



Proposed Sunderland Business Improvement District (BID)

**Summary of Baseline Services
to City Centre 2017/18**

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Street Cleaning Services

Head of Service: Mark Speed
Service Head: Ian Richardson/David Groark

Date: July 2017

Service	The Council's Place Management City Centre team are responsible for street cleaning and litter removal in the city centre.
Specification	<p>The Place Management team operate within the city centre seven days of the week including public holidays.</p> <p>All street litter bins (both free standing and post mounted) are emptied responsively according to demand throughout the day.</p> <p>Mechanical Precinct Sweepers operate daily sweeping both highway and pedestrian areas of the city centre.</p> <p>A Scrubbing machine similar to theta of the Precinct Sweeper also operates within the area scrubbing pedestrian surfaces to remove staining and grime.</p> <p>A number of Technicians operate on foot across the city centre dealing with litter removal. The Technicians push a barrow and hand pick litter from the streets, shop doorways, back lanes, car parks, parks and open spaces. They also sweep the streets and remove labels and stickers which may have been placed onto street furniture. They carry graffiti wipes and remove marks and stains and low level graffiti daily.</p> <p>To tackle larger scale graffiti a hot wash unit is used, it is also deployed to cleanse street furniture including bins when require.</p> <p>Equipment to remove chewing gum is also available and is used in pedestrian areas.</p> <p>Technicians present within the city centre have mobile phones and access to a staff reporting line enabling them to report a range of issues such as: defective street lighting, large scale graffiti, and hot wash requirements, anti social behaviour, environmental enforcement matters and potential highway issues.</p>
Performance Measures	Regular inspections by Place management staff

Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Graffiti / Fly Posting Removal

**Head of Service: Mark Speed,
Service Head: Ian Richardson/ David Groark
Date: July 2017**

Service	The council's Place Management City Centre Team is responsible for the removal of graffiti and fly-postings within the city centre.
Specification	<p>Graffiti is removed by the council within 3 working days, upon receipt of a signed disclaimer, which allows the council to remove graffiti from private property. A blanket disclaimer has been distributed across city centre businesses and property owners which, once signed, allows the Council to remove graffiti immediately without additional permission being required. However this cannot be done unless the property owner has signed the city centre blanket disclaimer.</p> <p>The team has a database of traders / property owners within the city centre who have signed the disclaimer and they also continue to promote the scheme but additional businesses / owners may still be eligible to be signed up.</p> <p>Incidents of graffiti or fly-posting can be reported to the City Council by phone or via an online 'Fixit Form'.</p>
Performance Measures	Regular inspections by Place Management staff
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Trade Waste Collections

Head of Service: Mark Speed
Service Head: Colin Curtis

Date: July 2017

Service	The Council provides a trade waste collection service to a number of businesses located within the city centre.
Specification	<p>The Trade Waste service consists of:</p> <p>A range of containers in which waste can be stored in accordance with the Environmental Protection Act.</p> <p>Frequency of collection to meet customer requirements.</p> <p>Offer varying 'one-off' special collections for large amounts of waste or bulky materials from commercial premises.</p> <p>Deal with notifications of spillage of commercial waste.</p> <p>Assist customers in complying with their legal duties under both Environmental and health and safety legislation.</p> <p>A dedicated team of staff to deal with commercial waste enquiries and offer, free of charge, advice on recycling, waste minimisation.</p> <p><i>It is hoped that the BID Company can help promote the council's free advice service for traders to help them understand their obligations in relation to waste.</i></p>
Performance Measures	Number of missed bins. Customer satisfaction survey of businesses using the service
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Parks / Trees / Green Spaces / Floral Displays
Head of Service: Mark Speed
Service Head: Ian Richardson/David Groark
Date: July 2017

Service	The Council's Place Management City Centre Team maintains all Parks/Trees/green spaces & floral displays with the city centre.
Specification	<p>The areas that are maintained are situated at Mowbray Park and Winter Gardens, Sunnyside Gardens, Galley's Gill and Festival Park, Sunderland Minster Town Park and all other green spaces within the city centre including grass verges.</p> <p>Maintenance includes grass cutting, weeding and prevention spraying, shrub pruning, planting new shrubs and flowers, litter picking, bowling green and sports pitch maintenance, furniture and statue maintenance and water feature maintenance as well as water safety testing. The team also inspects and maintains the play area within Mowbray Park.</p> <p>Place Management also has a dedicated Arboriculture Team that maintains all trees within the city.</p> <p>.</p> <p>The city centre team plants and maintains all feature flower beds, as well as planters, located across the city centre.</p>
Performance Measures	Regular inspections by the Place Management Team
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Environmental Enforcement

