

A YEAR IN REVIEW 2022-2023

MAINTAINED
VIBRANT
CONNECTED
SUSTAINABLE



FOREWORD

Our core activities are now embedded in the management and promotion of the city centre.



“I’m pleased to introduce the latest Annual Review from Sheffield BID as we conclude Year 2 of our second five-year term (1 April 2021-31 March 2026).

Sheffield BID has now been active for seven years and we’re looking forward to what will be our eighth year here in Sheffield city centre. That’s eight years in which issues repeatedly come full circle as economic challenges and other environmental impacts continue to pressure the trading environment.

Post-COVID, we’re now back on the more familiar ground of celebrating and promoting the wealth of diversity of city centre businesses, delivering events and campaigns that attract visitors, encourage dwell time and drive spend.

Significant announcements around city centre regeneration means that the city has emerged from the pandemic in a much stronger position than when it began. Our priority is that business views are heard as works progress so that this much needed investment doesn’t detract from the city centre experience.

Through our unique governance, we continue to collaborate with the local authority and South Yorkshire Police to ensure that local businesses (through the BID) have an equal seat at the table on matters relating to effective place management and deployment of resources.

I’m particularly encouraged to see consultation now taking place on the much-needed Public Space Protection Order. This is a dialogue we reignited with partners last year and hope to see its successful implementation later in 2023.



Diane Jarvis
Head of Business Operations

MAINTAINED

Welcoming, clean and safe.

A priority for our members, this workstream covers an extensive operations portfolio. We are the eyes and ears in and around the city centre, reporting everything from graffiti and broken street furniture to nuisance behaviour. Through Sheffield BID, businesses receive daily advice on risk mitigation, crime prevention and nuisance activity (such as parking issues and fly tipping).

We are a key link between South Yorkshire Police and businesses affected by Anti-Social Behaviour (ASB), criminality and disruptive activity. We regularly act as an intelligence conduit into police and partners.

This year Sheffield BID has been involved extensively in discussions around a Public Space Protection Order, PROTECT/Counter Terrorism, city centre evacuation and contingency planning.

We are a regular and visible contributor to 30+ forums, groups and working parties involved in the management and development of the city centre trading environment.

4

Clean Team members.

363

Days active each year.



Our team helps businesses keep on top of the graffiti problem and proves beneficial to many BID levy payers in cleaning up early morning detritus from rough sleepers and the night-time economy, as well as the removal of hazardous (human) waste, sharps and drugs paraphernalia.

6,720

Average hours spent cleaning each year.



43%

Annual cost reduction (£166.2K) achieved through transition to inhouse delivery.

13+

Outdoor defibrillators managed through the BID's Pulsepoints project.



10+

Outdoor emergency bleed control cabinets implemented in March 2023 – the first project of its kind for a city centre.

40,000

Drinks toppers and 15,000 anti-spiking bottle stoppers distributed to 50+ licensed premises through an initiative to prevent drink spiking.



The BID spring clean

A targeted day of action with our volunteer litter pick supported by a two-week blitz of graffiti and the grot spots returned in April 2022.

A team of over 30 volunteer businesses - including McDonalds, Subway and The Body Shop - took part in the BID's litter pick activity as part of Keep Britain Tidy's Great British Spring Clean.



Bag A Tagger

In partnership with South Yorkshire Police and Crimestoppers, this new initiative was launched by Sheffield BID in May 2022 to tackle unsightly graffiti.



Looking ahead to 2023

We've long lobbied for a **Public Space Protection Order (PSPO)** for Sheffield city centre to tackle aggressive begging. In October 2021 and January 2022 we held meetings with the Chief Executive of Sheffield City Council and then the Police & Crime Commissioner to reignite the debate. We're pleased to say a PSPO is now being actively considered and this is something we hope to see implemented in 2023.

VIBRANT

Enhancing the visitor experience with diverse events, festivals and culture.

