



SHEFFIELD **BID**

A YEAR IN REVIEW
2021-2022

MAINTAINED
VIBRANT
CONNECTED
SUSTAINABLE

FOREWORD

For many, our core activities have become a familiar part of everyday life.



Diane Jarvis

“I am pleased to introduce the latest Annual Review from Sheffield BID.

During the first year of our second term, Sheffield BID has continued its focus on delivering projects and services that support your ambitions for a maintained, vibrant, connected and sustainable city centre.

Sheffield BID has made good progress in turning your aspirations into a reality. Many of our initiatives are made possible by the support from our businesses and their belief in what Sheffield BID is trying to achieve.

As we look to the future, we all continue to face many economic and social challenges but are responding to these challenges by creating the conditions for a vibrant economy – through multi-agency partnerships to tackle social issues, to visitor initiatives that promote the city centre as a leisure and cultural destination, encouraging footfall and dwell time and through marketing campaigns that drive new visitors and spend.

It has been a very challenging two years for most businesses and like our levy payers we have taken steps to restructure the business to survive such turbulent and unprecedented times. I am delighted that, despite Coronavirus, we were able to achieve a successful renewal ballot outcome to be able to serve the city centre for a further five years.

Thank you for your support.”

A handwritten signature in black ink that reads "D Jarvis". The signature is written in a cursive, flowing style.

Diane Jarvis
Head of Business Operations

A NEW TERM, A NEW TEAM



Darren Hendleman-Horne

Darren Hendleman-Horne joined Sheffield BID as Operations Manager in February 2020, a role which includes day-to-day responsibility for the operational functions of Sheffield

BID and the management of both the BID's Clean Team and Welcome Team operations. An ex-police sergeant of 19 years, Darren also served for 13 years in the RAF. Much of Darren's work involves partnership working around a myriad of topics, including anti-social behaviour, graffiti removal, night-time economy, safety measures and counter terrorism.

"It's been a challenging, but very rewarding, two years with Sheffield BID. When I joined, we were on the cusp of the pandemic. There was a real need to be flexible, to adapt to the changing needs of the city centre, of the businesses located here and to the business model for Sheffield BID. This included insourcing all our resources which has resulted in more dynamic and reactive tasking to service the needs of the businesses.

As we continue our recovery and begin to look forward, there's a real opportunity to create a welcoming, clean and open city centre, one that more people will choose to visit and spend time in. It is a big job, but it's one that will be rewarding and will provide a great deal of pride supporting the city centre to continue to bounce back to its full vibrancy."



Richard Pilgrim

Richard Pilgrim joined Sheffield BID as Project Manager in June 2020, with responsibility for delivering Sheffield BID projects that support a maintained, more vibrant, better connected and sustainable city

centre. Prior to joining Sheffield BID, Richard held a variety of marketing and project-based roles in the education, health and transport sectors.

"Sheffield, like so many other places, has been hit hard by the impact of COVID-19 and it's clear that the city centre will go through a huge period of change over the next few years.

There's a lot to feel positive about in the city centre, from how we are seeing spaces being used in a more creative way to achieve a more attractive and vibrant place, through to the new developments and new arrivals that are choosing to call Sheffield city centre their home. It's an exciting time to be involved in the city centre's recovery."



BEAR CENTRAL

It's summer in the Outdoor City. Call inside to find out what's on in the city centre.

Collect a Bear Trail Map here
Purchase Bear Merchandise here
Find out what's on this season

5 SHEFFIELD BID

BEARS OF SHEFFIELD

12 July - 29 September

Winter Garden
Sheffield City Council
Access to:
Sheffield Makers
Zooby's Sandwich Deli
Pop up Shop
Millennium Galleries
St. Paul's Hotel
Millennium Square
Peace Gardens

MAINTAINED

Welcoming, clean and safe.

Our street teams help to create a visible and reassuring on-the-ground presence.

2
“front of house” teams.

363
days active each year.

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 (human) waste, sharps and drugs paraphernalia.

4,700+
hours spent cleaning each year.

1,300+
hours providing supported employment supervision for vulnerable members of the Cathedral Archer Project’s Back to Work Group (via the Just Works enterprise).

This year we replaced our Clean Team’s electric vehicle and invested in pressure washer equipment to assist with graffiti removal and on-street detritus.



Our Clean Team also completed graffiti removal training as part of the transition of all cleaning-related services to a full in-house delivery model.

£42,000
cost savings generated annually by upskilling to in-house delivery.



