

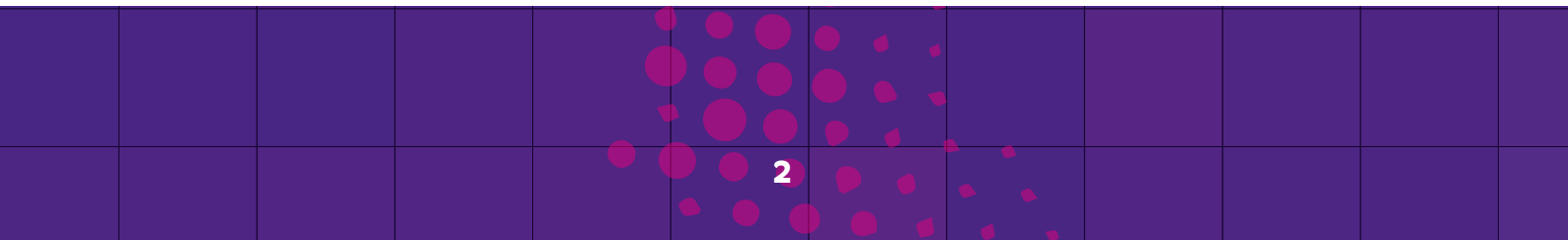


# Sheffield City Centre Business & Retail Guide

For managing Begging and Begging  
related Anti-Social behaviour.

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# 1. Introduction

As in many other large cities, you will see people begging in Sheffield's city centre. Not everyone who begs is homeless, and not everyone who is street-homeless would beg. Begging is as complex as homelessness, and more work is being done to understand and address this in Sheffield.

With our partners, we want to get people who are begging for money the help and support they need, while making sure that our town centre is a safe and welcoming place for residents, visitors, and businesses.

## What are the Council and Police doing?

We are committed to reducing begging while also ensuring people get the right help, and we're doing this by working together with other local agencies. Sheffield City Council (SCC) has specialist multiagency teams specifically working to engage with people who find themselves on the streets. The primary aim is to build relationships with people who offer them support.

The Community Safety Team oversees a City Centre Action plan to support people away from the streets and manage ASB related crime.

The action plan focuses on three key themes.

- **Engagement:** Supporting people on the streets.
- **Education:** helping local businesses and visitors understand the situation and how they can help.
- **Enforcement:** Managing Anti-Social Behaviour.

## Engagement: Supporting people on the streets

There are several specialist outreach services, including a dedicated PCSO officer, whose aim is to make sure that every person who begs or sleeps rough is offered intensive support.

This includes:

- Help with housing or accommodation
- Specialist support to address drug, alcohol, and/or mental health issues
- Physical health care needs
- Support around finances
- General welfare - help to get food and clothes, apply for ID documents etc.

There are also projects – including Archer Project, Bens Centre & St Wilfrid's – who provide one to one support, food, showers, health services, laundry, and positive activities. You can find out more information by going to [www.helpushelpsheffield.uk](http://www.helpushelpsheffield.uk)

## **Education: Helping local businesses and visitors understand the situation and how they can help.**

Sheffield has a dedicated campaign to raise awareness about how concerned members of the public can better support people they see on the street. This includes maps of service provision, including healthcare: this can be found at [www.helpushelpsheffield.uk](http://www.helpushelpsheffield.uk)

**You can also read more on our blog about the partnership work that takes place across the city, as well as examples of how retailers have got behind the campaign:**

<https://www.helpushelpsheffield.uk/blog/join-the-help-us-help-christmas-campaign>

<https://www.helpushelpsheffield.uk/blog/the-power-of-kindness>

## **Enforcement / Managing Anti-Social Behaviour**

There is a dedicated multiagency team that focuses on individuals of concern. Partners have developed a Harm Reduction Enforcement Pathway, to help manage individuals who cause alarm and distress, but who also have multiple complex support needs. Colleagues from the Council's Community Safety and City Centre Management teams and South Yorkshire Police (SYP) have recently agreed a new approach for working with individuals who are persistently begging in the city centre. This incorporates the use of Community Protection Notices (CPNS), Civil Injunctions and Community Behavioural Orders (CBO's)

The Sheffield City Centre Ambassador Scheme was established in 2001 and is funded by Sheffield City Council working under the City Centre Management Team.

The City Centre Ambassadors work in close partnership with SYP, Sheffield Monitoring Centre and other Sheffield City Council services. They also assist in the prevention of street crime by offering high visibility patrols and advice. They operate 7 days a week (excluding Bank Holidays). For more information, please refer to Appendix 3.