314,000+

Visitors to BID-funded events generated much needed footfall as our diverse programme of events continued.

£4.9m

The estimated additional visitor-spend resulting from BID-funded events this term.

3

Significant major events.

Major festivals anchored our 2022 events programme including the outdoor climbing event **Cliffhanger**, the official **Fringe at Tramlines** and the **UEFA Women's Euro 2022 Fan Parties**.

Sheffield BID also contributed to the **Castlegate Festival** in September 2022.

3

Immersive visitor trails.

Our mascot Brearley Bear delivered family experiences including the **Little Eggsplorers Easter Hunt** and the festive **Reindeer Roundup** as part of this year's festive Christmas offer.

And our LEGO-themed **Sheffield Bricktropolis** returned in August 2022 with an Expedition of Extinction featuring the Brickosaurs visitor trail, two Giant Mosaic Builds and an AFOL display (Adult Fans of LEGO).

50

Colourful deckchairs brightened up areas of the city centre over the summer.





Festive focus

In December 2022 we introduced a brand-new interactive family event **Santa's Study** as part of the Sheffield Christmas Trail. Santa's Study built on the success of our (pre-COVID) Santa's Post Office, whilst reimagining vacant retail space with an experiential family visitor destination.

4,165

Children participated in our 2022 Christmas events.



Looking ahead to 2023

Looking ahead, our focus may be less about the tried and tested BID projects of old, and more about new innovations and experimental projects to meet the demands of what is now a very different city centre.

CONNECTED

Connecting people, business and opportunities.

Campaigns, marketing and promotional activities.

35,000+

Visitors to our **Surrey Street visitor hub** since the start of the BID's second term.

Our visitor hub acts as a first point of call for some of the very best features and attractions that the city centre has to offer. The hub is often transformed to support different events at different times of the year.



5

Years celebrated by the Sheffield City Centre gift card.



1

Year anniversary of the BID-operated Shop Mobility scheme **Mobile Sheffield** supporting accessibility for people with disabilities.

12

Days of **Dine Sheffield** featuring deals from city centre restaurants, bars and café.

6

Seasonal and retail campaigns providing a 'virtual shop window' to the variety of offers available across retail, hospitality and leisure at key times of the year.

15,300

Visitors to **sheffieldcitycentre.com**, providing featured content and vibrant social walls across food and drink, shopping, entertainment and events. If it's happening, you'll find it here!

1.7m+

Social impressions on Facebook promoting the city centre in 2022.





Improving student engagement

City Centre Student takeover

Supported by Sheffield BID, city centre venues hosted a dedicated 'Student Day' in October which offered businesses an unrivalled opportunity to showcase their offers to the student market.

Looking ahead to 2023

For over five years the **Sheffield City Centre gift card** has been the perfect gift for any occasion. Launched in 2017 our gift card is now accepted by over 90 city centre venues across retail, leisure and hospitality. In 2023 we will be expanding the gift card programme with new innovations including a digital version of the physical card to open up the product to new audiences. We'll also be launching "Load This Card" – providing consumers with the option to pick up the product on the high street from several collection points to load at home.

SUSTAINABLE

Building resilience and investment.

Collaborating to amplify and enhance the benefits for our BID levy payers.

£204,500

Match funding leveraged by BID-funded activities this term (£1.6m since the start of the BID in 2015).

£168,750

Benefits in kind from 135 collaborators and partners this year.

£166,200

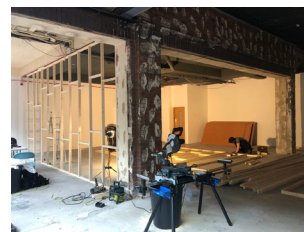
Total reduction in annual costs achieved through insourcing (est. £831,000 over the full term).



Highlights this year

The **#BusinessSOS** campaign was founded by BIDs nationally in collaboration with industry bodies across retail, leisure and hospitality. This is a collective lobbying group, of which Sheffield BID is part of, calling on Government to implement more measures to alleviate the critical pressures that businesses, like households, have been facing since April 2022.

