

# **Proposed Sunderland Business Improvement District (BID)**

**Summary of Baseline Services  
to City Centre 2013**

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## Street Cleaning Services

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	The Council's Responsive Local Services City Centre team are responsible for street cleaning and litter removal in the city centre.
<b>Specification</b>	<p>Every city centre street is swept, 7 days of the week, 365 days of the year.</p> <p>To assist further with street cleaning, in 2012 two Gumpak systems were obtained and these are used to eradicate chewing gum, mainly from City Centre streets.</p> <p>All street litter bins (both free standing and post mounted) are emptied three times per day, 7 days of the week, 365 days of the year.</p> <p>A number of staff operate on foot across the city centre dealing with litter removal. These staff 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. These staff are very much the 'eyes and ears' within the city centre and via a staff reporting line are able to report defective street lighting, large scale graffiti, hot wash requirements, anti-social behaviour, environmental enforcement issues and dangerous street furniture and paving. The team are on foot, 7 days of the week, 365 days of the year with 10 staff usually operating Monday – Friday, 9 on a Saturday and 2 on a Sunday, due to lower footfall.</p>
<b>Performance Measures</b>	Regular inspections by Street Scene staff
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Graffiti/Fly Posting Removal

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	The Council's Responsive Local Services City Centre team are responsible for the removal of graffiti and fly-postings within the City Centre.
<b>Specification</b>	<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>Sign up is promoted via Responsive Local Services, Business Investment Team and Sunderland City Centre Traders Association.</p> <p><i>It is hoped that the Sunderland BID company would also actively promote this service.</i></p> <p>Incidents of graffiti or fly-posting can be reported to the Council by phone or via an online 'Fixit Form'.</p>
<b>Performance Measures</b>	Regular inspections by Street Scene staff
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Trade Waste Collections

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	The Council provides a trade waste collection service to a number of businesses located within the City Centre.
<b>Specification</b>	<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>
<b>Performance Measures</b>	Number of missed bins. Customer satisfaction survey of businesses using the service
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Parks/Trees/Green Spaces/Floral Displays

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	The Council's Responsive Local Services City Centre team maintain all Parks/Trees/green spaces & floral displays with the city centre.
<b>Specification</b>	<p>The areas that are maintained are situated at Mowbray Park, Sunnyside Gardens, Galley's Gill and Festival Park, Sunderland Minster, Town Park and Burn 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>Responsive Local Services also has a dedicated Arboricultural Team that maintains all Trees within the City.</p> <p>The Council enters the Northumbria in Bloom Competition each year and enters Sunderland into the Large City Category</p> <p>Sunderland was also short listed for the national Britain in Bloom Competition in 2012, representing the region for Best Large City.</p> <p>The City Centre team plants and maintains all feature flower beds, as well as planters, located across the City Centre. In 2012 additional planters were placed across the City Centre for the first time this year, to support traders and to brighten up the streets and public spaces. Further feature beds are planned for key entry points into the City Centre, when funding becomes available.</p> <p>All plants and flowers are grown in the Council Nursery at Barley Mow Park, Sunderland.</p>
<b>Performance Measures</b>	Regular inspections by Street Scene staff
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Environmental Enforcement

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	<p>The Council's Responsive Local Services City Centre team has a dedicated Environmental Enforcement Officer who enforces against environmental crimes throughout the City Centre. The areas these offences cover include:</p> <ul style="list-style-type: none"><li>• Dog Fouling</li><li>• Litter</li><li>• Fly-tipped waste</li><li>• Fly-posting (including stickers)</li><li>• Abandoned vehicles</li><li>• Trade Waste</li></ul>
<b>Specification</b>	<p>The Enforcement Officer is authorised to issue Fixed Penalty Notices (FPN's) through the following acts:</p> <p>Control of Pollution Act 1974 Refuse, Disposal (Amenity) Act 1978 Control of Pollution (Amendment) Act 1989 Environmental Protection Act 1990 Dogs (Fouling on Land) Act 1996 Clean Neighbourhoods and Environment Act 2005</p> <p>The Enforcement Officer walks the streets of the City Centre from Monday to Friday, issuing FPN's and supporting businesses to maintain and dispose of their trade waste safely and efficiently.</p> <p>A zero tolerance policy is also in place for Flyposting and stickers, with all removed immediately from the City Centre by street operatives within the Responsive Local Services team. Formal action is then taken against the organisation responsible for poster or sticker.</p>
<b>Performance Measures</b>	Regular inspections and Number of Fixed Penalty Notices issued
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Licensing, Trading Standards / Public Health & Safety