Head of Service: Mark Speed
Service Head: Ian Richardson/David Groark

Date: July 2017

Service	<p>The council's Place Management Team has a number of Customer Relationship Officers (CRO's) who enforces against environmental crimes throughout the city centre. These offences include:</p> <ul style="list-style-type: none">• Dog Fouling• Litter• Fly-tipped waste• Fly-posting (including stickers)• Abandoned vehicles• Trade Waste
Specification	<p>The council is authorised to issue Fixed Penalty Notices (FPN's) through the following acts: Refuse, Disposal (Amenity) Act 1978 Control of Pollution (Amendment) Act 1989 Environmental Protection Act 1990 Dogs (Fouling on Land) Act 1996</p> <p>Clean Neighbourhoods and Environment Act 2005 Area Managers and CRO's can respond to related issues within the city centre based on a priority basis. Officers will work with and support businesses and residents to maintain and dispose of their waste appropriately.</p>
Performance Measures	Regular inspections and Number of Fixed Penalty Notices issued
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

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Licensing / Trading Standards / Environmental Health

Head of Service: Tom Terrett
Service Leads: Marion Dixon (Environmental Health)
Richard Reading (Licensing/Trading Standards)

Date: July 2017

Service	<p>Licensing Officers seek to ensure that trade premises have the appropriate licences, e.g. for the sale of alcohol or street trading, advise businesses and process licence applications.</p> <p>Trading Standards Officers visit and advise the operators of trade premises to ensure they are in compliance with consumer protection legislation and investigate consumer complaints about matters such as product safety. Premises visited include public houses, shops and petrol stations.</p> <p>Environmental Health Officers visit businesses to ensure that they are operating within food safety, noise pollution and health and safety legal guidelines.</p> <p>The frequency of all programmed inspections is determined on a risk assessed basis.</p>
Specification	<p>Licensed businesses include public houses, members' clubs, late night food takeaways, restaurants, cinemas, theatres, night clubs, hotels, casinos, betting shops, gaming centres, street traders, hackney carriages and private hire vehicles.</p> <p>The times taken to process applications for licenses vary depending upon the type and the relevant legal requirements. For example, a licence to sell alcohol is subject to a 28 day statutory consultation period and a licence to drive hackney carriages requires the production of a disclosure of convictions document issued by the Disclosure and Barring Service and the council has no control over the timescales required to obtain this document. In contrast, in some cases, e.g. an application for short term street trading consent, the licence may be produced inside a week. Advice is also provided to licensed premises in relation to compliance with licence conditions to prevent public nuisance.</p> <p>Licensing Officers attend Pubwatch meetings (of the City Centre alcohol licensed trade as well as those pertaining to other parts of the city) and meet representatives of the hackney carriage and private hire vehicles trades on a regular basis.</p> <p>Trading Standards investigations include product safety, weights and</p>

	<p>measures, misleading price indications, fair trading, underage sales of alcohol, tobacco etc.</p> <p>Business advice is provided on request and where considered useful.</p> <p>Environmental Health Officers may advise businesses prior to their commencing operations and visit during operations to ensure compliance. Food safety training courses are offered for local businesses to access at a cost.</p> <p>Inspections are carried out in all premises handling, preparing and manufacturing food including cafes, restaurants, takeaways, butchers, bakers, wok canteens, school kitchens, care homes and pubs.</p> <p>Food premises are also visited to routinely take food and drink samples to ensure microbiological and labelling compliance.</p> <p>Food poisoning incidents are also investigated where reported.</p> <p>Sunderland safety group meets monthly with 70 businesses. All tattooists, body piercing, acupuncturists, electrolysis premises are inspected and registered and all animal welfare premises are licensed and inspected annually.</p> <p>Advice and guidance is provided on environmental issues for new developments, including noise, odour, dust and contaminated land.</p> <p>Stray dogs are picked up from public places and taken for safe keeping contracting kennels.</p> <p>A chargeable service is provided to businesses for the eradication of pests including rodents and insects.</p> <p>Whilst the responsibility for deterring birds from premises lies with the owner, advice can be given on proofing the building and other bird control measures.</p> <p>Complaints regarding any of the above matters are also investigated.</p>
Performance Measures	Improvement to inspected premises
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Highway Maintenance & Licensing / Drainage