Mick Holliday
Clean Team
Leader



John Whittington
Clean Team
Leader

The **Welcome Team** represents Sheffield BID on the street, engaging with both businesses and visitors to provide reassurance, information and customer service. Ian and Chris also act as our ‘eyes and ears’, reporting incidents of anti-social behaviour and identifying any hotspots or areas of concern for our Clean Team or partners to address.

Both teams continue to be an invaluable resource, providing a well-respected and visible face for city centre businesses.

1,000+

business engagement visits. Despite restrictions, the Welcome Team still managed to keep our businesses up to date on our activities and city centre developments.



Ian Mott
Welcome Team
Supervisor



13+

outdoor defibrillators managed through the BID's **Pulsepoints** project.

SHEFFIELD **PULSEPOINTS**

2!

due to COVID-19, the number of venues still on our community toilet scheme **LAVS**. But we haven't washed our hands of this project just yet! If you can help us, please get in touch. There's a £1,000 annual grant and two street signs on offer.



Lavatory & Ablution Venue Scheme

Looking ahead to 2022

Bleed Control Kits

at least 12 outdoor emergency bleed control cabinets, funded and managed by Sheffield BID, will be publicly available in Spring 2022 – the first project of its kind for a city centre.

Bag A Tagger

a new initiative from Sheffield BID in partnership with South Yorkshire Police and Crimestoppers to tackle unsightly graffiti.

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 returns in April 2022.

VIBRANT

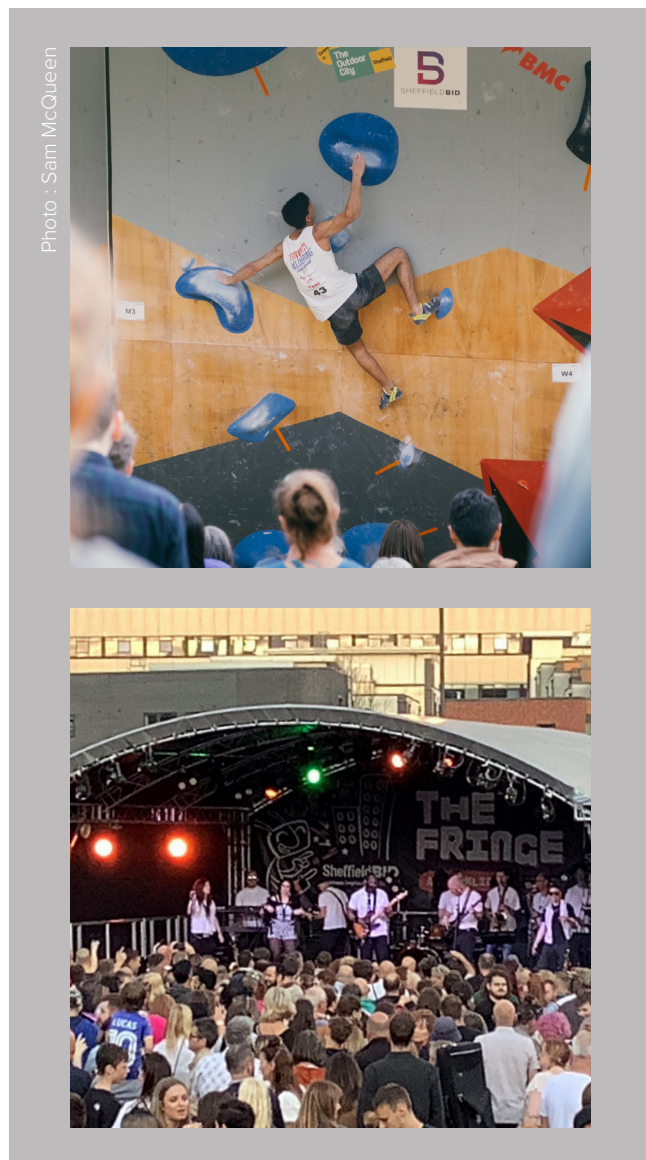
Enhancing the visitor experience.

Diverse events, festivals and culture.

200,000+

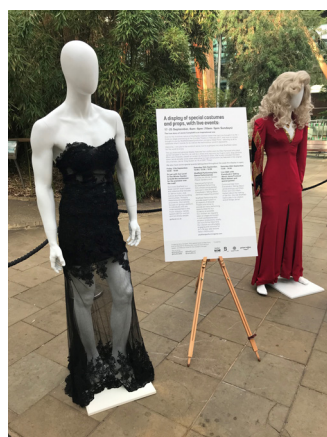
visitors to BID-funded events generated much needed footfall in the summer as we welcomed back our signature festivals **Cliffhanger** and the official **Fringe at Tramlines**. In addition, Sheffield BID was headline sponsor of the vibrant art sculpture trail **The Bears of Sheffield**.

