

Looking ahead

Our priorities for the year 2021/2022

1. Maintained

- Providing a welcoming, clean and safe environment delivered by a multi-disciplinary street team that amplifies a visible and reassuring presence on the ground and has direct contact with Police, PCSOs and CCTV.

2. Vibrant

- Enhancing the visitor experience with diverse events, festivals and culture including uplifting the Christmas experience through festive animation and other seasonal activities.

3. Connected

- Bringing in people and trade through collaborative marketing campaigns and seasonal initiatives such as restaurant week and fashion week. Rewarding people for shopping in the city centre and reducing barriers to travel (including parking incentives) as well as promoting and increasing accessibility within the city centre for those with access needs.

4. Sustainable

- Building resilience and investment through innovative technologies and utilising the influence of the BID to generate additional investment to support capital projects in the city centre.

Thank you for your continued support and please remember we always welcome your feedback.



SHEFFIELDBID



Since 2015, Sheffield BID has delivered added value to all Levy Payers within Sheffield city centre and in February 2021 we were delighted to be given a resounding mandate to continue with this collaborative work for a second term until March 2026.

Enclosed with this communication is the invoice for the BID levy for the operating year 1 April 2021 to 31 March 2022. To take account of Coronavirus, billing has been delayed and payment deferred until August 2021. The percentage levy has also been reduced from 1% to 0.5% for this period.

All payments should be made to Sheffield City Council which has a statutory duty to collect the levy on our behalf. Payment details are included on the invoice.

The accounts and activities carried out during 2020/2021 will be reported at the BID's next AGM. All Levy Payers will be invited to attend the AGM but only Company Members will be invited to vote on any resolutions. Membership is free and open to all our Levy Payers throughout the year – please email enquiries@sheffieldbid.com for details.

Due to the Coronavirus pandemic, the last 15 months have created unprecedented challenges for every business. Like many businesses, Sheffield BID has needed to be agile and responsive while continuing to provide targeted support and services throughout these difficult trading times.

BID activities 2020-2021

Our renewal ballot intended for March 2020 was halted and our first term extended for a further eight-month period (1 August 2020 to 31 March 2021) through the Government's emergency Coronavirus bill.

Finances

The net collectable debt in 2020/2021 (eight months) was £539,606.66. The total levy collected was £457,013.33 (correct on 31 May 2021). £82,593.33 remains uncollected. A grant of £40,004 was received from the Government's BID resilience fund to support operating costs only.



Income and expenditure

The chart below shows a breakdown of how the BID levy was spent in the period 1 August 2020 to 31 March 2021.

Income	
BID levy collected	£457,013
BID resilience fund	£40,004
Total income	£497,017

Expenditure	
Cleansing, maintenance, and security	£313,905
Marketing, events, and footfall	£53,435
Operating costs	£65,472
Liabilities accrued for deferred events	£25,000
Collection fee (Sheffield City Council)	£19,700
Contingencies	£19,505
Total expenditure	£497,017

Activity highlights

- Sheffield BID remained open throughout the pandemic, providing daily operational support to those businesses still trading.
- Many businesses were worried about the physical security of their firms, as well as their financial security. We introduced a roaming BID Security Team to monitor premises and buildings 7-days week between 10pm and 6am, acting as a strong deterrent to criminality.
- Our Clean Team continued to tackle graffiti and sanitise areas affected by rough sleeper and other detritus to help manage contagion. The team worked at full capacity during all three lockdowns providing reassurance to those essential businesses who remained open. Additional cleansing ahead of reopening was undertaken.
- Partnership working with South Yorkshire Police focused on strengthening the security of the city centre from commercial break ins and other potential vulnerabilities.
- Our Welcome Team ambassadors continued business engagement and visitor assurance activities.
- Accessible schemes such as LAVs (community toilets) and Pulsepoints (the outdoor network of defibrillators) continued to operate as well as the Sheffield City Centre Gift Card, designed to lock spend into the local economy.
- In addition, we were able to provide additional Christmas light installations and deliver the annual Sheffield Christmas Trail, albeit with some restrictions, to enhance the Christmas offer.
- Over 40 hours were dedicated to supporting the reopening plan, working with the local authority and South Yorkshire Police as well as working in partnership with other stakeholders on the Make Yourself At Home – Welcome Back campaign.