Head of Service: Mark Jackson
Service Head : Graham Carr (Maintenance & Licensing)
Graeme Hills (Drainage)

Date: July 2017

Service	The City Council is responsible for the inspection, assessment, maintenance and improvement of the Highways within Sunderland.
Specification	<p>In accordance with the council's code of practice monthly highway safety inspections are carried out in the city centre. In addition inspectors investigate reports from the public within 24 hours, with a response time to deal with repairs associated with these inspections being 24 hours for emergency repairs.</p> <p>Urgent orders are carried out within five working days and routine repairs are carried out within six months.</p> <p>The council issues permits for highway projections to ensure they are located built and removed safely. Projections can include</p> <ul style="list-style-type: none">• Scaffolding• Signage• CCTV Equipment• Canopies and awnings• Hanging baskets (permanent and temporary)• Private Telecoms Cables <p>Applicants must also provide</p> <ul style="list-style-type: none">• Evidence of the prospective Licensee's public liability insurance cover to the value of £5 million• A completed indemnity form• Details of the proposed projection, with regard to<ul style="list-style-type: none">○ Height above the highway○ Distance that projection will extend over the highway○ Clearance from the nearest edge of carriageway <p>Highway Enforcement relates to the 1980 Highways Act and includes</p> <ul style="list-style-type: none">• Dangerous structures next to the highway• Illegal advertising boards• Mud on road from construction sites etc• Dangerous tree or overhanging hedges• Public Utilities works (gas, sewers, electricity, telecoms)• Builders skips, scaffolding and hoardings• Temporary road closures

	<ul style="list-style-type: none"> • Vehicle crossings to properties <p>The council has the power to serve notice on a person who commits an offence of wilful obstruction of the highway and can, under certain circumstances, remove the obstruction and recharge the offender any costs involved.</p> <p>Northumbria Water Ltd took over responsibility for all shared drainage from 1st October 2011. If there is a problem with anything to do with sewage / foul drainage from business premises it is the responsibility of Northumbrian Water Ltd.</p> <p>The council remains responsible for Highway drainage from road gullies and 'Aco' drainage channels in pedestrian areas. Road gullies in the city centre are cleaned once a year as part of a city-wide cleaning programme. 'Aco' channels are cleaned when issues are reported regarding them.</p> <p>Damaged or dangerous pavements or road defects can be reported to the Council by phone or via an online 'Fixit Form'.</p>
Performance Measure	Periodic inspections of highway. Yearly city-wide drainage cleaning programme.
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Street Lighting, Street Furniture & Signage

Head of Service: Mark Speed/Mark Jackson
Service Head: Graham Carr/Ian Richardson/David Groark

Date: July 2017

Service	<p>Sunderland has a 25 year (commenced August 2003) PFI with Aurora, who manage all of the Street Lighting across the city on behalf of the council.</p> <p>Street furniture & signage is checked by the Place Management Team</p>
Specification	<p>Any issues with lighting are directed to Aurora who ensure street lighting columns are safe and address lights that are out or 'day burning'.</p> <p>Aurora installs new lighting as required as well as the Christmas lighting within the city centre. Within the contract arrangements there are specific response times set down for repairs, which for a light out is currently 5 working days. Aurora is also responsible for maintaining existing street road signs.</p> <p>Street Furniture (including benches, litter bins, street lighting columns, planters, bollards, tree grates) has, within the past 3 years, been replaced in the following city centre streets thanks to Sunderland City Council.</p> <p>High Street West - Street Furniture in High Street West replaced as part of Investment Corridor's in 2016/2017 Street Furniture and pedestrian barriers and bollards have also been painted and repaired in various streets across the city centre during 2012.</p> <p>The council also has advertising bins within the city centre which can be utilised by traders to promote their businesses. The advertising space on those bins not already purchased by traders is currently used to promote City Council events and festivals across the seasons.</p> <p>Damaged or dangerous road/street signage can be reported to the council by phone or via an online 'Graham Carr</p> <p>Some items of street furniture can cause an obstruction or a hazard, whether they are permanent or temporary. Such items need a licence from the council. Unauthorised signs, litter bins and furniture will be removed.</p>
Performance Measures	<p>New way finders will be evaluated in 2016/17</p>
Boundary Area	<p>Sunderland Business Improvement District area</p>
Proposed Additional BID Activity	