These events contributed to a wider Council-led 'Summer in the Outdoor City' campaign that generated 1.65m visitors in August.



Everybody was talking about Jamie!

With the support of Sheffield BID, celebrations around the release of the film version of Sheffield's very own 'Everybody's Talking About Jamie' were augmented with the delivery of a costume and prop display in the Winter Garden in September.



800+

children participated in the **Sheffield Christmas Trail** featuring our creative asset Brearley Bear in a brand-new adventure – **Brearley's Christmas Party!**



Looking ahead to 2022

Amongst the many events and attractions that will generate footfall, encourage dwell time and drive visitor spend, you can look forward to:



The bricks are back with **Sheffield Bricktropolis** in August 2022. This is our Lego-inspired family-friendly public-art trail and fringe programme of events and activities that typically attracts over 25,000 participants over a two-week period.

Sheffield 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 to visit the city during the month-long event.



The Christmas offer will be enhanced in 2022 with support for **new festive illuminations** and a brand-new interactive family event **'Santa's Study'** which will build on the success of our pre-COVID Santa's Post Office, attracting over 20,000 visitors.

CONNECTED

Connecting people, business and opportunities.

Campaigns, marketing and promotional activities.

10,000+

visitors to our Surrey Street visitor hub which acts as a first point of call for some of the very best features and attractions that the city centre has to offer. During the Bears of Sheffield trail, the centre was transformed into 'Bear Central' acting as a city centre 'HQ' for all things Bears of Sheffield.



18,000+

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



333,388

social impressions on Facebook promoting the city centre.

6

featured content guides covering seasonal highlights in the retail calendar, providing a 'virtual shop window' to the variety of offers available across retail, hospitality and leisure at key times of the year.



12

days of Dine Sheffield featuring over 70 deals from more than 30 city centre restaurants, bars and café.



Dine SHEFFIELD
RESTAURANT WEEK

Wednesday 13 to Friday 22 October
**Eat out for as little as £5 at
Sheffield city centre restaurants**

dinesheffield.co.uk

B
SHEFFIELD BID



780+

independent businesses promoted in edition 3 of our popular guide to 'All that's independent and unique in Sheffield city centre'.



1,700+

Sheffield City Centre Gift Cards sold this year.

Improving accessibility

The purple pound: In the Autumn we relaunched **Mobile Sheffield**, the city centre mobility scheme providing access to a range of wheelchairs and pavement scooters for people who require support with their mobility when visiting the city centre. The original three-year project was funded by the BID in partnership with Sheffield City Council and delivered by a third party. Upon completion of that contract the scheme, which is registered on the national Shop Mobility network, is now managed solely by Sheffield BID with no additional operating costs.



"It has been very good to be back in town. And with very reasonable pricing."

Mobile Sheffield service user.

The student pound: Supported by Sheffield BID, a wide range of city centre traders and venues will be undertaking a series of engagement events on campus at Sheffield Hallam University to promote what the city centre has to offer, tailored specifically to students.

SUSTAINABLE

Building resilience and investment.

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

£343,500

match funding leveraged by BID-funded activities.

Collaborators include:

Changing Sheff (city centre residents' association) | **City Centre Neighbourhood Policing Team** (South Yorkshire Police) | **City Centre Retail Forum** | **Help us Help** (a partnership approach to supporting those who find themselves begging and rough sleeping in the city centre) | **Just Works** (supported employment opportunities to help former rough sleepers become work ready) | **National Business Crime Solutions** (NBCS) | **Night-time economy** (supporting the development of a refreshed night-time economy strategy) | **Paul Blomfield** (MP for Sheffield Central) | **Police & Crime Commissioner** (South Yorkshire) | **ReNew Sheffield** (a partnership approach to support meanwhile use in vacant premises) | **Sheffield BID Peer Board** (delivering on our commitment to provide opportunities for a broader range of BID levy payers to get more involved in the direction of the BID) | **Sheffield Children's Hospital** (NHS Foundation Trust) | **Sheffield City Council** | **The University of Sheffield and Sheffield Hallam University** | **Travel South Yorkshire / South Yorkshire Passenger Transport Executive** (SYPTEx).