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	<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>
<b>Specification</b>	<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 by the Criminal Records Bureau 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 Officers investigations include; product safety, weights and 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>Environment Health Officers visits are made before commencing operations to give advice and guidance and during operations to ensure compliance. Food safety training courses are provided for local businesses to access. Inspections are carried out in all premises handling, preparing and</p>



	<p>manufacturing food including cafes, restaurants, takeaways, butchers, bakers, work 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 to contract 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. The Council currently undertakes a program of deterring gulls from popular nesting sites within the City Centre.</p> <p>Complaints regarding any of the above matters are also investigated</p>
<b>Performance Measures</b>	Inspections of premises
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Highway Maintenance & Licensing / Drainage

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	The Council is responsible for the inspection, assessment, maintenance and improvement of the Highways within Sunderland.
<b>Specification</b>	<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 5 working days and routine repairs are carried out within 6 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"><li>• Scaffolding</li><li>• Signage</li><li>• CCTV Equipment</li><li>• Canopies and awnings</li><li>• Hanging baskets (permanent and temporary)</li><li>• Private Telecoms Cables</li></ul> <p>Applicants must also provide</p> <ul style="list-style-type: none"><li>• Evidence of the prospective Licensee's public liability insurance cover to the value of £5 million</li><li>• A completed indemnity form</li><li>• Details of the proposed projection, with regard to<ul style="list-style-type: none"><li>○ Height above the highway</li><li>○ Distance that projection will extend over the highway</li><li>○ Clearance from the nearest edge of carriageway</li></ul></li></ul> <p>Highway Enforcement relates to the 1980 Highways Act and includes</p> <ul style="list-style-type: none"><li>• Dangerous structures next to the highway</li><li>• Illegal advertising boards</li><li>• Mud on road from construction sites etc</li><li>• Dangerous tree or overhanging hedges</li><li>• Public Utilities works (gas, sewers, electricity, telecoms)</li><li>• Builders skips, scaffolding and hoardings</li><li>• Temporary road closures</li><li>• Vehicle crossings to properties</li></ul>

	<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>
<b>Performance Measures</b>	Monthly inspections of highway. Yearly city-wide drainage cleaning programme.
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Street Lighting, Street Furniture & Signage

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	<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 &amp; signage is checked by Responsive Local Services City Centre Team.</p>
<b>Specification</b>	<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 are 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 the Sunderland City Council 'Quick Wins' Capital Programme:</p> <ul style="list-style-type: none"><li>• Blandford Street</li><li>• Market Square</li><li>• Atheneaum Street</li><li>• High Street West</li><li>• Park Lane</li></ul> <p>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>New finger posts/way marking signage is being reviewed as part of the Council's Economic Master Plan which has identified the City Centre as one of the sites selected for potential development.</p> <p>Current street signage is checked by Responsive Local Services City Centre Team and additional signs have recently been added for Sunnyside, Olive &amp; Derwent Street areas.</p> <p>Damaged or dangerous road/street signage can be reported to the Council</p>

	<p>by phone or via an online 'Fixit Form'.  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>
<b>Performance Measures</b>	Regular inspections from Street Scene staff
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Car Parks / Parking Enforcement

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	<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>
<b>Specification</b>	<p>There are 3 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 &amp; 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 2 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 6 permanent and 1 temporary pay and display off-street car parks with a total of 320 permanent and 170 temporary spaces.</p> <p>The temporary pay and display car park opened in July 2012 is situated at Livingstone Road, immediately north of Gillbridge Police Station. This has 170 spaces + 7 coach bays to benefit visitors to the City Centre and Empire Theatre. It is planned that this car park will become permanent following the completion of works involving the re-modelling of St Mary's Way.</p> <p>There are 9 on street pay and display parking locations with 76 spaces.</p> <p>The total number of chargeable car parking spaces in the City Centre that are managed by the Council is 2,281, consisting of 2,205 off street and 76 on street bays.</p> <p>In addition, the Council also manages 3 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>Seven car parks have achieved the Safer Parking Award which is given for 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 &amp; Sunniside).</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 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 30 electric vehicle charging points have been provided within car parks and an additional 30 electric vehicle bays are programmed to be provided before end of 2013.</p> <p>There are 4 enforcement beats assigned to the City Centre and 1 additional mobile operator dealing with member/customer concerns across the City, including this area.</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 7 working days. There is now an on-line facility where motorists can view any photographic evidence that is available concerning a parking contravention.</p>
<b>Performance Measures</b>	Measuring performance on all parking related activity.
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Footfall Cameras