Car Parks / Parking Enforcement

Head of Service: Mark Jackson
Service Head: Julie Tunstall

Date: July 2017

Service	<p>The council is responsible for the management, improvement, maintenance, lighting, cleaning and customer services related issues of all council owned car parks.</p> <p>The council has powers under the Traffic Management Act 2004 to enforce certain traffic regulations. Civil Enforcement Officers from the Parking Services Team patrol across the city enforcing on street restrictions and car parks.</p> <p>The council's primary aims related to parking management are to support the economic activity and viability of the city centre and other local areas to reduce congestion in the interests of all highway users.</p>
Specification	<p>There are three multi-storey car parks within the city centre operated by the council.</p> <p>Two of the multi-storey car parks are pay on foot (St Mary's & Sunnyside) and have a total of 1130 spaces with Sunnyside being open 24 hours. The other multi-storey car park (Civic Centre) operates a pay and display method and has 585 spaces.</p> <p>The City Centre also has two other pay on foot multi-storey car parks which are privately owned. These are Bridges / Debenhams and Bridges rooftop) car parks.</p> <p>Within the city centre the council also operates pay and display off-street car parks with a total of 517 spaces. Livingstone Road car park also has six Coach bays.</p> <p>There are 11 on street pay and display parking locations with 87 spaces in the city centre and 35 pay and display on street bays located on the seafront.</p> <p>The total number of chargeable car parking spaces in the city centre that are managed by the council is 2,318 consisting of 2,231 off street and 87 on street bays.</p> <p>In addition, the council also manages three private permit car parks where a parking space is guaranteed. These are situated at central area (above Jacky Whites Market), South Street, Prince Street and total 87 spaces.</p> <p>Nine car parks have achieved the Safer Parking Award which is given for</p>

	<p>achieving a stringent set of standards, including patrolling staff, user friendly layout and levels of lighting and CCTV.</p> <p>Each car park includes a number of designated disabled spaces. The council operates a policy of free and unlimited parking to all blue badge holders except in pay on foot car parks (St Mary's & Sunnyside).</p> <p>The council strives to repair ticket machines within an hour of a fault being reported.</p> <p>The council aims to respond to customer concerns the same day whenever possible and a Customer Liaison Officer is employed to undertake site visits to discuss customers concerns and explain parking enforcement policy.</p> <p>Throughout the city 57 electric vehicle charging points are currently available for use.</p> <p>There are four enforcement beats assigned to the city centre and one additional mobile operator dealing with outer areas and member / customer concerns across the city.</p> <p>The city centre is where most congestion occurs and the aim is to make three visits to each location in the morning and the afternoon.</p> <p>In accordance with legislation, all officers receive in depth training, wear a highly visible uniform and enforce in a "firm but fair" manner in accordance with agreed observation times. The council encourages staff to provide a professional, fair and courteous service, be customer focussed and to act as ambassadors for the city.</p> <p>The Parking Services back office team are responsible for dealing with parking appeals. These are dealt with in accordance with relevant legislation and the council's parking charter, with an aim of replying to all correspondence within seven working days. There is now an on-line facility where motorists can view any photographic evidence that is available concerning a parking contravention.</p>
Performance Measures	Annual Parking Report
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Footfall Cameras