Highlights this year

KNOW THE LINE

Know the Line. Support for MP for Sheffield Central Paul Blomfield's campaign targeting sexual harassment in the hospitality sector. This campaign is now gaining national recognition.



In partnership with Sheffield City Council and South Yorkshire Police, we supported a campaign to address issues around **drink spiking**.



In February 2022, 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 2022

Much of our focus in this workstream is generating additional revenue streams for longer term, reinvestment in capital projects.

We're also working with property and landowners on temporary leasing strategies with white box, plug and play solutions for creatives, entrepreneurs and brands who need access to flexible bricks and mortar space for meanwhile use, facilitating longer term investment.

We're supporting a greener city by exploring opportunities for collaborations and innovations in helping businesses clean up their operations to support climate change. Clean air initiatives, renewable energy, recycling and greening projects will also form part of our work.

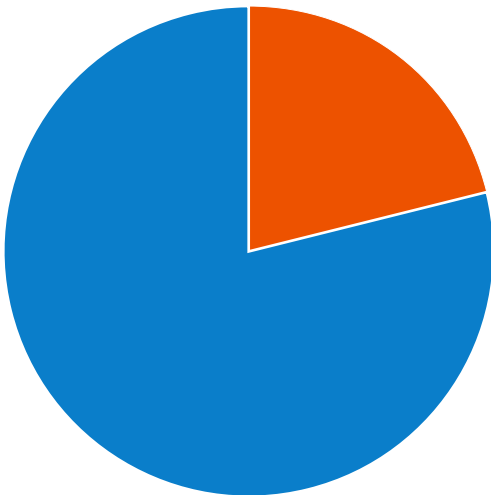
GOVERNANCE AND FINANCE

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 will be made available to BID levy payers upon request.

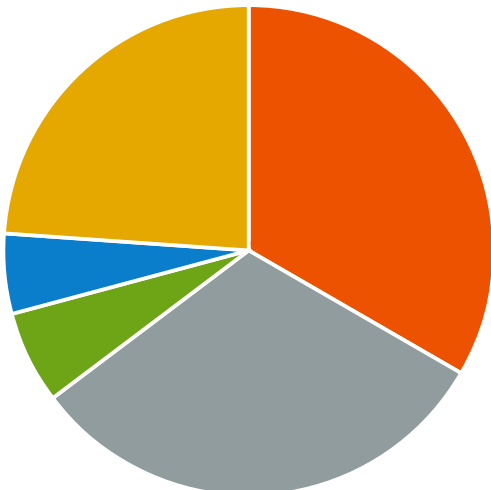
Income and expenditure – 1 April 2021 to 31 March 2022



Summary income

To take account of the impact of COVID-19, a 50% discount was given to all BID levy payers (for year 1 only). The reduced net collectable debt in 2021-2022 was therefore £341,944. The total levy collected was £327,414. £14,530 remains outstanding (at 28.02.22).

BID levy collection	£327K
Other funding received	£88K



Summary expenditure

With significantly reduced income in the year, Sheffield BID was able to maintain a good standard of service and activities due to restructuring the business model to in-house delivery.

Collection fee (Sheffield City Council)	£20K
Cleansing, maintenance and security	£125K
Operating costs	£95K
Accruals for deferred activities	£25K
Marketing, events and footfall	£133K

