

Impact Report - summary



Dine Sheffield is a two-week celebration of Sheffield's vibrant restaurant scene, featuring savings at eateries across the city centre.

Between 15 and 29 March 2018, 41 of our favourite cafes, bars and restaurants served up fixed price menus to showcase the outstanding diversity of Sheffield's dining scene. Each restaurant created a bespoke offer, priced at £5, £10 or £15.



Dine Sheffield March 2018 – what's new?

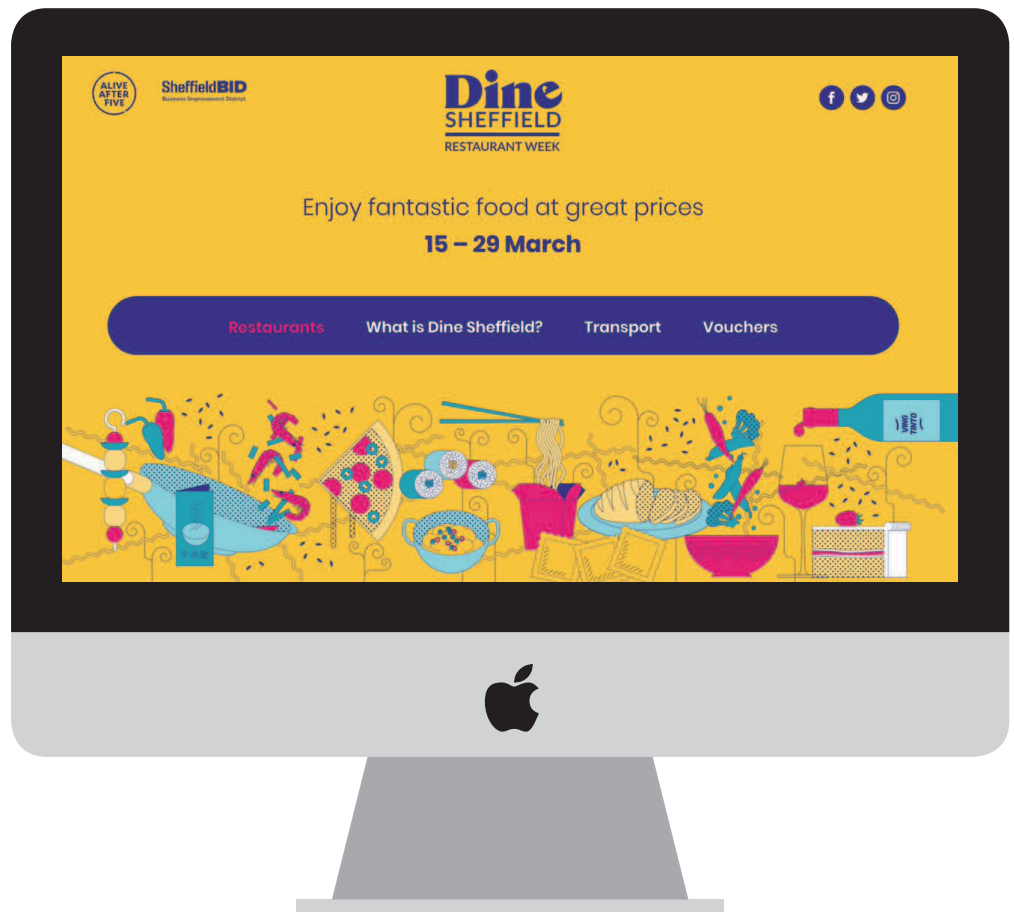
Dine
SHEFFIELD
RESTAURANT WEEK



New logo – adding 'Restaurant Week' to make it easier for the customer to understand the concept.



Upgraded website – making it more professional, informative and user friendly. Pictures on the home page added to the appeal.



New voucher – sleeker design.

Dine Sheffield venues

41 venues took part, including 11 new participants. The quality of offers improved from the first event, with 90% of venues offering a discount of 20% or higher.

11 new venues included:

[Birdhouse Tea Bar and Kitchen](#)

[Fahrenheit at Genting Casino](#)

[Inox Dine](#)

[Kerbedge](#)

[OHM](#)

[Pieminister](#)

[Public](#)

[Showroom](#)

[The Old School Room at Leopold Hotel](#)

[The Wick at Both Ends](#)

[The Yard at Mercure](#)



Top 10 venues

Pieminster	290
Kerbedge	170
Bloo 88	162
Browns	158
Aagrah Leopold Square	152
Fire Pit	99
Sakushi	96
Cubana	89
Cafe Rouge	87
Smoke BBQ	85



Pieminster



Smoke BBQ



Sakushi

Dine Sheffield – the stats

75,183

the complete number of
page views

2,146

users generated

2,570

voucher downloads
resulting in

3,100

customers through the
doors during the two-week
campaign

The top

two

restaurants were
both new to Dine Sheffield
and Sheffield city centre
(being recent
investors)

The largest age
bracket was 25-34
year olds

42.66%

of users, which is the target
market for Alive After Five
(of which Dine Sheffield
is part of)

The Dine Sheffield
website reached

13,383

users, who engaged in

20,245

sessions.