Head of Service: Mark Speed

Date: July 2017

Service	<p>Footfall cameras enable accurate data to be collected in terms of visitor numbers to the city centre.</p> <p>A continuation of the contract is being negotiated which a new deal is being developed. (end date of</p>
Specification	<p>From March 2013 there are six cameras in operation in the following locations:</p> <ul style="list-style-type: none">• West Sunnyside• High Street East (Green Street Arcade)• High Street West (Primark)• Market Square• Park Lane• St Thomas Street• High Street <p>Data from the cameras is collated centrally and can be accessed as often as required with the capability to benchmark figures with other users of the service around the UK.</p>
Performance Measures	<p>Data is of sufficient quality to be used. Current v historic figures. Daytime & evening recording. Trend analysis.</p>
Boundary Area	<p>Sunderland Business Improvement District area</p>
Proposed Additional BID Activity	

Winter Maintenance

Head of Service: Mark Jackson
Service Head: Ian Richardson/David Groark

Date: July 2017

Service	<p>The council is committed to the provision of an effective and efficient winter maintenance service.</p> <p>In accordance with the Code of Practice for Highway Maintenance Management 2005 the council has in operation a Winter Policy Statement which is reviewed annually and endorsed by Elected Members.</p>
Specification	<p>All A and B routes throughout the city centre are treated as conditions dictate - gritting in icy conditions or ploughing in heavy snow conditions.</p> <p>Footpaths in the city centre are treated with salt/grit/road chipping mix and snow is cleared.</p> <p>There are 23 grit bins in key locations around the city centre to support footpath and road treatments.</p> <p>All gritting routes and grit bin locations throughout the city are on the Sunderland.gov website.</p> <p>Surface car parks in the city centre, where suitable access is available, are incorporated into the gritting routes for this area.</p> <p>In severe weather conditions the council concentrates its resources upon the public transport routes in order to restore communications for industrial traffic and for the transportation of persons to their places of work</p>
Performance Measures	<p>The Winter Service Policy Statement outlines the level of resources available and the standards to be achieved</p>
Boundary Area	<p>Sunderland Business Improvement District area</p>
Proposed Additional BID Activity	

Public Conveniences
Head of Service: Paul Davies
Service Lead: Janet Bonsor

Date: July 2017

Service	The council maintains three public toilets within the city centre.
Specification	<p>The three public conveniences within the city centre are located at:-</p> <ul style="list-style-type: none"> • Transport Interchange, Park Lane – male, female and disabled (RADAR) key required for the disabled facilities) (open 6:00 am – 19:00 pm and cleaned 3 times a day) • Mowbray Park - next to Bowling Green – male, female and disabled (RADAR) key required for the disabled facilities) (dusk to dawn as determined by park security) <p>Members of the public can also use the toilet facilities in the Museum and Winter Gardens (male, female and disabled toilet available – RADAR key is not required for the disabled facilities). Museum and Winter Garden opening times are Monday to Sunday 10.00 – 17.00, and Sunday 14.00 – 17.00)</p>
Performance Measures	Customer feedback on cleanliness of facilities. Inspections by staff.
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

**Development Management Service
Head of Service: Iain Fairlamb**

Service Leads: Danielle Pearson – Development Control and Paul Baxter – Building Control

Date: July 2017

Service	<p>The council acts as Local Planning Authority for the Sunderland area and as such is the body responsible for the determination of all planning applications as well as the investigation of any planning enforcement issues.</p> <p>The council's Building Control service ensures that new building work within the city centre meets the standards contained within national Building Regulations. The primary purpose of the regulations is to safeguard the health, safety and welfare of people in or around buildings and also now include energy efficiency requirements.</p>
Specification	<p>Planning permission may be required for a variety of reasons, such as changing the authorised use of a premises or the undertaking of building alterations / extensions. In addition, it is sometimes necessary to obtain consent to erect signage or to display advertisements.</p> <p>In order to submit any application for planning permission / advertisement consent or for any pre-application enquiries a fee is payable to the City Council. Details of these can be provided upon request</p> <p>Applications for planning permission are usually determined within eight weeks for minor applications (including advertisement consent) and 13 weeks for major applications.</p> <p>A Planning Compliance Team operates within the Development Management Service, in order to investigate any unauthorized development or use of land within the city. In the event that any unauthorized development is identified, the Enforcement Team aim to work with those involved in an amicable manner, to resolve matters.</p> <p>The council offers free pre-submission advice prior to application being submitted for Building Regulation approval.</p> <p>The Building Control Service operates a 24 hour call out system in relation to dangerous buildings within Sunderland and will respond to all reports within one hour.</p> <p>When dangerous structures are reported, Building Control Surveyors inspect all reported cases and determine the following:</p> <ul style="list-style-type: none"> • If the structure is not in imminent danger of collapse or a danger to life an application may be made to Magistrates' Court to issue an