In December 2022 we introduced a brand-new interactive family event **Santa's Study** which built on the success of our (pre-COVID) Santa's Post Office. This project reimaged vacant retail space with an experiential family visitor destination. More ways to repurpose vacant space is being explored. In 2023 Sheffield BID will once again collaborate with **ReNew Sheffield**, a partnership project that supports start-ups, temporary and meanwhile use.



In February 2023, Sheffield BID once again helped secure the city's **Purple Flag** status, which recognises excellence in the evening and night-time economy. The award recognises both the safety and wellbeing of visitors and our vibrant restaurant and entertainment culture.

Looking ahead to 2023

In February 2023 we launched **Just Jobs**, a scheme developed for **non-levy payers** in commercial premises within the BID area. All businesses can now access (at an exclusive rate) a range of exterior cleaning and graffiti removal services, which contribute to making the city centre welcoming, clean and safe for staff, visitors and our local communities.

JUST JOBS
SHEFFIELD BID

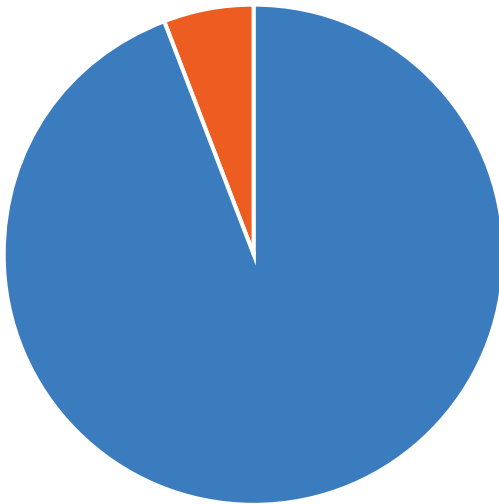
GOVERNANCE AND FINANCE

Sheffield City Centre BID Limited is a not-for-profit company limited by guarantee. It is funded by a levy based on the business rate which, under legislation, is collected by the Local Authority. The levy is spent on projects that are directed by an elected board for the benefit of local businesses.

The scheme's operating year in its second term (2021-2026) is 1 April to 31 March. The BID Company's financial year remains 1 August to 31 July (which was the original operating year for the first term). The amended operating year is due to the delayed renewal ballot impacted by COVID-19.

A copy of the Company's audited accounts are available to BID levy payers upon request within six months of each year end.

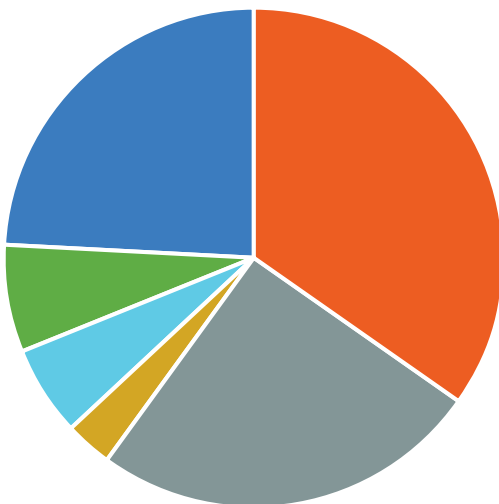
Income and expenditure – 1 April 2022 to 31 March 2023



Summary income

The net collectable debt in 2022-2023 was £679,257. The total levy collected was £665,932. £13,325 remains outstanding (at 28.02.23).

BID levy collection	£665.9K
Other funding received	£40.6K



Summary expenditure

Although our income continues to reduce due to changes in rateable values, Sheffield BID still maintains a good standard of service and activities due to restructuring the business model to inhouse delivery.