This almost triples the
first Dine Sheffield
stats

The gender
split was

59.6%

female

40.4%

male

Venue stats

100%

of venues felt
customers enjoyed
Dine Sheffield

3,100

Dine Sheffield
customers in total

90%

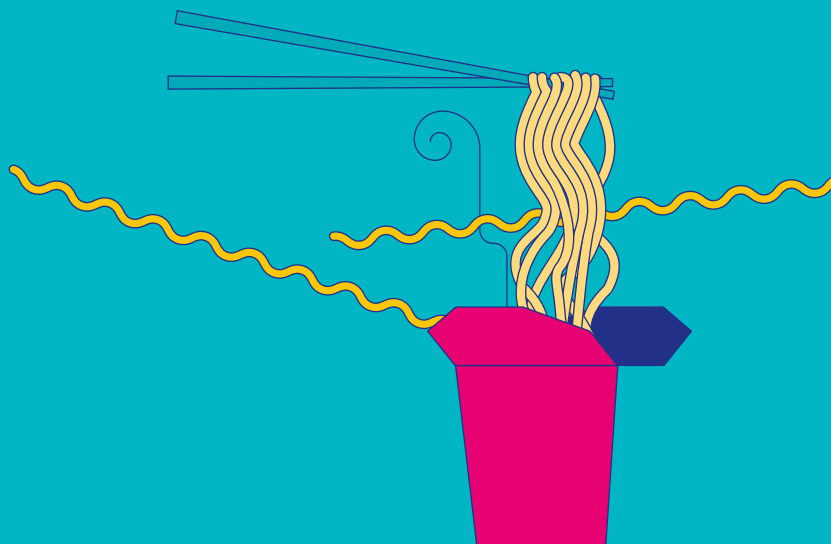
reported new customers
using Dine Sheffield
vouchers

68%

were able to upsell
additional products

96%

would participate
in another
Dine Sheffield



Venue feedback

“It was crazy. Everyone that came did Dine Sheffield. 300 customers on one Saturday alone.”

Kerbedge

“All new customers said they would happily return back, which is great to hear.”

Bungalows and Bears

“We were gobsmacked with the popularity compared to last year.”

Bloo 88

“I like the concept as a whole and it’s nice to be part of something that has a community feel to it.”

Smoke BBQ

“Great awareness for us.”

Leopold Hotel

“It’s good for the city, glad you did it.”

Browns

“We’ve really been enjoying the scheme, and have seen some great numbers coming in.”

Birdhouse

“It (the voucher) was simple and easy to use.”

Pieminister

“It got new people trying new venues and gave people an excuse to explore the city.”

Light Cinema

“Looked better than last time. More professional, polished and fun. Easy to see and easy to show on your phone.”

California Fresh

Customers

74%
attended Dine Sheffield
for the first time



Only
31%
would have dined in
Sheffield city centre without
Dine Sheffield

70%
tried a venue for the
first time

76%
saw the offers as 'good'
or 'great'

91%

rated Dine Sheffield
as 'good', 'very good'
or 'great'

93%

are 'likely' or 'extremely
likely' to return to a
participating venue

96%

of customers would
be willing to return
to another
Dine Sheffield



Customer feedback

“A great idea for Sheffield, can see it becoming a huge event down the line where vouchers run out/venues are fully booked.”

“It made me aware of venues in the city centre to dine at, which I would never have considered going to before.”

“The range of restaurants involved was good for bringing more people/business to Sheffield city centre.”

“It was the perfect opportunity to meet up and dine with some friends. The event also permitted us to discover a new restaurant.”

“The fact that I could try a variety of different cuisines on a limited income was great.”

“Great for promoting Sheffield’s restaurant scene.”

“It’s a fab idea to get family and friends together for a night out and good food at a bargain price.”

“A great variety of restaurants with the focus on getting more people into the city centre.”

“It got us out on days we would have otherwise sat in doing nothing, and we got to try new places - one of which we have been back to since and paid full price because we liked it so much.”

“It was a chance to try somewhere we are considering booking for Christmas dinner. Wide range of restaurants, will visit more next time.”

Everyone is talking about Dine Sheffield!

Dine Sheffield has seen an explosion of media coverage for the event!

Dine Sheffield: Fortnight of foodie offers returns

Get ready to fill yer bellies, babies and germs, as Dine Sheffield has announced its return in March - bringing with it a wide selection of deals and discounts at some of the city's best cafes, bakers and restaurants.

Taking place 15 - 29 March, participating venues will be offering set priced menus ranging from £5 to £15 per person, allowing customers to save a bit of doob at their favourite places or experiment with somewhere new at a reduced price.