	<p>order to the owners to make it safe or demolish within a time limit.</p> <ul style="list-style-type: none"> • In more serious cases of danger to members of the public, the council will take immediate action to remove the danger. The authority may serve notice on the owner to carry out the required work immediately. Failure to comply may result in the work being carried out and the owner charged with the costs incurred.
Performance Measures	Performance against service commitments i.e. response times
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Business Continuity
Head of Service: Nick Wood
Service Lead: Jeanette Williamson

Date: July 2017

Service	Under the Civil Contingencies Act 2004 Local Authorities are required to promote and provide general Business Continuity Management advice and guidance to commercial and voluntary organisations within their area.
Specification	<p>Business Continuity Management (BCM) is a continual process that helps organisations prepare for, prevent (where possible), respond to and recover from disruptions or incidents, regardless of the nature/size of the disruption, or the type of impacts they may have. The risks of disruption could be from the external environment (for example, severe weather or power cuts) or the internal environment (for example, loss of key staff or ICT/systems outage). No range of risks identified could ever be totally exhaustive as there are so many permutations of scenarios, but the range of impacts on your business or organisation will be much easier to identify as they will be more limited.</p> <p>The council provides free general Business Continuity Management advice and guidance to commercial and voluntary organisations</p> <p>This free advice can be particularly useful for small and medium sized businesses.</p> <p><i>It is hoped that Sunderland BID company could help to promote the Business Continuity Service.</i></p>
Performance Measures	5 working days to respond to request for advice/arrange meeting
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Closed Circuit TV
Head of Service: Nick Wood
Service Lead: Steve Eagling

Date: July 2017

Service	Closed Circuit Television systems (CCTV) have proved, over the years, to bring valuable support to the police in their fight against crime and disorder on our streets. CCTV is now widely used in Sunderland in all areas of life including shops, car parks and even our homes.
Specification	<p>CCTV street cameras within the city centre area are operated and controlled by Northumbria Police.</p> <p>The council has a number of camera systems – mainly within Civic Buildings and facilities including Mowbray Park, Town Park (rear of Crowtree) and council owned car parks which are monitored by the City Alarm and Emergency Centre (CAEC) located within the Civic Centre</p> <p>Nexus have CCTV systems covering their Metro Station, Central Station and Park Lane interchange which are also monitored by the CAEC.</p> <p>Sunderland University also have a number of CCTV systems covering their buildings within the city centre area.</p> <p>Sunderland City Council, in liaison with the police and other agencies, also has the ability to deploy 3G and 4G rapid deployment cameras at any location within city for short term periods (subject to suitable installation sites and agreement with LMAPS groups).</p>
Performance Measures	Monitoring status of camera faults and operation. Recording of incidents.
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Empty Properties & Landlord Accreditation Scheme

**Head of Service: Tom Terrett
Service Lead : Marion Dixon**

Date: July 2017

Service	<p>The council aims to bring empty properties back into use to help improve the quality of life in the city. The council has an Empty Property Strategy which explains how why and how work is done with owners to ensure property is improved and maintained to a standard fit for re-occupation.</p> <p>The council also operates a newly launched free to join Sunderland Voluntary Private Landlord Accreditation Scheme, the aim of which is to recognise and improve the quality of the privately rented sector.</p>
Specification	<p>The objectives of the Empty Property Strategy are to:-</p> <ul style="list-style-type: none"> • bring empty properties back into residential occupation • work proactively and preventatively to ensure that the number of potential future empty properties is minimised • use relevant legislation along with training and support to tackle empty properties within in private sector <p>Empty Property Officers continually monitor empty properties and publicise options that are open to owners.</p> <p>Local Area Officers are responsible for delivering the new Landlord Accreditation Scheme which offers a five year membership, is city wide and allows all types of property to be accredited.</p> <p>The objectives of the new Accreditation Scheme are to</p> <ul style="list-style-type: none"> • develop fully the partnership between the council, landlords and other stakeholders (communication & consultation) • recognise and reward good landlords and their valuable role • improve quality of accommodation in privately rented sector • help good landlords find good tenants • develop a joint approach to tackle anti-social behaviour • enable tenants to get information and get access to better quality accommodation • target Council resources on those landlords who are not meeting minimum standards of management & property condition <p>The benefits of being a member of the new Accreditation scheme are as follows:-</p> <ul style="list-style-type: none"> • free professional advice and training on current topical housing issues • the opportunity to influence relevant policies via the Schemes Landlords Forum