There is also the Sheffield Crime Reduction Partnership which tackles business related crime (such as shoplifting) across the city. Partners include Sheffield City Council, South Yorkshire Police, Sheffield BID, retailers, pubs and clubs. For more information, please refer to Appendix 1.

## 2. Persistent or Aggressive Begging - How we can Help you

We know it can be challenging to deal with people outside your business who are begging or appear to be street homeless. Whilst the actual risk of harm to members of the public is low, the visible presence of people begging on your street can make you and your customers feel at risk. This is especially true if people are also intoxicated, behaving aggressively or appear to be dealing drugs.

We have a team of people and partners working across the city to make things better for them and for you. However, you're not powerless: there are steps you can take to help us and your business.

Your views and the local information/intelligence that you hold can be critical in two ways. It can help shape support for people who are vulnerable, and it can help the police to deal with anti-social behaviour.

There are also several partnership forums and groups that meet regularly to network, highlight issues, and discuss problem solving solutions. Please refer to Appendix 2 for more details.

### Report what you see

If someone is behaving in a way which is a consistent problem for your business, the City Centre Policing Team need to know about it. This helps the police identify hotspots, which is the first step to them taking further action.

As well as the relevant contacts below, let the South Yorkshire Police's City Centre Team know what's happening at [SheffieldCityCentreNPT@southyorks.pnn.police.uk](mailto:SheffieldCityCentreNPT@southyorks.pnn.police.uk)

You can also call their office on 0114 2964011.

This email is monitored periodically and anything coming in through that inbox will then be picked up by a member of the team. Please do not use these contact details for anything urgent.

What's happening	Who can help	How to contact them
Someone's begging or behaving strangely but it doesn't feel urgent or dangerous	Sheffield Business Partnership	<a href="#">Sheffield Business Crime Partnership Portal</a>
It's not an emergency but I need to report a crime or disorder	Police	Call 101

<p>This is an emergency:</p> <ul style="list-style-type: none"> <li>-Someone is in immediate danger or at risk of harm</li> <li>-Property is in danger of or is being damaged</li> <li>-Serious disruption to the public is likely</li> <li>-A crime in progress</li> </ul>	<p>Police</p>	<p>Call 999</p>
<p>I want to get support for someone who looks like they're sleeping rough</p>	<p>Framework <a href="http://frameworkkha.org">frameworkkha.org</a></p>	<p>Call free: 0800 066 5358 Text 80800 : start your message with SOTS</p>
<p>I'd like to get someone support with housing</p>	<p>Sheffield City Council Housing Solutions</p>	<p>Access Team: 0114 2736306 Rough Sleeper Initiative Team: 0114 2930309</p>
<p>I think I've found the belongings of someone who's sleeping rough</p>	<p>Sheffield City Council Ambassadors</p>	<p>0114 2736895 (Mon-Fri 08:00-17:00) 07736 477122 Mon – Sat 07:30 – 20:00 Sunday 07:30 – 18:00</p>
<p>I think someone's dealing drugs in my area</p>	<p>Police</p>	<p>101 or 999 – see above</p>
<p>Someone seems very unwell/I think they might be having an overdose</p>	<p>Ambulance service Always call 999 and let the call handler make the decision</p>	<p>999</p>
<p>I've found some hazardous waste (i.e. blood, vomit or needles/injecting equipment)</p>	<p>On private land: Sheffield City Council Environmental Services There will be a charge to remove needles If you're a BID Levy payer you can also get advice from the BID team</p>	<p>0114 203 7410 0114 293 0356 <a href="mailto:operations@sheffieldbid.com">operations@sheffieldbid.com</a></p>
	<p>Public land: AMEY</p>	<p>0114 273 4567 <a href="https://www.sheffield.gov.uk/pollution-nuisance/litter-bins-flytipping">https://www.sheffield.gov.uk/pollution-nuisance/litter-bins-flytipping</a></p>

## Help us Help

You could also consider promoting the local [www.helpushelpsheffield.uk](http://www.helpushelpsheffield.uk) campaign. It's there to help people understand the issues associated with begging, how they can help, and what support and local initiatives are taking place to tackle the issue. To find out more about how you could get involved please contact [Tracey.ford@Sheffield.gov.uk](mailto:Tracey.ford@Sheffield.gov.uk)

## 6. Empowering your Business

We understand that you and your staff may want to help people in your area who seem to be homeless or vulnerable. We want to support you to do that in a safe way that helps guide people away from life on the streets.