Maintained	£164.1K
Vibrant	£227.7K
Sustainable	£45.2K
Collection fee (Sheffield City Council)	£20.1K
Running costs	£156.1K
Connected	£38.6K

These figures may alter upon completion of our year end accounts.

There are three elements to Sheffield BID's investment criteria which is governed by legislation (The Business Improvement Districts (England) Regulations 2004):

1. The Strategic Business Plan: Each individual project must fall into one of Sheffield BID's core programme areas, which are:

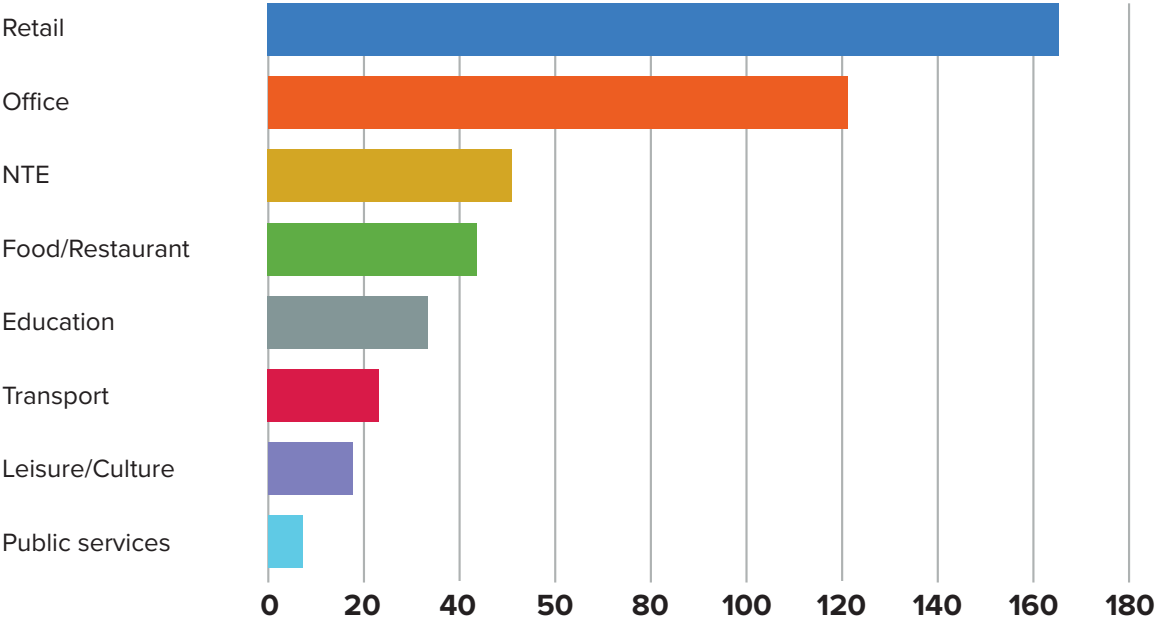
- **Maintained** welcoming, clean and safe.
- **Vibrant** enhancing the visitor experience with diverse events, festivals and culture.
- **Connected** activities and ideas that bring people and trade opportunities into the city centre.
- **Sustainable** building resilience and investment.

2. That there is commercial benefit to business: Whilst recognising that each of the projects Sheffield BID delivers will benefit different business sectors and geographical areas within the city centre more-or-less directly, the overriding requirement is that each delivers commercial benefit as widely as possible, with the combined package benefiting all.

