



SHEFFIELD **BID**

New Horizons

A guide to our activities and projects
2021-2026

**MAINTAINED
VIBRANT
CONNECTED
SUSTAINABLE**

Sheffield City Centre BID Limited (Sheffield BID) is a non-profit private company that administers the city centre business improvement district (BID).

Now in our second five-year term, we are one of over 320 BIDs in the UK and are funded by a mandatory 1% annual levy on businesses occupying commercial properties with a rateable value of at least £40,000 per annum. Businesses in premises below this threshold may opt to join the BID as associate members.

The city centre BID became operational in August 2015, following a successful ballot of local businesses. The BID was renewed for a further five-year term in 2021 with 92.5% of eligible businesses in favour (96.4% by rateable value). Our second term runs from 1 April 2021 to 31 March 2026.

Our purpose is collaboration, working together to create improvements with an annual investment of around £800,000 collected through the levy. We generate additional income from associate membership, commercial sponsorship and other activities.

We have a baseline agreement with Sheffield City Council that guarantees a fixed standard of local authority services for the BID area.

In line with legislation governing BIDs, the activities and services provided by Sheffield BID are additional to those supplied by Sheffield City Council or property owners.

Through our four core themes of Maintained, Vibrant, Connected and Sustainable, our role is to enhance the cleanliness, safety, image and competitiveness of the city centre.

The BID area



Heart of the City
Cultural Industries Quarter
The Moor
Devonshire Quarter
Cathedral Quarter
Castlegate

Working with Sheffield BID

We invest in and sponsor projects that deliver our objectives to improve the city centre. You'll find a copy of our five-year prospectus on our website: www.sheffieldbid.com.

Over the next five years, our measure of success will be a vibrant city centre that people want to visit, shop, work, study, live and invest in.

There are many opportunities for organisations to benefit directly from the work of Sheffield BID; a well-managed BID can prove beneficial to those that proactively support it.

It's important that you engage with us to get the best return on investment from the levy paid by your business.

Our top tips for getting involved and benefitting from the BID:

- 1.** The role of BIDs and the nature of services differ from place to place so make sure you meet with Richard Pilgrim, Project Manager, so you have an overview of the BID's role in Sheffield city centre.
- 2.** Talk to Darren Hendleman, the BID's Operations Manager, to discuss any concerns around anti-social behaviour, retail/business crime, security or the welfare of your staff.
- 3.** Meet with your Welcome Team ambassador, Ian Mott or Chris Wild. Ian or Chris will meet with you regularly to discuss what the BID is doing, where you might need support or if you have any issues.
- 4.** Go on one of our organised walking tours to explore the city centre – this is a great opportunity for your staff, area, regional and divisional managers to find out more about the culture and the environment here.
- 5.** Host your management meetings here in Sheffield city centre. If your senior management team wants to visit the city, Sheffield BID will arrange a free meeting room and refreshments.
- 6.** Sign your staff up to our volunteer litter picking activities to help us maintain a healthy high street for the local community.
- 7.** Look for opportunities to support the BID and in turn deliver value for your business. We have lots of projects that help drive new customers and trade. We feature some of these in the following pages.
- 8.** Play host to one of our interactive visitor trail installations. There is high demand to host LEGO models as part of Sheffield Bricktropolis, but we also have opportunities for venues to host the Sheffield Christmas Trail and Brearley Bear's Easter Hunt.
- 9.** We sponsor several major festivals so think about whether you could put together a special promotion or an incentive to encourage visitors from those events into your venue. Sheffield BID will be only too happy to push any offers through our own visitor channels and boosted social.