As an integral part of Sheffield BDA's *Alive After Five* initiative, Dine Sheffield aims to boost the local eatery economy by attracting punters to the diverse line up of food options available in the city. We've had a little brexover and amongst the 31 places currently signed up, here's just a small taster of what you can get:

[View on Scoopify \(opens in a new window\)](#)

TAKE ADVANTAGE OF DINE SHEFFIELD - TWO WEEKS OF DISCOUNTED MEALS FROM SOME OF SHEFFIELD'S FINEST RESTAURANTS

Sheffield is currently one of the country's top cities for vegan and vegetarian food. The likes of Italia Uno, Make No Bones, That There Deli have been serving vegan food for a long time in the Steel City, but more recently, Silvermiths, Nonnas and The Botanist have launched vegan menus of their own.

The Common Room, part of the True North Brew Co group, is a venue that has been championing their own incredible vegan food for quite a while now too. And with our St Patrick's Day hangover very much in the front, back and sides of our heads, we braved the elements to sample the Common Room's new (ish) vegan menu. Whilst we don't endorse hitting double figure of Guinness on a night out, we can say that our heads was the perfect toast...

Fire up, the Madras' Bird dish. A vegan-friendly take on southern fried chicken, dressing in Chipotle BBQ sauce with coriander and chilis. Without exaggeration, it was that incredible that it almost brought one of our party to tears. Look at it below. You could also choose from a few other delectable like Katsu every sauce with spring onion or a 'Dirty South' dressing, with gravy and green. Both of which are suitable for vegans. Grab two of these dishes for £15 on the Dine Sheffield offer.

CUTLERY WORKS PUTS CALL OUT FOR TRADERS

VEGAN HEALTH FOOD POPS UP AT UNION STREET

WE ARE SOCIAL

Tweets to @dine_sheffield

YEE Sheffield @yee_sheffield
A bit carnal it coming to Sheffield

Dine Sheffield Lunch

The Steel Sheffield was first about a month ago. Launch of Dine Sheffield Top deals at restaurant meals this week starting from just £5.

Comments (25)

Yvonne Bradford 11:01 Where is it?

Ed Taylor 11:06 Go on that like so

Jennifer Awan Dainton 11:20 Do they put let anyone into Michelin Star.

The Steel Sheffield 11:45 Interested in Dine Sheffield? Check out all the restaurants involved here: [http://sheffield.co.uk/dine-sheffield](#)

DINE SHEFFIELD.CO.UK
Dine Sheffield | The Official Site Of Dine...
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She Might Be Loved

Multi Award-Winning Plus Size Fashion, Beauty, & Lifestyle Blog

29th March 2018

Dine Sheffield 15 - 29 March - Bloo 88!

Typo some keywords...

A few months ago I saw the first **Dine Sheffield** event and I couldn't believe my eyes. How could this be real? So many incredible establishments in Sheffield were running offers from as little as £5 to £15 to try out what they have to offer. It really is the best time to dine out and try as many different places as possible. It's currently back again and running from the 15-29 March and around 40 Sheffield venues are taking part!

Georgina Grogan
Multi Award-Winning Plus Size

SHEFFIELD TELEGRAPH

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Revealed: The Sheffield restaurants where you can eat from £5 this week

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MEET TRACEY & LIZ... BEAUTY LADIES WHO LUNCH MUSINGS SHOP WITH US STYLE TRAVEL CONTACT US...

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DINE SHEFFIELD ...

DINE SHEFFIELD 15TH TO 29TH MARCH 2018 - CELEBRATE DINING IN SHEFFIELD WITH A FORTNIGHT OF FANTASTIC OFFERS

It's like music to my ears. You all know I'm happiest when I'm eating... and if you didn't, I am.

Dine from just £5 in Sheffield as 'restaurant week' returns

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Published 06:00
Wednesday 28 February 2018

Thursday 26.4.18

FOOD & DRINK WATCH, LISTEN, DO MOVERS & MAKERS

DINE SHEFFIELD BACK FOR SECOND YEAR

REPORT BY TOM JOSEPHOOD, 27th FEBRUARY 2018

Blenhe Park Estates

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Social media and analytics

108,951

Alive After Five social media impressions

Alive After Five's Facebook
7,560%

increase in page likes and

179%

increase in reach compared to the previous month

303,422

Sheffield Star impressions

Total number of Dine Sheffield impressions

496,387

an increase of

31.3%

from the first Dine Sheffield

23,524

blogger impressions

4,180

Hallam FM impressions

Other marketing channels

Inserts in
The Star's Food
Guide appeared
21st and 28th
March

30,000
reached through
advertising in
Now Then Magazine

49,100
leaflets distributed to local
households

85,000
emails sent to
local residents

Total campaign spend:
£16,937
Estimated ROI per £1 spent:
£5.53

Interview with
Paulette Edwards
on BBC Radio
Sheffield

Press coverage
in The Star

Estimated economic impact

£110,667*
is the estimated economic impact
of Dine Sheffield 2018

£93,740
consumer spend (£65,618
is the nett increase in
consumer spend)

£16,937
organiser spend in the
host economy

* calculated using organiser spend (no leakages outside host economy) and consumer spend data from survey respondents (this may include spend on travel, food, drink and entertainment).

Dine

SHEFFIELD

RESTAURANT WEEK



SheffieldBID
Business Improvement District

