



**Sunniside Joint Business Forum
thePlace, Athenaeum Street, Sunniside
14th April 2009 at 3pm
Meeting Notes No. 3**

Introductions

Each attendee introduced themselves around the table.

Update from Northumbria Police

The police are focusing on the skateboarders in Sunniside Gardens. They are being moved on elsewhere. The Police will soon have an office at thePlace and the neighbourhood teams will be extended. This will mean that the police will be more accessible and able to respond quickly. There were no issues reported by attendees.

The police urged attendees to report any issues. They are aware that drinking in the gardens increases during the summer and they would like businesses and residents to inform them straight away.

Julie Best from Job Linkage

Julie explained that Job Linkage offer advice and guidance to unemployed and offer training and a free recruitment service in conjunction with Job Centre Plus.

Julie explained that Job Linkage holds jobs fairs and information days. Stands at the fairs are free.

New funding is available called "skill up funding". Contact Julie for more information at julie.best@sunderland.gov.uk and 0191 5377959.

There are a number of clients registered with the company who have been made redundant and are seeking employment. There are all different levels of skills on the books. Professional vacancies are available. CRB checks are paid for.

Neil Sowerby – Business Link

Neil informed that another Business Surgery will take place at thePlace on 30th April 2009 between 8.30am and 1.30pm.

Emily Taylor – Sunderland arc

Emily informed the group that following on from the success of the Yuletide Wishes festival in 2008 City Centre Management is planning a festival for 2009. All businesses are welcome to get involved. More details will be presented at the next meeting. Yuletide Wishes 2008 created a large amount of footfall and the streets were very busy with visitors. Steve Chisholm from the New Theatre Restaurant was also involved in the parade and proved to be good for business.



Nigel Jolly stated that the City Centre Christmas magazine proved very successful for Joplings.

Sunderland Live – Emily advised that there were opportunities for Sunniside businesses to take advantage of during the Oasis and Take That concerts at the Stadium in June. A programme of events is being created between the end of May and 13th June 2009. Sunniside Gardens will be hosting an afternoon of events on Saturday 6th June and Saturday 13th June, including brass and Irish music and Sunderland bands. The programme will be circulated to all attendees.

Explore Sunniside – Emily informed that there had been a new wave of promotional activity on Metro Radio, advertising at central metro stations and match day programmes.

The feedback for the card has been good and Emily and Liz Stephenson are working on keeping track of how many are being used.

A short film is being created by Sunderland Partnership for Sunniside which will be played on 20 community screens in Sunderland.

Emily stated that part of the profile awareness campaign included Explore Sunniside window vinyls, which are currently being distributed to business owners for display in their premises. The Explore street banners are up and are interspersed with the Sunderland City Council "Proud of" campaign.

Press – Emily informed that there had been a lot of press about Sunniside developments with proposals for hotels in the area. thePlace is continuing to win awards.

Mick Thurlbeck stated that many shops did not display Christmas decorations during the last Yuletide Wishes festival. There is funding available from the Council to get involved and add decorations. Plans are in place for a farmer's market regardless of any previous policy.

Sunderland Live meeting is on 21st April at 4.30pm-6pm at the Stadium of Light in place of the normal NECC meeting.

C&C Design

C&C Design explained that there will be a website talk at thePlace on 30th April 2-4pm about effective websites. There will be a short talk for an hour and a question and answer session. There are 50 available spaces for the free seminar and allocations are based on a first come first serve basis.



C&C stated that they are creating a website called ***sunnisiders.com*** which will go live the first week in July. Every business in Sunniside can have a page displaying product information. This will be a great networking tool.

Gareth Davies - Rufus

Gareth discussed a joint advertising leaflet and cinema advert and distributed information. The cinema advert includes a three minute showcase advert. Times, schedules and prices for playing the advert at Empire Cinema are available. Gareth informed that a demonstration of a Sunniside advert can be viewed in YouTube by typing in Amazing Sunniside into the search tool. Gareth informed that the cinema advert is currently restricted to bars and restaurants and leaflets can include any business.

Any Other Business

A number of businesses discussed issues with traffic wardens in Sunniside. Mick Thurlbeck stated that this would be discussed at the next Partnership Board meeting.

Gary Hutchinson from Sunderland Football Club informed that there will be a full presentation on events on at the Stadium of Light next Tuesday and how this will impact the economy in the City. There will be representatives from Sunderland City Council and Northumbria Police. Gary urged businesses to submit business details for the events website to give the city as much exposure as possible.

Ben Hall said that traffic coming into the city from the South was being directed into the city centre. Signs are being changed from the A19.