- 10.** Consider hosting in-store experiences for the BID community. This could be a VIP “after hours” lock-in or a season preview. We’ll support the marketing.
- 11.** Sign up to our community/accessible toilet scheme LAVs. You’ll get a grant and two street signs. See page 8 for details.
- 12.** Let us know if you have any training requirements that might also benefit other businesses. We provide training on areas such as counter terrorism and conflict management. We’re happy to look at different training needs if there is demand from businesses.
- 13.** Contact us if you need footfall data or have other data requirements such as visitor demographics.
- 14.** Visit our team at Unit 1, Surrey Street (next to the Winter Garden). Our own retail concept space on the high street acts as a visitor hub and live city guide. It regularly transforms to represent seasonal events in the cultural and retail calendar, connecting people with local businesses, promoting what’s on in the city centre, highlighting where to shop, eat and visit. We’re happy to discuss bespoke campaigns and promotions for local businesses using this facility.
- 15.** Build relationships with influential peer groups by attending group activities such as the City Centre Retail & Hospitality Forum (which meets monthly) or our Peer Membership Board (which meets quarterly) to discuss solutions to problems impacting the BID area.
- 16.** Meet up with our non-executive directors who make up the BID Board. Find out what they are doing to represent your sector in the city centre.
- 17.** Encourage your organisation to sign up for membership of the BID Company. Company Members are entitled to vote at general meetings and can nominate people to stand for election to the BID Board at two-yearly rotations.
- 18.** Ask to attend a BID Board meeting as an observer.
- 19.** Make sure the BID has a valid email for your business and share the monthly BID Bulletin with your colleagues.
- 20.** Your business is part of the BID – so become an ambassador for the BID in your own business circles; help us to promote the work that is being done to increase the vibrancy and competitiveness of Sheffield city centre.

MAINTAINED

Welcoming, clean and safe



Daily operational support

BID levy payers can access a dedicated BID Operations Manager who has direct contact with the Council, the Police, PCSOs and CCTV, managing a multi-disciplinary street team who help identify criminality and environmental problems. Businesses can raise concerns about environmental issues, anti-social behaviour and retail crime and get day-to-day remedial advice. Our Operations Manager, Darren Hendleman, works very closely with a range of agencies including the City Centre Neighbourhood Policing Team. No matter how small or how complex the issue, our team is here to help.

[For support email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)

Clean Team

Our Clean Team provides an early morning cleaning service for levy payers. Starting at 7.30am (seven days a week) there is an early morning scheduled clean-up of any sharps, needles, hazardous substances or detritus left by rough sleepers and late-night revellers. The Clean Team undertakes a second round of activity up until 3.30pm daily.

Whilst other towns and cities have successfully introduced similar cleaning programmes, there is one significant difference with Sheffield BID's scheme. This is a supported employment initiative that gives on-the-job training to people from the Cathedral Archer Project's social enterprise, Just Works. These are people who were once rough sleepers themselves. Recruits to the team are given an opportunity to get back to work, earn the national living wage and receive additional training in areas such as conflict management, health and safety and customer service.

Our Clean Team is also available to remove fly posters, clean up bird dirt and chewing gum.

[For details email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)



Free graffiti removal

Sheffield BID provides a free graffiti removal service to those levy payers affected by graffiti and vandalism. Incidences of exterior graffiti at ground level, upper floor or roof level can be reported to the BID and our Clean Team will be on hand to respond. We provide a combination of overpainting, shot-blasting, high-pressure water or chemical removal depending on the surface being treated. We endeavour to remove or temporarily cover offensive graffiti on the same day it's reported.

All graffiti reported to Sheffield BID is evidenced and the details provided to South Yorkshire Police to assist future prosecutions. We can help with security reviews and advice on how to prevent graffiti and vandalism as well as providing access to subsidised anti-graffiti coatings, shutter and street art.

[For details email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)

Welcome Team

Sheffield BID operates a team of city hosts called the Welcome Team. Our friendly team is additional to Sheffield City Council's own ambassador team. They provide welcome, orientation and reassurance to visitors. The team is Sheffield BID's 'eyes and ears' on the street, engaging with businesses as well as reporting environmental issues and anti-social behaviour. You can expect regular visits from the team who will keep you up to date with city centre changes, impacts and opportunities. Ask our Welcome Team ambassadors to highlight any corporate offers, deals or discounts on their daily visits to other local businesses.