Head of Service : Les Clark

Date : May 2013

<b>Service</b>	<p>Footfall cameras enable accurate data to be collected in terms of visitor numbers to the City Centre.</p> <p>A new 3 year contract to March 2016 has been agreed with the supplier for this service.</p>
<b>Specification</b>	<p>From March 2013 there are 5 cameras in operation and there are in the following locations:</p> <ul style="list-style-type: none"><li>• West Sunnyside</li><li>• High Street East (Green Street Arcade)</li><li>• Market Square</li><li>• Park Lane</li><li>• St Thomas Street</li></ul> <p>From May 2013 a new camera will be operational on High Street West (Primark) and will assist in collecting footfall data before and after the new square development in this area. This will bring the total number of cameras in operation to 6.</p> <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>
<b>Performance Measures</b>	<p>Data is of sufficient quality to be used. Current v historic figures. Daytime &amp; evening recording. Trend analysis.</p>
<b>Boundary Area</b>	<p>Sunderland Business Improvement District area</p>
<b>Proposed Additional BID Activity</b>	



## Winter Maintenance

Head of Service: Les Clark

Date: May 2013

<b>Service</b>	<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>
<b>Specification</b>	<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 using a mixture of small plough and manual by hand with snow shovels/brooms.</p> <p>There are 9 grit bins in key locations around the City Centre to support footpath and road treatments, particularly in areas with a slight incline.</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>
<b>Performance Measures</b>	<p>The Winter Service Policy Statement outlines the level of resources available and the standards to be achieved</p>
<b>Boundary Area</b>	<p>Sunderland Business Improvement District area</p>
<b>Proposed Additional BID Activity</b>	

## Public Conveniences

Service Lead: Janet Bonsor

Date: May 2013

<b>Service</b>	The Council maintains 3 public toilets within the City Centre.
<b>Specification</b>	<p>The 3 public conveniences within the City Centre are located at:-</p> <ul style="list-style-type: none"><li>• Transport Interchange, Park Lane (open 6:00 am – 11:00 pm and cleaned 3 times a day)</li><li>• Park Lane - next to entrance to Park Lane Market (open 6:00 am – 8:00 pm and cleaned twice a day)</li><li>• Mowbray Park - next to Bowling Green (open 6:00 am – 6:00 pm and cleaned once a day)</li></ul> <p>All toilets have disabled access.</p>
<b>Performance Measures</b>	Customer feedback on cleanliness of facilities. Inspections by staff.
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Planning / Building Control

Service Lead: Ken Scott

Date: May 2013

<b>Service</b>	<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 function ensures that new building work within the City Centre meets the standards contained within national Building Regulations. The 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>
<b>Specification</b>	<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 8 weeks for minor applications (including advertisement consent) and 13 weeks for major applications.</p> <p>A Planning Enforcement Compliance Team operates within the Development Management Service, in order to investigate any unauthorised development or use of land within the city. In the event that any unauthorised development is identified, the Enforcement Team aim to work with those involved in an amicable manner, to resolve matters.</p> <p>The Council offers a pre-submission service for building plans to help improve building design in matter relating to the Building Regulations.</p> <p>For dangerous structures, Building Control Surveyors inspect all reported cases and determine the following:</p> <ul style="list-style-type: none"><li>• 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 order to the owners to make it safe or demolish within a time limit. If this is not met the Council will carry out this work and charge the owner the costs incurred.</li><li>• In more serious cases of danger to the public the Council 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</li></ul>

	<p>owner charged with the costs incurred.</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 1 hour.</p>
<b>Performance Measures</b>	Performance against service commitments i.e. response times
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Business Continuity

Service Lead: Jeanette Williamson

Date: May 2013

<b>Service</b>	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.
<b>Specification</b>	<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 provides 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>
<b>Performance Measures</b>	Take-up of service
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Closed Circuit TV

