TOGETHER WE CAN MAKE THINGS HAPPEN.

#HAPPENINGINSUNDERLAND

sunderlandbid.co.uk

Sunderland's Business Improvement District

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District is a partnership of local businesses in which businesses work together to invest in improvements to their trading environment.

BIDs have to be elected by the levy payers every 5 years and create a new business plan to continue their work.

BIDs only operate within a geographical area that is set in a ballot proposal.

We're celebrating over 20 years of BIDs in the UK.

341
BIDs in UK

1.5%
median levy rate

60
BIDs in development

134,098
represented businesses

£154m
invested into local economies

87%
ballot success rate

SUNDERLAND BID

“WE ARE CREATING A VIBRANT CITY WITH OPPORTUNITIES FOR EVERYONE.”

- We’re in our 3rd term
- 421 levy payers in our area
- £576,000 invested back into the city centre annually
- Operate within 3 key priority areas

CITY PRIDE

CITY VOICE

CITY PROMOTION

TOGETHER WE CAN MAKE THINGS HAPPEN AT THE SEAFRONT.

Sunderland's Business Improvement District

SEAFRONT BID

- 45 heriditaments within the area
- Approx. 30 voters
- Estimated levy £75,000

WHY A SEAFRONT BID?

- Link up the key areas of Sunderland
- Attracting new businesses and investments
- Regional competitiveness
- Enhanced business connections
- Greater influence and visibility

“Life is better at our city by the sea.”

BALLOT RESULTS

90.9%

YES votes

95.3%

Rateable value

67.3%

Votes received

CLEANER, SAFER AND GREENER CITY.

CITY PRIDE

We will keep changing perceptions and building civic pride by ensuring our city centre is a welcoming, safe, clean, and attractive environment for everyone.

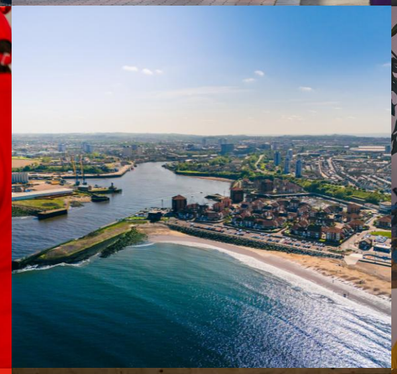
ATTRACTIVE STREETS
SR1 STREET RANGER
CRIME REDUCTION
PURPLE FLAG
A LOW-CARBON CITY

GET YOUR VIEWS HEARD AND INFLUENCE POSITIVE CHANGE.

CITY VOICE

We will provide a robust and collective voice for our businesses at the highest level to make good things happen to improve Sunderland City Centre's trading environment.

INFLUENCE
FUNDING STREAMS
PARTNERSHIPS
COMMUNICATIONS
ESG



OUR STRATEGIC PARTNERS

BOOST THE LOCAL ECONOMY WITH EVENTS AND PROMOTIONAL ACTIVITIES.

CITY PROMOTION

We will continue to raise the profile of Sunderland regionally and nationally and create a year-round programme of City-wide marketing activities, high-profile events, and promotional campaigns.

BIG CITY EVENTS
STREET ANIMATION
SUNDERLAND GIFT CARD
PROMOTIONAL OPPORTUNITIES

BUSINESS CHALLENGES

- Rates revaluation and transition relief
- Minimum wage increase again
- Cost of living challenges
- Global uncertainty

BUSINESS OPPORTUNITIES

- City transformation and ambition
- Culture House opening
- Eye hospital opening
- New business openings and relocations e.g.
  - Just Eat
  - RTC North
  - Richard Reed
  - Civia Health
  - New Bridges occupiers
- Premier League status
- Major events
  - Radio 1 big weekend
  - Concerts
  - NYE
- More homes
- New office space
- Retail plan

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ANY QUESTIONS?

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