[For details email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)



An annual Spring Clean

Each year we undertake an annual pride in our city Spring Clean campaign which typically runs alongside Keep Britain Tidy's Great British Spring Clean. We blitz all graffiti across the BID area and through this campaign there are plenty of volunteer litter picking opportunities for local business teams to get involved in.

[For details email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)

Mobile cameras and security equipment

Sheffield BID operates several high-tech mobile cameras with 360 rotation which are deployed around the city centre to monitor areas that experience higher incidences of anti-social behaviour. The BID has also invested in improvements to the Council's retail crime radio network, ensuring that all users can now access a digital network with many benefits over the original analogue system.

[For details email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)

Life-saving defibrillators

Sheffield BID launched Pulsepoints in association with Westfield Health Charitable Trust and supported by the Yorkshire Ambulance Service. Through the Pulsepoints initiative we installed life-saving defibrillators at 13 outdoor locations across the city centre, providing access to this equipment 24 hours a day, seven days a week. If your business owns a defibrillator that you'd like to locate outdoors, Sheffield BID will install it free of charge outside your premises in one of our defibrillator cabinets. Levy payers who are part of this scheme also receive outdoor street signage.

[For details email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)

Community toilets

The Lavatory & Ablution Venue Scheme (LAVS) is the BID's community toilet initiative. LAVS permits anyone to use the toilets of participating premises whether they are a paying customer or not, providing access to clean, safe toilets in convenient locations. All the LAVS locations provide male and female toilets, accessible toilets and baby changing facilities. The facilities at the Moor Market include specially equipped Changing Places toilets for people with more complex disabilities.

BID levy payers who are part of the scheme receive a quarterly grant towards the upkeep of their toilets, branded marketing materials and two outdoor street signs.

[If your business would like to be participate in LAVS email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)

Seasonal Security Team

We are navigating a complex landscape of crime reduction and urban risk management by investing in levels of security that accurately reflect the expectations of our BID levy payers. At specific times of the year, such as the festive season, or when intelligence suggests a spike in criminality, we introduce an industry accredited Security Team between 10pm and 6am seven days a week. The team uses the city centre radio network to maintain direct communication with the Council's CCTV control room if police assistance is required.

[For details email operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)



Security training

We regularly provide safety-related training such as dealing with major incidents (including anti-terror training) and conflict management.

To ask about future training events email enquiries@sheffieldbid.com

Rough sleeper patrols

Through our partnership with South Yorkshire Police, we support the police rough sleeper patrols which check on the welfare of individuals and limit the impact of vagrancy to businesses. Our Clean Team provides a follow-on cleansing and sanitation service, checking locations in the city which are regularly subject to rough sleeper detritus and hazardous waste.

For details email operations@sheffieldbid.com

Help Us Help

The BID helps fund the collaborative Help Us Help campaign, which is changing behaviours by encouraging people to give to the charities and organisations who can support and help those in need on the streets.

For more information visit www.helpushelp.uk

Purple Flag and Best Bar None

Sheffield city centre has a strong night-time economy and remains one of the safest places to enjoy a night out. The city has held Purple Flag status over ten years. The Best Bar None Scheme is also firmly embedded which demonstrates how businesses work together to operate premises to an exceptionally high standard, reduce alcohol related crime and address the issues of vulnerability in the city centre. Whilst both initiatives pre-date the BID, we continue to be part of the judging panel for Best Bar None and remain an award sponsor each year. As well as being involved in the accreditation of businesses for Best Bar None, we support the process of maintaining the prestigious Purple Flag.

For details email enquiries@sheffieldbid.com

VIBRANT

Enhancing the visitor experience with diverse events, festivals and culture



We have increased the breadth of the city's event calendar with strategic investments, collaborations with cultural partners and new family-focused events.