**Service Lead: Barry Frost**

**Date: May 2013**

<b>Service</b>	<p>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.</p>
<b>Specification</b>	<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 and Council owned Car Parks. These 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 'Rapid Deployment or 3G Wireless CCTV cameras at any location within the city for short term periods. (subject to suitable installation sites and agreement with LMAPS groups)</p>
<b>Performance Measures</b>	<p>Monitoring status of camera faults and operation. Recording of incidents.</p>
<b>Boundary Area</b>	<p>Sunderland Business Improvement District area</p>
<b>Proposed Additional BID Activity</b>	

## Empty Properties & Landlord Accreditation Scheme

Head of Service: Neil Revely

Date: May 2013

<b>Service</b>	<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>
<b>Specification</b>	<p>The objectives of the Empty Property Strategy are to:-</p> <ul style="list-style-type: none"><li>• bring empty properties back into residential occupation</li><li>• work proactively and preventatively to ensure that the number of potential future empty properties is minimised</li><li>• use relevant legislation along with training and support to tackle empty properties within in private sector</li></ul> <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 5 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"><li>• develop fully the partnership between the Council, landlords and other stakeholders (communication &amp; consultation)</li><li>• recognise and reward good landlords and their valuable role</li><li>• improve quality of accommodation in privately rented sector</li><li>• help good landlords find good tenants</li><li>• develop a joint approach to tackle anti-social behaviour</li><li>• enable tenants to get information and get access to better quality accommodation</li><li>• target Council resources on those landlords who are not meeting minimum standards of management &amp; property condition</li></ul> <p>The benefits of being a member of the new Accreditation scheme are as follows:-</p> <ul style="list-style-type: none"><li>• free professional advice and training on current topical housing issues</li><li>• the opportunity to influence relevant policies via the Schemes Landlords Forum</li></ul>

	<ul style="list-style-type: none"> <li>• certificates provided in relation to landlords management ability for each accredited property</li> <li>• Authority for landlords to advertise membership of the scheme on promotional literature or websites</li> <li>• Discounts on various goods and services from local businesses</li> <li>• Free vetting of potential tenants</li> <li>• Closer working with University who will recommend Accredited Landlords to all students.</li> </ul> <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>
<b>Performance Measures</b>	Number of empty properties. Member Accreditation reviews
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	



## Community Safety

Head of Service: Vince Taylor

Date: May 2013

<b>Service</b>	The Safer Sunderland Partnership exists to bring together the public, police, community & voluntary sectors to help deliver a safer Sunderland.
<b>Specification</b>	<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"><li>• <b>Drinking Banning Orders</b> - (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.</li><li>• <b>Cardiff Model</b> - 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.</li><li>• <b>Taxi Marshalling Scheme</b> – 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 West Street on Friday, Saturday and Monday nights.</li><li>• <b>Street Pastors</b> - 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.</li><li>• <b>Mobile Treatment Unit</b> – 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 &amp; E.</li><li>• <b>Pubwatch</b> – 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.</li><li>• <b>Polycarbonate Glasses</b> – Super-strength plastic safety glasses used to reduce the chance of injuries caused by accidents with glass in busy bars and clubs.</li><li>• <b>Best Bar None Scheme</b> - A Home Office backed scheme to</li></ul>

	recognise responsible licensees who operate well run premises and who are genuinely striving to do all they can to reduce alcohol related crime and promote sensible drinking.
<b>Performance Measures</b>	Performance of schemes in relation to crime data / surveys
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Events / Festivals / Markets

Service Lead : Chris Alexander (Sunderland Live)

Date: May 2013

<b>Service</b>	<p>The Events Team at Sunderland City Council previously organised the Council's events calendar. The team planned, organised and delivered a range of events of all sizes, from the Christmas light switch on in November every year to the flagship event of the Sunderland International Airshow held in July.</p> <p>The team have now moved to a standalone entity, Sunderland Live, and have the opportunity to generate additional income through the commercialisation of the Council's events programme.</p> <p>A vibrant events programme will support the local economy and increase Sunderland's profile. Sunderland Live will provide a new approach to how events are delivered in Sunderland; it will ensure the continued development of the events programme to create vibrancy and things to see, do and take part in for residents.</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>
<b>Specification</b>	<p>The formation of Sunderland Live, a local authority company, provides a new approach to how events are delivered. It 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.</p> <p>The primary objectives of Sunderland Live are to:</p> <ul style="list-style-type: none"><li>■ maintain consistently high public satisfaction for the existing events programme; and</li><li>■ increase the provision of events within Sunderland in line with PLACE marketing objectives;</li></ul> <p>In addition the Company will be expected to:</p> <ul style="list-style-type: none"><li>■ maintain the existing events programme whilst reducing the ongoing cost to the council;</li></ul> <p>The Company will look to reduce this ongoing cost through deriving increased income from sponsorship, hospitality and other potential income streams whilst realising efficiencies in the way that the programme is delivered. Where appropriate the Company will look to exploit opportunities to trade with third parties. These opportunities will allow the business to exploit the knowledge and skills of the Events Team to generate increased</p>

