

# Notice of Ballot

## and arrangements for the ballot

**Date of this notice: Wednesday 12 February 2025**

A ballot is to be held on a proposal to create a Business Improvement District (BID) called Sunderland Seafront Business Improvement District (BID) for an area around Sunderland Seafront (Roker and Seaburn).

The ballot will be taken entirely by post, with votes to be returned by 5pm on the day of the ballot, which is **Thursday 27 March 2025**. The Ballot Holder is Patrick Melia, the Chief Executive and Returning Officer for Sunderland City Council.

This ballot is being run by Sunderland City Council on behalf of Sunderland BID (Sunderland Business Improvement District Ltd).

### Who can vote?

Those eligible to vote in this ballot are the non-domestic ratepayers listed in the Council's records for each hereditament (rateable property) which is situated in the geographical area of the proposed BID as at the date of this notice and with a rateable value of £15,000 or more.

Each ratepayer entitled to vote has one vote for each occupied hereditament (or, if unoccupied, owned by them) in the geographical area of the BID.

### Issue of ballot papers

Ballot papers will be posted to the hereditament address or the address supplied on a Named Voter form from Monday 24 February 2025.

### Close of ballot

To be included in the count, ballot papers must be returned to the Ballot Holder at the address on the next page by **5pm on Thursday 27 March 2025**.

## Who will the ballot paper be sent to?

Ballot papers have to be sent to either the address of the hereditament or the principal place of business within England of the person entitled to vote.

Experience from other BID ballots has shown that it is good practice to send ballot papers to named individuals who will be responsible for casting the vote, especially in large businesses.

A **'Named Voter form'** containing the name and address of the person identified as being responsible for casting the vote is included along with this Notice of Ballot.

If the person identified **IS NOT** the person responsible to cast the vote, you should modify the Named Voter form and return it by post, or scan attached to an email, to Electoral Services (address on next page) by no later than 5pm on **Thursday 20 February 2025** so that ballot paper(s) can be sent to the correct person.

**Note:** If no appropriate person is identified or named, the ballot paper will be addressed to 'The Business Ratepayer'.

## Appointing someone else to vote (a proxy)

The person eligible to vote may appoint any one person as a proxy to vote on their behalf, for example, if they are going to be away at the time of the ballot.

An application to appoint a proxy must be in writing, and:

- State the full name and address of the person whom the person entitled to vote (the applicant) wishes to appoint as proxy;
- State the address of the applicant's hereditament;
- Be signed by the applicant; and
- Contain a statement by the applicant that the proxy so named has been consulted and is capable of being and willing to be appointed.

**Proxy appointments, using the attached form, must be received by Electoral Services before 5pm on Monday 17 March 2025, and will be confirmed in writing by the Ballot Holder.**

## What if a ballot paper is not received by the voter?

If you have not received a ballot paper by Friday 21 March 2025, you can apply for a replacement to be issued by contacting us in person, by phone or by e-mail. We will need evidence of the voter's identity.

If you think your ballot paper has been lost, you do not have to wait until Friday 21 March 2025. Please get in touch with us as soon as possible (although we will not send out any replacements until Monday 24 March 2025).

## Counting of votes

Ballot papers will be counted on Friday 28 March 2025 at Roker Hotel, Roker Terrace, Sunderland, SR6 9ND and the result will be published that day on the council's website [www.sunderland.gov.uk](http://www.sunderland.gov.uk) and Sunderland BID's website [www.sunderlandbid.co.uk](http://www.sunderlandbid.co.uk).

For the BID ballot to be successful there must be a majority of those voting in favour of the proposal, both in terms of the numbers voting AND also the aggregate rateable value represented by those voting.

## Requesting a copy of the BID proposals

Regulation 4(3) of the Business Improvement Districts (England) Regulations 2004 allows each person entitled to vote to request a copy of the BID proposals from the BID proposer. The address of the proposer is shown below.

## Name and address of the BID proposer

Sunderland Business Improvement District Limited  
Suite 0.2  
The Yard  
Gill Bridge Avenue  
City Centre  
Sunderland  
SR1 3AW

Telephone: 0191 7221002 Email: [info@sunderlandbid.co.uk](mailto:info@sunderlandbid.co.uk) Web: [www.sunderlandbid.co.uk](http://www.sunderlandbid.co.uk)

## Ballot Holder Address and Contact Details

Ballot Holder  
Electoral Services  
Sunderland City Council  
City Hall  
Plater Way  
Sunderland  
SR1 3AA

Email: [elections@sunderland.gov.uk](mailto:elections@sunderland.gov.uk)

Telephone: 0191 520 5550



**Patrick Melia**  
Ballot Holder

**BID timetable**

<b>Wednesday 12 February 2025</b>	Notice of Ballot, Named Voter form and Proxy application form sent to persons entitled to vote
<b>5pm Thursday 20 February 2025</b>	Deadline for returning the Named Voter form
<b>Monday 24 February 2025</b>	Ballot Arrangements and Ballot Paper sent to persons entitled to vote (or proxy if appointed)
<b>5pm Monday 17 March 2025</b>	Deadline for appointing a proxy
<b>5pm Saturday 22 March 2025</b>	Deadline for cancelling proxy applications
<b>Monday 24 March 2025</b>	Replacement ballot papers to be issued for lost papers (where requested)
<b>Monday 24 March 2025</b>	Deadline for re-issuing spoilt ballot papers
<b>5pm Thursday 27 March 2025</b>	Deadline for receipt of ballot papers to Ballot Holder (close of ballot)
<b>Friday 28 March 2025</b>	Counting of votes