We help to make the city centre busier through footfall initiatives that increase visitor numbers, dwell time and spend. We provide additional entertainment, interactive experiences and marketing campaigns that improve the profile of the BID area.

You may be familiar with some of our annual signature festivals such as the outdoor festival **Cliffhanger** (45,000 visitors annually) and the official **Fringe at Tramlines** (70,000 visitors). And in 2021 we are the headline sponsor for **The Bears of Sheffield** sculpture trail (est. 250,000 visitors).

Our own events include the twice-yearly **Dine Sheffield** restaurant week and the annual **Style Sheffield** fashion showcase. We also deliver the annual **Sheffield Bricktropolis**, a stunning LEGO-extravaganza that brings in an additional 25,000 visitors.

Each Christmas we deliver the hugely successful interactive experience of **Santa's Post Office** which attracts around 20,000 visitors as well as enhancing the Christmas offer with several amazing additions to create a trail of light and magic during the festive season. This is complemented by the **Sheffield Christmas Trail** featuring Brearley Bear. Brearley also makes an appearance at Easter with the **Little Eggsplorers' Easter Hunt**.



Support for community and cultural activities

Financial support can be considered for community and cultural projects that deliver city centre vibrancy. Competition for BID support is extremely high against very stringent criteria, but we always welcome proposals for new projects that can help stimulate growth within the city centre economy. If you have a proposition that could have a significant and transformative effect on one of the BID's core programmes, please get in touch.

For details email diane.jarvis@sheffieldbid.com



Sheffield city centre festivals & events

The city centre has a diverse calendar of annual events which Sheffield BID has helped to bolster.

Spring

Dine Sheffield
dinesheffield.co.uk

Style Sheffield
stylesheffield.com

Brearley's Little Eggplorers' Easter Hunt

Festival of the Outdoors
welcometosheffield.co.uk

SheFest
shefest.org.uk

World Snooker championships
cruciblesnooker.com

Open Up Sheffield
openupsheffield.co.uk

Sheffield Chamber Music Festival
musicintheround.co.uk

Sheffield Food Festival
sheffieldfoodfestival.org

Summer

The Fringe (Tramlines)

Cliffhanger
theoutdoorcity.co.uk

Sheffield Bricktropolis
sheffieldbricktropolis.com

Doc/Fest
sheffdocfest.com

Festival of Debate
festivalofdebate.com

Migration Matters
migrationmattersfestival.co.uk

Sheffield Adventure Film Festival
shaff.co.uk

CMC Playground
cmcplayground.com

Children's Media Conference & Playground
thechildrensmediaconference.com

Sheffield by the Seaside
welcometosheffield.co.uk

Autumn

Dine Sheffield
dinesheffield.co.uk

Heritage Open Days
heritageopendays.org.uk

Sheffield Half Marathon
runforall.com/events/half-marathon/sheffield-half-marathon

Festival of the Mind
festivalofthemind.group.shef.ac.uk

Sensoria
sensoria.org.uk

Celluloid Screams
celluloidscreams.co.uk

Off the Shelf
offtheshelf.org.uk

Out of this World
welcometosheffield.co.uk

Photomathon Sheffield
photomarathonsheffield.co.uk

Sheffield Modern
sheffieldmodern.co.uk

Winter

Santa's Post Office

The Sheffield Christmas Trail

Yorkshire Artspace Open Studios
artspace.org.uk

Sheffield Theatres Pantomime
sheffieldtheatres.co.uk

Events & festivals created or supported by Sheffield BID



CONNECTED

Activities, ideas and events that bring people and trade opportunities to the city centre



Sheffield Gift Card

Designed to lock in spend into the city centre economy, the gift card is a pre-loaded debit card which can be used at more than 80 participating businesses here in the city centre. The card works in the same way to a store gift card but can be redeemed at a wide range of retailers, restaurants, leisure and entertainment venues. It's free and easy for businesses to get involved. Customers can buy the card online at www.sheffieldgiftcard.co.uk or in person at Unit 1, Surrey Street (next to The Winter Garden).

