutiny Officer (Tel 0191 561 1396)
James.diamond@sunderland.gov.uk

ECONOMIC PROSPERITY SCRUTINY COMMITTEE – WORK PROGRAMME 2018-19

REASON FOR INCLUSION	12 JUNE 18	17 JULY 18	11 SEPT 18	9 OCTOBER 18 CANCELLED	6 NOV 18	4 DEC 18	15 JAN 19	12 FEB 19	12 MARCH 19	9 APRIL 19
Policy Framework/ Cabinet Referrals and Responses	Core Strategy (Louise Moody) Bishopwearmouth Conservation (Judith Miller)		Bishopwearmouth Conservation Area (Judith Miller)		Gambling Act 2005 – Statement of Principles (Richard Reading)				Holmeside Masterplan (Dan Hattle)	
Scrutiny Business	Remit and Work Programme of Committee Northern Spire Bridge (Mark Jackson)	Environmental Services - Update (Mark Speed) Business Improvement District (Sharon Appleby BID)	Licensing Act 2003 – Cumulative Impact Assessment (Richard Reading) Waste Management– Visit (Jim Diamond/Colin Curtis)	Waste Management (Jim Diamond /Colin Curtis)	Local Plan Update (Louise Sloan) Business Centres (Catherine Auld) Waste Management (Jim Diamond /Colin Curtis)	Major Events Outcomes (Victoria French) Siglion – Progress Report (John Seager Chief Executive)	Chamber of Commerce – Update (Jonathan Walker) Business Improvement District (Sharon Appleby BID)	Environmental Enforcement (Nicky Rowland) Apprenticeships Major Events Outcomes – Illuminations (Victoria French) Housing Strategy - Update (Louise Sloan)	Sunderland Cultural Strategy – Update (Helen Connify) Libraries Update Northumbria Road Safety Partnership (Mark Jackson)	Annual Report (Jim Diamond) SSTC – Update and Economic Impact (Mark Jackson) Public Space Protection Orders (Stuart Douglass/Mic helle Coates)
Performance / Service Improvement										
Consultation Information and Awareness Raising	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19

Stadium Village Master Plan (Dan Hattle)
International Strategy (Catherine Auld)

NOTICE OF KEY DECISIONS

**REPORT OF THE HEAD OF MEMBER SUPPORT AND
COMMUNITY PARTNERSHIPS**

1. PURPOSE OF THE REPORT

- 1.1 To provide Members with an opportunity to consider the items on the Executive's Notice of Key Decisions.

2. BACKGROUND INFORMATION

- 2.1 Holding the Executive to account is one of the main functions of Scrutiny. One of the ways that this can be achieved is by considering the forthcoming decisions of the Executive (as outlined in the Notice of Key Decisions) and deciding whether Scrutiny can add value in advance of the decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.2 To this end, the most recent version of the Executive's Notice of Key Decisions is included on the agenda of this Committee. The Notice of Key Decisions is attached marked **Appendix 1**.

3. CURRENT POSITION

- 3.1 In considering the Notice of Key Decisions, Members are asked to consider only those issues where the Scrutiny Committee or relevant Scrutiny Panel could make a contribution which would add value prior to the decision being taken.
- 3.2 In the event of Members having any queries that cannot be dealt with directly in the meeting, a response will be sought from the relevant Directorate.

4. RECOMMENDATION

- 4.1 To consider the Executive's Notice of Key Decisions at the Scrutiny Committee meeting.

5. BACKGROUND PAPERS

- Cabinet Agenda

Contact Officer : Jim Diamond, Scrutiny Officer
0191 561 1396
James.diamond@sunderland.gov.uk

Notice is given of the following proposed Key Decisions (whether proposed to be taken in public or in private) and of Executive Decisions (including key decisions) intended to be considered in a private meeting:-