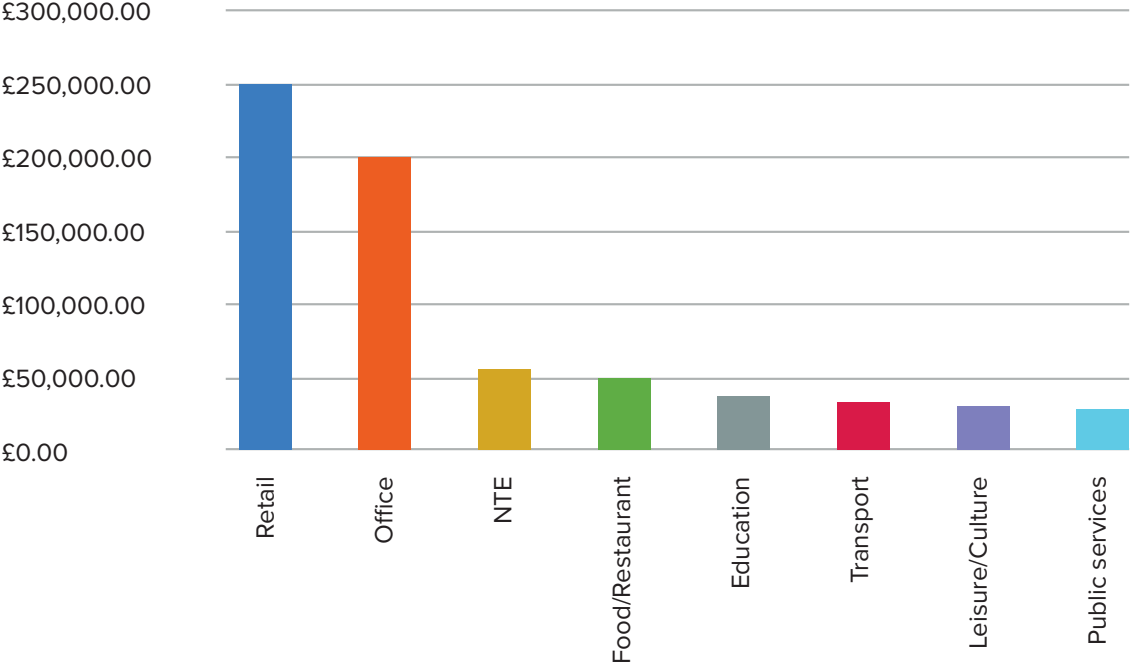
3. That the portfolio meets the needs of all geographical and sector constituencies: Sheffield BID has a very broad constituency ranging from:



Proportion of hereditaments by no.



Annual levy contribution



As well as commercial enterprises this also includes Sheffield City Council, both universities, South Yorkshire Police and the South Yorkshire Mayoral Combined Authority. The range of projects delivered by Sheffield BID is necessarily diverse.

The Board of Directors

A non-executive Board of Directors provides direction and strategic input and is responsible for the conduct and performance of the Company.

The primary goal of the Board is to ensure that the Company's strategy creates long-term value for businesses. The Board meets on a quarterly basis.

The on-going delivery of the Company's programme is the primary responsibility of the principal officer, Diane Jarvis (Head of Business Operations).

The cross-sector Board of Directors this year included:

- 1. Retail:** Amanda Phillips, Centre Manager - The Moor, New River (Chair)
- 2. Professional Services:** John Baddeley, Director, Wake Smith Solicitors (Deputy Chair and Chair of the Audit & Risk Committee)
- 3. Independent business:** Nick Beecroft, Director, HLM Architects
- 4. Night-time economy:** Mark Hobson, Managing Director, Corporation Nightclub
- 5. Office:** Simon Nevill, Associate Director, Ove Arup Limited
- 6. Education:** Dan Lally, Head of Business Engagement & Growth, Director, Sheffield Hallam University
- 7. Education:** Prof. Vanessa Toulmin, Director of City and Culture, The University of Sheffield
- 8. Transport:** Tim Taylor, Director of Customer Services, South Yorkshire Mayoral Combined Authority
- 9. Food/Restaurant:** Kane Yeardeley, Managing Director, True North Brew Co
- 10. Sheffield City Council:** Cllr Joe Otten, Chair of the Waste & Street Scene Policy Committee
- 11. Co-opted:** Duka Nagy, Director, Smoke





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Auditors: Hodgson & Oldfield LLP Bankers: Handelsbanken