For details email info@sheffieldgiftcard.co.uk

Through the Sheffield Gift Card platform, the BID can also deliver corporate incentive cards for your employees.

For details email corporate@sheffieldgiftcard.co.uk

Free public access Wi-Fi

Sheffield BID successfully campaigned for free public Wi-Fi and, in November 2017, Sheffield City Council and Idaq Networks Ltd announced a 10-year deal to deliver free high-speed Wi-Fi internet access in the outdoor areas and public buildings of Sheffield city centre. The phased roll-out of the Sheffield Free Wi-Fi network commenced in May 2018 and remains an important part of ensuring good connectivity for everyone who uses the city centre.

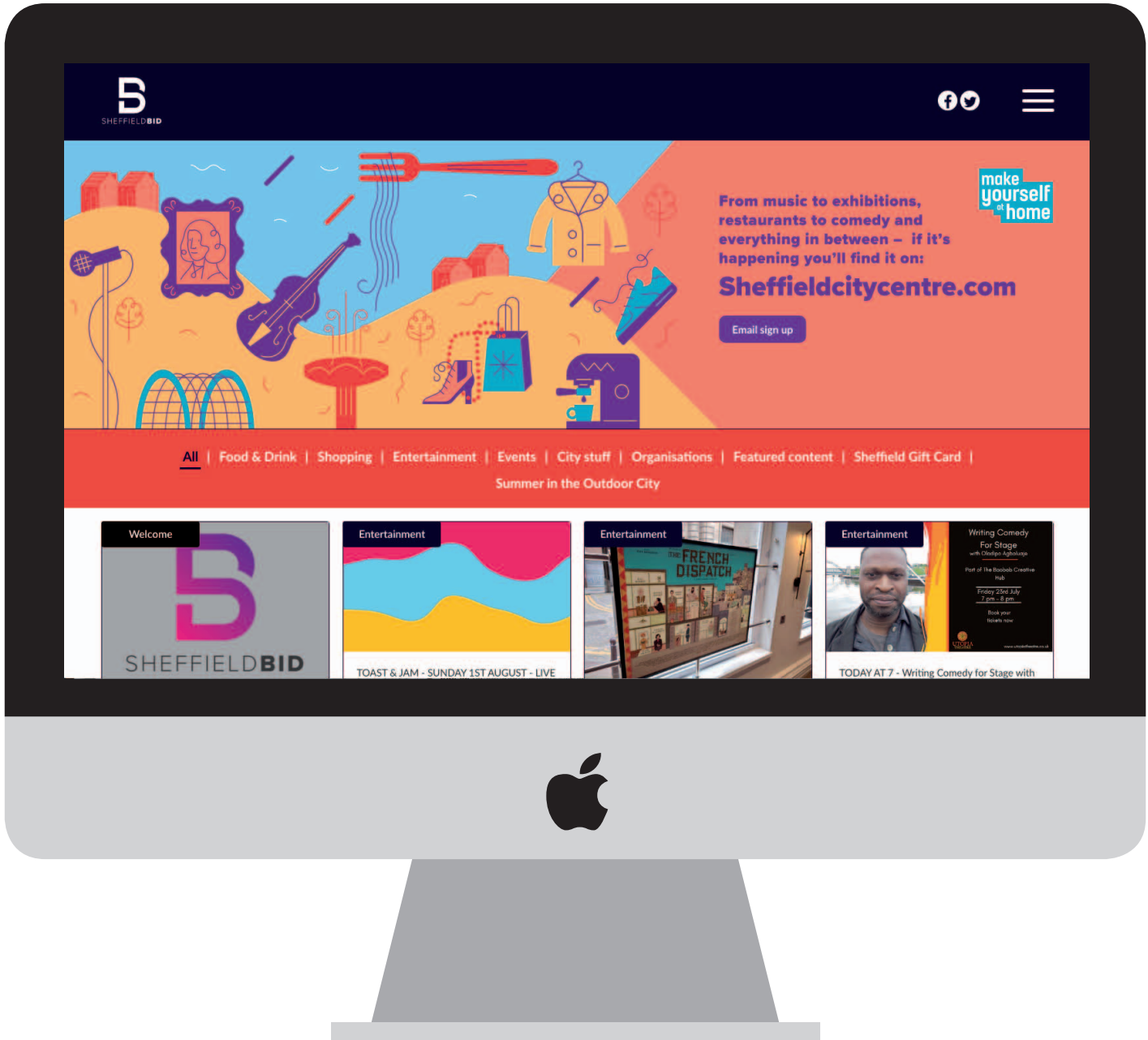
For details visit www.sheffieldfreewifi.co.uk

