



Coming Early 2024: The Sunderland App

City of
Sunderland **Smart**

In Sunderland, we're on a mission to transform our city into a world-class smart destination, and we want you to be a part of this exciting journey.

This year, we're rolling out Phase 1 of our app, and we'd like you to join us as one of the first businesses to benefit from the Sunderland App.

The Sunderland App is for everyone who lives in, works in and visits our city

- **One-stop information hub:** Everything you need to know about what's going on in Sunderland at your fingertips.
- **Local offers:** Features exclusive local discounts and offers.
- **Planning your visit:** Tailor your preferences to see what's on around the city and receive alerts.
- **Connected Sunderland:** Our goal is to provide a smooth, integrated experience in Sunderland for everyone.
- More features to come in future...

Why should I list my business on the Sunderland App?

- **It is FREE:** No costs, no catch.
- **Boost your visibility:** Users set preferences to what sorts of places they would like to visit, which means you can target an engaged audience and promote

offers and discounts to drive footfall to your business.

- **Alerts:** The app notifies users when they're near your business, so your business is chosen over others. Reach a wider audience to increase spend, from locals to out-of-town visitors.
- **Recommended businesses:** Your establishment could be a top recommendation to visitors nearby, increasing brand awareness!
- **Analytics:** See the data on how users interact with and reach your business.

What's next?

We would like to invite you to be one of the first businesses on the app and be in a prime position to get the biggest impact.

Scan the QR Code or click on the link below to register your interest to sign up to the app and submit your business details, offers and more!

[App sign up link.](#)



Sunderland City Council