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

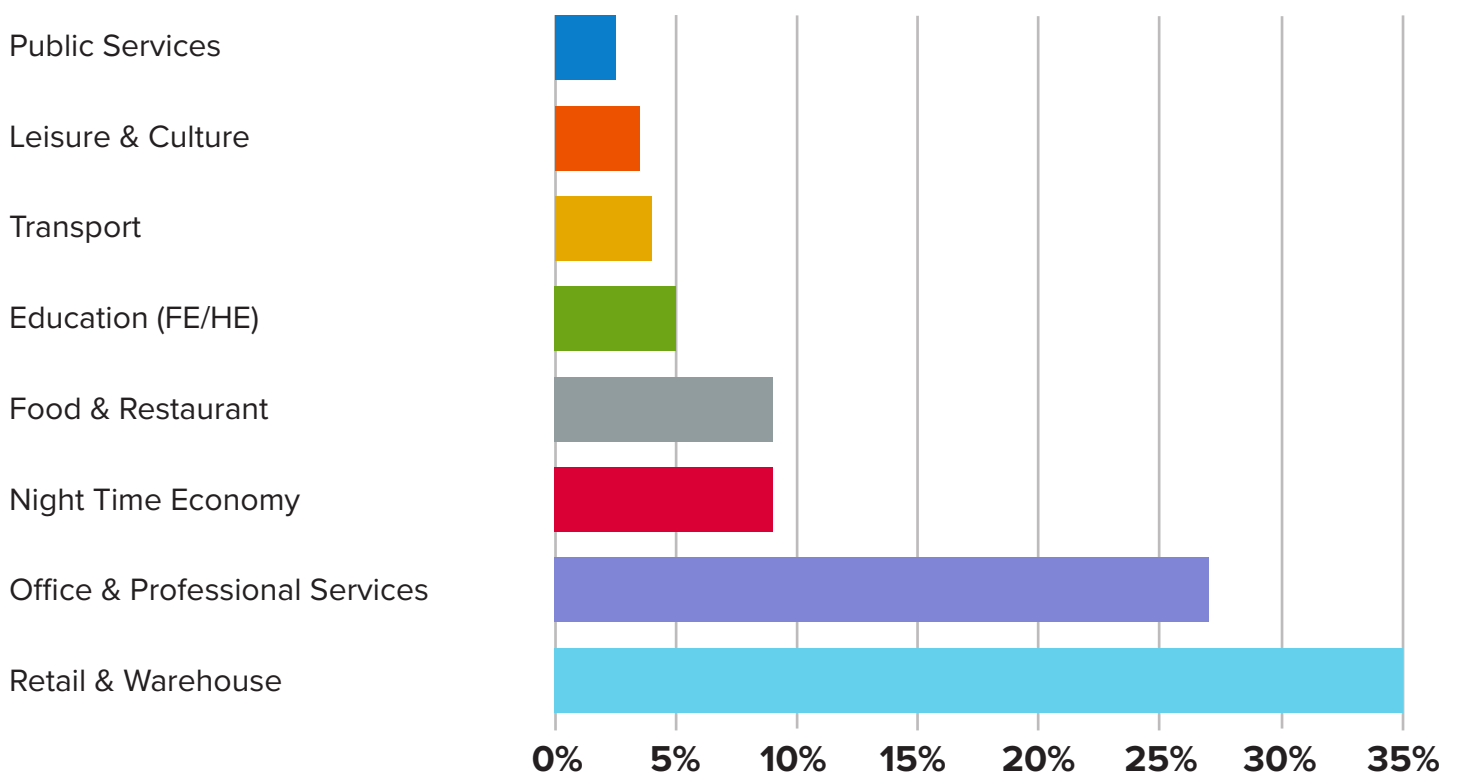
There are three elements to Sheffield BID’s investment criteria which is governed by legislation (The Business Improvement Districts (England) Regulations 2004):

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:



As well as commercial enterprises this also includes Sheffield City Council, both universities, South Yorkshire Police and South Yorkshire Passenger Transport Executive. The range of projects delivered by Sheffield BID is therefore 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 Board is chaired by a BID levy payer and there are currently 12 Directors serving the Company (11 elected and 1 co-opted).

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. Leisure/Culture:** Dan Bates, Chief Executive, Sheffield Theatres
- 4. Independent business:** Nick Beecroft, Director, HLM Architects
- 5. Night-time economy:** Mark Hobson, Managing Director, Corporation Nightclub
- 6. Office:** Simon Nevill, Associate Director, Ove Arup Limited
- 7. Education:** Dan Lally, Head of Business Engagement & Growth, Director, Sheffield Hallam University
- 8. Education:** Dr Sarah Want, Director of Regional Engagement and Partnerships, The University of Sheffield
- 9. Transport:** Tim Taylor, Director of Customer Services, South Yorkshire Passenger Transport Executive
- 10. Food/Restaurant:** Kane Yeardley, Managing Director, True North Brew Co
- 11. Sheffield City Council:** Cllr Mazher Iqbal, Executive Member for City Futures: Development, Culture and Regeneration
- 12. Co-opted:** Duka Nagy, Director, Smoke



SHEFFIELD **BID**

Contact

Sheffield City Centre BID Ltd
Sheffield Technology Parks
Arundel Street
Sheffield
S1 2NS

T: 0114 339 2015
E: enquiries@sheffieldbid.com
W: www.sheffieldbid.com

Head of Business Operations:
diane.jarvis@sheffieldbid.com

Operations Manager:
darren.hendleman@sheffieldbid.com

Project Manager:
richard.pilgrim@sheffieldbid.com

 SheffieldBID

 SheffieldBID

 sheffieldbid

Auditors: Hodgson & Oldfield LLP **Bankers:** Handelsbanken