Freshers' Week

More than 60,000 students live in Sheffield and with an influx of new students each September, businesses, with support from Sheffield BID, come together to show off the city centre's fantastic shopping, food and drink, and entertainment offer. Businesses provide exclusive discounts and experiences in a bid to inspire students to discover the city centre, and to encourage return visits throughout their time studying in Sheffield. Bars and restaurants also help provide a full evening offer for visitors.

To explore opportunities for reaching the student audience email richard.pilgrim@sheffieldbid.com





www.sheffieldcitycentre.com

Feature in our content guides and aggregate your own social media posts on our visitor website. Packed with information from independent and high street shops, bars, cafés, restaurants and nightlife to the latest shows and entertainment, this website is a comprehensive, up-to-the minute guide to everything that people need to know about making the most of their time in Sheffield city centre.

Visit www.sheffieldcitycentre.com



Dine Sheffield

This twice-yearly showcase of the vibrant restaurant culture is based on the tried and tested “Restaurant Week” first launched in New York. Dine Sheffield is a fortnight celebration with amazing savings on a variety of menus. And over 50 of the city centre’s favourite eating places serve up fixed price offers to promote the outstanding diversity of our vibrant food offer.

For details email richard.pilgrim@sheffieldbid.com

A guide to all that’s independent and unique

This annual book is a showcase of all that’s unique and independent in Sheffield city centre. Request printed copies for your venue or event.

View the latest edition at www.sheffieldbid.com

PA Network

Through the BID, engage with a network of influential personal and executive assistants, office managers and online bloggers to showcase corporate hospitality, venues and business services.

For details email enquiries@sheffieldbid.com

Outdoor space hire

Enjoy an exclusive discounted rate on outdoor space hire for local campaigns courtesy of Sheffield City Council (T&Cs apply).

For details email enquiries@sheffieldbid.com





Style Sheffield

Each Spring, we bring fashion fever into the city centre with our take on Fashion Week. Independent boutiques and high-street brands deliver a week of VIP shopping, demonstrations and fashion shows, as part of a collaborative platform to showcase fashion in the community and the diversity of the city centre retail offer. In 2022, the prestigious Fashion Ball is all set for its inaugural appearance in Sheffield, with hundreds of business professionals, fashion and lifestyle influencers across Yorkshire expected to attend.

For details email diane.jarvis@sheffieldbid.com

SUSTAINABLE

Building resilience and investment

As a result of the pandemic, this is a new work stream for Sheffield BID. During our second term we'll be looking ways in which the BID can work with office sector employers to mitigate the impact of changes to the working week on the city centre economy.

Green and clean air initiatives, sustainable travel options, reducing the barriers to travel and car parking also form part of our work.

We're also playing a coordinating role to try and reduce the number of vacant units on the high street. Acting as an honest broker, we're connecting people and projects looking for meanwhile and flexible space with property owners willing to let space on flexible terms and customised leasing strategies.