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180308/245	To seek approval for the sale of land at former Southwick School.	Cabinet	Y	During the period 21 November to 31 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181004/304	To approve the South Sunderland Growth Area Infrastructure Delivery (Housing Infrastructure Fund (HIF) Funding agreement, procurement works and land acquisition).	Cabinet	Y	16 January 2019	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181019/310	To approve a scheme for structural maintenance of the A182 Chartershaugh Bridge.	Cabinet	Y	16 January 2019	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/289	To approve the Council Tax Base 2019-2020.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/290	To approve the Revenue Budget Third Review 2018-2019.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/291	To approve the Capital Programme – Third Capital Review 2018-2019, Provisional Resources 2019-2020 and Treasury Management Review 2018-2019.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180830/292	To approve the Revenue Budget 2018-2019 – Update and Provisional Revenue Settlement.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181016/307	To seek Cabinet approval for the draft Homelessness Strategy, and subsequently approve a six week public consultation.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181024/311	To approve the Outline Business Case in relation to the development of a Regional Adoption Agency.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181112/315	To approve the disposal of land at Seaburn to be used as suitable alternative natural greenspace (SANG).	Cabinet	Y	16 January 2019	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180905/297	To agree to adopt a revised policy that sets out how the Council disposes of its land and property assets.	Cabinet	Y	16 January 2019	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181121/316	To recommend for approval to full Council the Local Council Tax Support Scheme for 2019/2020	Cabinet	Y	During the period 16 January to 28 February 2019	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180418/252	To consider and approve corporate proposals in respect of Siglion LLP.	Cabinet	Y	During the period 16 January to 31 March 2019.	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181210/317	To seek approval to undertake a procurement process to select an operator for the installation, maintenance, cleaning and repair of advertising bus shelters and free standing units.	Cabinet	Y	16 January 2019	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181102/313	To seek Cabinet approval for the Council and Sunderland Care and Support to participate in the All Together Better Alliance.	Cabinet	Y	13 February 2019	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180830/293	To approve the Capital Programme 2019-2020 and Treasury Management Policy and Strategy 2019-2020 including Prudential Indicators for 2019-2020.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/294	To approve the Revenue Budget and Proposed Council Tax for 2019-2020 and MTFS 2019-2020 to 2021-2022.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/295	To approve the Collection Fund 2018-2019.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181206/318	To approve the business case to develop a new Civic Centre and Public Sector Hub on the Vaux Site.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181218/320	To Approve the outcomes from the public consultation in regard to the Revised Housing Allocations Scheme for Sunderland.	Cabinet	Y	13 February 2019	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181218/321	To approve a proposal to develop a new city centre car park.	Cabinet	Y	13 February 2019	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
170927/212	To approve in principle the establishment of a new police led Road Safety Partnership (Northumbria Road Safety Partnership) embracing the Northumbria Force Area.	Cabinet	Y	During the period 13 February to 31 March 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181019/309	To authorise the sale of land at Hillthorn Farm, Washington and to delegate authority to the Executive Director of Economy and Place in consultation with the Leader and Cabinet Secretary to grant consent to the assignment of the sale contract to the purchaser's preferred developer if required by the purchaser.	Cabinet	Y	During the period 13 February to 31 March 2019.	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181217/319	Proposed Centre of Excellence for Sustainable Advanced Manufacturing development proposal and related matters	Cabinet	Y	February – March 2019	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information).	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181024/312	To approve the Final Business Case in relation to the development of a Regional Adoption Agency and agree next steps leading up to the establishment of the Regional Adoption Agency	Cabinet	Y	27 March 2018	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Note; Some of the documents listed may not be available if they are subject to an exemption, prohibition or restriction on disclosure.

Further documents relevant to the matters to be decided can be submitted to the decision-maker. If you wish to request details of those documents (if any) as they become available, or to submit representations about a proposal to hold a meeting in private, you should contact Governance Services at the address below.

Subject to any prohibition or restriction on their disclosure, copies of documents submitted to the decision-maker can also be obtained from the Governance Services team PO Box 100, Civic Centre, Sunderland, or by email to committees@sunderland.gov.uk

Who will decide;

Cabinet; Councillor Graeme Miller – Leader; Councillor Michael Mordey – Deputy Leader; Councillor Paul Stewart – Cabinet Secretary; Councillor Louise Farthing – Children, Learning and Skills; Councillor Geoffrey Walker – Health and Social Care; Councillor John Kelly – Communities and Culture; Councillor Amy Wilson – Environment and Transport; Councillor Stuart Porthouse – Housing and Regeneration

This is the membership of Cabinet as at the date of this notice. Any changes will be specified on a supplementary notice.

Elaine Waugh,
Head of Law and Governance

18 December **2018**