revenues for the entity and further reduce the costs to the City Council of events.

The current program of events for 2013, that involves the City Centre, is as follows.

April

Farmers Market  
Sunderland Soundscape  
Wearmouth Bridge Zip Wire  
Sunderland 10k/Marathon + Half Marathon of the North  
Feel Good Festival

May

Farmers Market

June

Farmers Market  
Vintage & Retro Fest  
Rihanna Pop Concert  
Bon Jovi Rock Concert  
North East Live Pop Extravaganza  
4<sup>th</sup> Field Regiment Freedom Parade / Armed Forces Day  
Sunderland Comedy Festival

July

Farmers Market  
Sunderland Comedy Festival  
Sunderland International Airshow

August, September & October

Farmers Market

November

Farmers Market  
Remembrance Weekend  
Christmas Switch On & Programme

December

Farmers Market  
Christmas Switch On & Programme

<b>Performance Measures</b>	Number of visitors to events. Customer and business feedback following events.
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

## Inward Investment Marketing / Promotion / Tourism

Head of Service: Deborah Lewin

Date: May 2013

<b>Service</b>	<p>The objectives of the City Council's Inward Investment marketing campaign 'MAKE it Sunderland' are:</p> <ul style="list-style-type: none"><li>▪ To grow the internationally competitive key sectors of the Sunderland economy, as highlighted in the city's Economic Masterplan: automotive; offshore renewable energy &amp; sub sea engineering support; and software</li><li>▪ To develop the city's inward investment from and trade with international locations that are strategically important to us: NE China; Washington DC; Detroit; Japan; India; Europe</li></ul> <p>Sunderland's Tourism Development and Destination Marketing have recently moved into Corporate Affairs and Communications. This is an opportunity to develop a new PLACE Campaign and destination marketing strategy, to define Sunderland's offer and brand.</p>
<b>Specification</b>	<p>The new PLACE campaign 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.</p> <p>This new campaign is in development and will begin to be implemented by summer 2013</p> <p>For years 2009, 2010, 2011 and part of 2012 Sunderland City Council allocated additional budget towards marketing the city centre to attract footfall in this difficult time for traders. As a result the 'Shop Sunderland' brand and campaign was developed, and marketed broadly, particularly in the run up to the key Christmas trading period. This work included a TV ad in 2009, 2010 and 2011, as well as marketing materials in publications, ads on the transport network, branding, dressing and media relations.</p> <p>This additional budget is no longer available but the City Council's Communications Team continues to promote the city centre where possible, within base budgets, making the most of opportunities as they arise.</p> <p>Marketing of the city centre events and festivals, particularly around Christmas, is an important part of this.</p> <p>The City Council is also developing a smartphone app that includes city centre shopping and wider area maps, details of key city centre locations and suggested walk routes.</p>

	The Council's Communications Team has also taken on the management of sponsorship on city wide roundabouts and will use them for its own campaigns and messages. This is a trial for one year and the first of a series of ads is commencing in early 2013. It is anticipated that the new ads will improve the look of these spaces as they will be more colourful and refreshed regularly.
<b>Performance Measures</b>	Investment attracted to Sunderland in terms of number of businesses, jobs created. Numbers of visitors to Sunderland, spend in Sunderland, number of overnight stays
<b>Boundary Area</b>	Sunderland Business Improvement District area
<b>Proposed Additional BID Activity</b>	

The services provided by the council are set out as at May 2013. In order to improve the city while maintaining services within resources the council may from time to time make changes to these services or arrange for the same or similar services to be provided by the council or other service providers. The council is committed to making decisions based on an appreciation of the views of the city's business community and will consult the BID on significant proposals for changes in services, however all such changes must remain at the council's sole discretion.