	<ul style="list-style-type: none"> • certificates provided in relation to landlords management ability for each accredited property • Authority for landlords to advertise membership of the scheme on promotional literature or websites • Discounts on various goods and services from local businesses • Free vetting of potential tenants • Closer working with University who will recommend Accredited Landlords to all students. <p>Landlords, who are members of the new scheme, must guarantee standards of property management and safety, and provide a certificate or badge to confirm this.</p> <p>All members of the scheme will be reviewed by the council once a year to ensure that the success of the scheme continues to be appreciated by all parties.</p> <p><i>It is hoped that the Sunderland BID Company could help to promote the Landlord Accreditation Scheme.</i></p>
Performance Measures	Number of empty properties. Member Accreditation reviews
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Community Safety

Head of Service: Vince Taylor

Date: July 2017

Service	The Safer Sunderland Partnership exists to bring together the public, police, community & voluntary sectors to help deliver a safer Sunderland.
Specification	<p>The partnership has introduced a number of initiatives associated with improving public confidence and feelings of safety in the city centre, details of which are given below.</p> <ul style="list-style-type: none">• Drinking Banning Orders - (civil order introduced 2006) can be made against individuals aged 16 or over if they have engaged in criminal or disorderly conduct while under the influence of alcohol. Orders can last between 2 months and 2 years.• Cardiff Model - It is recognised that many individuals will attend the Emergency Department for alcohol related violent injuries who never report attacks against them to the police. To close this information gap and to identify 'hot spot' areas for alcohol related violence data, reception Staff at Sunderland Royal Hospital complete a minimum data set on every individual who presents to them with alcohol related violent crime injuries.• Taxi Marshalling Scheme – Marshalls help people get home safely from the city centre after a night out. It consists of three fully licensed and trained marshals being on duty at the taxi ranks on Green Terrace and Park Lane on Friday, Saturday and Monday nights and certain Bank Holidays.• Street Pastors - Street pastors are ordinary members of the public who help people who get into minor difficulties in the city centre at night. Essentially the scheme supports a safer city centre, but can also impact positively around issues of cohesion and homelessness. The scheme is overseen by a national umbrella organisation called the 'Ascension Trust' who helps local churches set up new schemes, provide training and ensure consistency of standards.• Mobile Treatment Unit – Supported by St John's Ambulance and Street Pastors staff to offer medical care, advice and support on weekends to individuals who may have got into difficulty on a night out. Aims to relieve pressure on emergency services especially A & E.• Pubwatch – Established in 1997 to improve safety for customers, staff and the local community by linking all premises together through portable radios. The Pubwatch group meets on a regular basis to discuss ways of improving safety and sharing of information amongst the licensed trade.• Polycarbonate Glasses – used where required by conditions upon the licences of specific premises.• Best Bar None Scheme - No longer extant

Performance Measures	Performance of schemes in relation to crime data / surveys
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Events / Festivals / Markets

Head of Service/Service Lead: Victoria French

Date: July 2017

Service	<p>The Events Team at Sunderland City Council deliver a number of events throughout the year in the city including but not limited to:</p> <ul style="list-style-type: none">• Penshaw Bowl• Sunderland International Airshow• Houghton Feast• Sunderland Illuminations• Remembrance Parade• Various Active Sunderland BIG events and activity festivals• Sunderland Tall Ships Races 2018 <p>In addition the events team supports 3rd party event organisers to successful deliver a wide range of events and activities for residents and visitors to the city.</p> <p>This approach will also complement the key policies within the Sunderland Economic Masterplan, which has recognised the potential for the further development of Sunderland as a visitor destination.</p>
Specification	<p>Sunderland Events Team ensures the continued development of the events programme to generate an increased profile for the city, and also to reduce the cost to the city council of the running and delivery of events through improved working with stakeholders, partners and 3rd party event organisers</p> <p>Headline outcomes to be achieved ::</p> <ul style="list-style-type: none">• Facilitate, deliver and host safe and successful events and festivals• A clear connection to Sunderland Culture and 2021 Cultural bid• A clear and simple process for booking event spaces• A consistent approach to seeking inward investment (sponsorship and external funding)• increased 'communications' of events to gain maximum coverage

