

- Restaurant Week returned as Dine Sheffield promoted the city centre's vibrant restaurant and hospitality scene for the first time since the pandemic whilst the annual Sheffield Christmas Trail was back with a new family-fun adventure to enhance the festive season.

- Seasonal content-led marketing campaigns around the retail and events calendar featured on www.sheffieldcitycentre.com



Looking ahead

Our priorities for the year 2022-2023

In addition to our existing projects, events and services, collaborations and partnership working will continue to shape our activities. New activities for the year ahead include:

- The LEGO-inspired Sheffield Bricktropolis will be back in August 2022. This two-week event attracts over 25,000 participants.
- The BID is providing match funding for a city centre UEFA fan zone as the city welcomes visitors to the UEFA Women's Euro 2022 with over 200,000 visitors expected.

- The Christmas offer will be enhanced with support for new festive illuminations and the return of the popular Santa's Post Office in a new format (which typically attracts 20,000+ visitors).
- Work to enable temporary, meanwhile and pop-up businesses to take-up vacant units will continue through our long-standing support for ReNew Sheffield.

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

design: voliacreative.uk

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Enclosed with this communication is the invoice for the BID levy for the operating year 1 April 2022 to 31 March 2023.

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.

About Sheffield BID



Sheffield BID secured a second five-year term in February 2021 following a renewal ballot. The city centre BID is funded by a 1% levy on business premises in the BID area with a rateable value of £40,000 and above. The levy is spent on projects that are directed by an elected board for the benefit of local businesses.

We are completing year 1 of a second five-year term that commenced on 1 April 2021. Details of the BID's finances and activities for the year are summarised here. More detailed information about our activities is available on our website www.sheffieldbid.com.

BID activities 2021-2022

Finances

To take account of the impact of COVID 19, the levy was reduced by 0.5% for year 1 only. The net collectable debt in 2021-2022 was therefore £341,944.50. The total levy collected was £327,414.30 (correct at 31 January 2022). £14,530.20 remains uncollected.



Income and expenditure

The chart below shows a breakdown of how the BID levy was spent in the period 1 April 2021 to 31 March 2022. These figures may alter upon completion of our year end accounts.

Income	
BID levy collected	£327,414
Other funding received	£87,743
Total income	£415,157

Expenditure	
Cleansing, maintenance, and security	£125,400
Marketing, events, and footfall	£133,341
Operating costs	£95,595
Collection fee (Sheffield City Council)	£19,700
Accruals for deferred activities	£25,000
Total expenditure	£399,036

Activity highlights

- Our street teams provide a visible and reassuring on-the-ground presence with daily operational support, advice and counter measures to help tackle the impact of street culture.
- Our Clean Team keeps on top of the graffiti problem and proves beneficial to many businesses in cleaning up early morning detritus from rough sleepers and the night-time economy, and the removal of hazardous waste, sharps and drugs-paraphernalia.
- Based at the BID's visitor centre, the Welcome Team represents Sheffield BID on the street, engaging with both businesses and visitors to provide reassurance, information and customer service.
- We introduced a Security Team to monitor closed premises from 10pm to 6am daily during lockdowns. This project operated until June 2021.
- The mobility scheme Mobile Sheffield was relaunched and is now delivered directly by Sheffield BID. Part of the Shop Mobility network, the service provides visitors with access to electric scooters and wheelchairs.
- Accessible schemes such as LAVs (community toilets) and Pulsepoints (the outdoor network of defibs) continue to operate as well as the Sheffield City Centre Gift Card, designed to lock spend into the local economy.
- Our signature festivals Cliffhanger and the Fringe at Tramlines returned in July 2021, attracting over 100,000 visitors. Sheffield BID was also a headline sponsor of The Bears of Sheffield. The vibrant sculpture trail attracted tens of thousands of visitors. All three major events formed part of a wider Council-led Summer in the City campaign that yielded 1.65m visitors.