ADVOCACY

An influential voice for business

As an apolitical, non-profit organisation, Sheffield BID is well placed to advocate on behalf of our members regarding issues that affect the city centre and the local economy. Our role is to listen to the issues and concerns of our members and, where appropriate, to act to amplify their voice, or directly advocate on their behalf by representing their interests to government, the local authority, the police or other organisations.

Sheffield BID is one of the largest business groups in Sheffield. Representing over 400 of the city's biggest businesses as well as independent traders and associate members who fund the BID. This, combined with a 92.5% in favour vote at our renewal ballot, provides a strong mandate to champion business issues and get things done.

In practice, the focus of our work varies considerably, from the strategic (capital projects, inward and indigenous investment) to the operational (cleansing, loading bays, A-boards, bin disputes, street begging, rough sleepers, scaffolding, peddlers, noise and pollution, etc).

The BID's management team, our Chair and Board of non-executive directors sit on the board of many different stakeholder organisations and steering groups, meeting regularly with local businesses, council leaders, local MPs and other senior figures in Sheffield.

[To raise an issue with us email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)

Sharing best practice

We are members of the national BID Foundation and a founding member of the Northern BIDS Group which includes Manchester, Chester, Liverpool, Leeds, Bradford, York, Durham, Newcastle and Sunderland BIDs.



GET INVOLVED

As well as providing services to our levy payers we also use many of our B2B businesses to support delivery of our projects. If you'd like to join our growing database of preferred suppliers, please get in touch to discuss how we can work more closely together.

For details email manager@sheffieldbid.com

Become a Company Member

Being a company member enables you to influence how Sheffield BID invests the money it receives from businesses. Your representative will be entitled to vote on resolutions presented at Annual General Meetings (and any other members' meetings that may be held). You may appoint a proxy to vote on your behalf if the appointed representative is unable to attend one of the meetings. As a company member, your representative will be entitled to stand for election to the Board (one third of which will rotate on a bi-annual basis) thereby becoming a director of the Company.

The Company is a private company limited by guarantee. Company members guarantee that if the Company becomes insolvent, the members will contribute towards the repayment of creditors. If you opt to become a member of the Company, your liability under the guarantee is limited to maximum of £1.00.

To apply for company membership email manager@sheffieldbid.com

See our top tips for getting the most out of your BID on page 4.

CONTACTS

Team contacts

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Mick Holliday, Clean Team Leader

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Office contacts

Please use operations@sheffieldbid.com for all matters relating to environmental issues, anti-social behaviour, graffiti removal etc. For all other general enquiries please email enquiries@sheffieldbid.com.

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www.sheffieldbid.com

 @SheffieldBID

 /SheffieldBID

Auditors: Hodgson & Oldfield LLP

Sheffield BID Directors

- Amanda Phillips, Moor Centre Manager, New River – Chair
- John Baddeley, Director, Wake Smith Solicitors Ltd – Deputy Chair
- Andy Arnott, Store Manager, Primark
- Dan Bates, Chief Executive, Sheffield Theatres and City of Sheffield Theatres
- Nick Beecroft, Director, HLM Architects
- Mark Hobson, Managing Director, Corporation
- Dan Lally, Head of Business Engagement & Growth, Sheffield Hallam University
- Duka Nagy, Managing Director, Smoke BBQ
- Tim Nye, Co-owner, Marmadukes
- Simon Nevill, Associate Director, Ove Arup
- Tim Taylor, Director of Customer Services, South Yorkshire Passenger Transport Executive
- Sarah Want, Director of Partnerships & Regional Engagement, University of Sheffield
- Kane Yeardley, Managing Director, True North Brew Co

Dine
SHEFFIELD
RESTAURANT WEEK

Style
SHEFFIELD
FASHION WEEK

SHEFFIELD
BRICKTROPOLIS

SHEFFIELD
CHRISTMAS
TRAIL

**BREARLEY
BEAR'S**
EASTER EGG HUNT

LAVS
Lavatory & Ablution Venue Scheme

SHEFFIELD
PULSEPOINTS



SHEFFIELD **BID**