	<p>and exposure and where appropriate cross promotion</p> <ul style="list-style-type: none"> • A quality 'standard' for all council led events in place to ensure reputation as an events city is achieved • Stronger communities and increased community involvement • Increased cohort of volunteers / event makers for all events • An events programme that strengthens Sunderland's tourism offer • Increased inward investment and economic growth as a consequence of hosting events
Performance Measures	Number of visitors to events. Customer and business feedback following events.
Boundary Area	Sunderland Business Improvement District area
Proposed Additional BID Activity	

Inward Investment Marketing / Promotion / Tourism

Head of Service: Vince Taylor
Service Lead: Sarah-Reed

Date: July 2017

Service	<p>Sunderland City Council's Policy, Partnership, and Communications Service manages the MAKE it Sunderland and See it Do it Sunderland campaigns (inward investment and place marketing respectively)</p> <p>The objectives of the city council's Inward Investment marketing campaign 'MAKE it Sunderland' are:</p>
Specification	<p>1 The overall objective of the City Council's inward investment campaign 'MAKE it Sunderland is to continue to grow the key sectors of the Sunderland economy, highlighted in city's Economic Masterplan and Sunderland 3,6,9 Vision that are internationally competitive: automotive and advanced manufacturing; offshore renewable energy and subsea engineering support; software; general business; and enterprise and innovation</p> <p>2. The campaign focuses on showcasing Sunderland as the easiest place in the UK to do business and has a single creative expression, MAKE it Sunderland. The campaign messaging approach will be international, national and regional, with a clear and compelling narrative. A programme of related activity is developed and agreed each year between the council's Business Investment Team and Economy Communications Team.</p>

Sunderland's Tourism Development and Destination Marketing are part of the Corporate Affairs and Communications team, By making the most of the city's natural and built assets we will attract visitor and investor interest, and build local pride for being a good place to live, visit and work, that is well connected, well looked after, welcoming and vibrant.

See it Do it Sunderland communicates the city's attractions, assets and events in language that is family-focused, consistent and credible. It paints a consistent picture of Sunderland, with residents and visitors hopefully seeing Sunderland as a good place to spend time and money.

Specific targeted activity includes:

- Maintain a network of unstaffed visitor information points at key locations
- Produce and distribute an annual visitors guide and other printed materials including a large quantity of city centre specific information
- Maintain and develop a visitor orientated website and social media presence (See it Do it Sunderland)
- Provide an enquiries service for potential visitors to the city centre (via customer service centre and See it Do it Sunderland website)
- Co-ordinate the City Greeters scheme which provides key public facing members of staff from signed up organisations with relevant information, particularly in the run up to large events
- Promote the city, including city centre locations, to group visit organisers
- Monitor visitor numbers to the city using the recognised STEAM method.
- Maintain a link with the Northern Tourism Alliance (destination management organisations across the North East) to develop tourism in the region
- Work with attractions, accommodation providers and other partners and stake holders to develop the visitor offer of the city

See it Do it Sunderland will be targeted towards a specific audience and outputs will be related to achieving the outcomes the city needs – particularly relating to increasing pride in residents, increasing city centre spend, as well as building visitor numbers, overnight stays and spend.

Marketing of the city centre events and festivals, particularly around Christmas, is an important part of this.

No specific budget is allocated but the City Council's Communications Team continues to promote the city centre where possible, making the most of opportunities as they arise within the resources available.

Performance Measures	Job creation, investment projects, relocations or expansions and capital investment value. Numbers of visitors to Sunderland, spend in Sunderland, number of overnight stays
Boundary Area	Sunderland Business Improvement District area (within the context of city wide MAKE it Sunderland and See it Do it campaign activity)
Proposed Additional BID Activity	