We don't recommend that you give people free refreshments. This can give the impression that begging is accepted in your area and send confusing mixed messages to people who are begging.

Instead, we recommend that people:

- Have a chat with people they see begging;
- Point them towards some of the organisations above that they can go to for support;
- Encourage them to work with support services.

There are two important ways your business could help.

### Create a staff policy

Put together a staff policy on your approach to people begging in your area. This will empower your staff to know what to do, and help you deal confidently with any queries or complaints from customers, as well as helping us make sure people who are begging get the support they need. You can find some starting points to help you put together your policy in Appendix 4.

### Consider getting tailored training for your staff

The Sheffield Safer Communities Team has previously offered tailor made training sessions for retailers and staff. Previous training has included understanding street culture, ways of helping people that beg, what customers can do to help when they see begging in the city centre, and education about the resources available in Sheffield for vulnerable people. We have some great examples of how this has worked previously:

[www.helpushelpsheffield.uk/blog/the-power-of-kindness](http://www.helpushelpsheffield.uk/blog/the-power-of-kindness)

For more information or to have a chat please contact: [Tracey.ford@Sheffield.gov.uk](mailto:Tracey.ford@Sheffield.gov.uk)

## Appendix 1: Crime Reduction Partnership

### City retailers against crime

The Sheffield Crime Reduction Partnership tackles business crime across the city. Partners include Sheffield City Council, South Yorkshire Police, Sheffield BID, retailers, pubs and clubs. Businesses are welcome to join too.



## Training packages for members

Free training is available to members and is individually tailored to meet your business requirements. Training can include how to use a radio, how to deal with shoplifters, conflict management and crime reduction advice to businesses.

Training can be provided out of hours to suit your business needs and a pre-visit will be made to ensure that all your training needs are encompassed in the package.

## Intelligence meetings

Intelligence meetings are held every three months at the Sheffield Town Hall to discuss individuals and to share photographs of prolific current offenders. Frequency may increase depending on demand for the meetings.

Attendees include store detectives, security staff, South Yorkshire Police, retail staff and store managers.

This meeting is strictly for members only. For security reasons, please contact us for details of when the next meeting will take place.

## Benefits of being a member

- Direct radio link to other members including retail & licensed premises and Sheffield Monitoring Centre CCTV (24/7/365).
- Sheffield Monitoring Centre also has a direct link to SYP in cases of emergency and to the City Centre Ambassadors.
- Access to current photos of known offenders and information about their criminal methods including individuals' names.
- Advice on crime prevention – how to protect business property and staff.
- Information – access to a secure intel system including information about offenders, risks, and secure reporting.
- Local and Regional Intelligence Meetings to share information on individuals.
- Staff training delivered to suit your business needs – includes combating business crime and dealing with incidents if they occur.
- Better security and staff peace of mind.
- Direct Link to the City Centre Management Team for advice and information.

The radio is a valuable tool – enabling members to call for assistance through Sheffield Monitoring Centre when a crime is in progress or has just occurred.

It also enables members to track suspicious individuals from business to business. This tracking gives the police information, allowing them to monitor individuals or groups before an incident may occur.

When a crime or incident does occur, CCTV staff in the Sheffield Monitoring Centre will monitor it and provide CCTV evidence to either identify culprits or support Police action against individuals.

## Other schemes you can join

### City centre evening economy

This scheme links licensed premises to Sheffield Monitoring Centre who have a direct radio to South Yorkshire Police. Our CCTV is aimed at assisting all those involved in managing the behaviour of individuals linked to the evening economy in the city centre.

#### **Please contact for further information:**

Rob Cowley  
Business Crime Reduction  
Sheffield City Council  
Room Lg 11  
Sheffield Town Hall  
Pinstone Street  
Sheffield  
S1 2HH  
Tel: 0114 474 1712  
Mob: 07875 331 558  
Email: [rob.cowley@sheffield.gov.uk](mailto:rob.cowley@sheffield.gov.uk)  
[www.disc-net.org/sheffield](http://www.disc-net.org/sheffield)

## Appendix 2 – Partnership meetings and forums

### Sheffield City Centre High Street Forum

Meets monthly and is open to retail, hospitality and leisure operators. For more information, please email: [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)

### Changing Sheff

Forum for people who live, work and play in Sheffield to raise issues affecting life and create change. They host regular meetings and provide monthly newsletters. To find out more go to: [www.changingsheff.org](http://www.changingsheff.org)

### Sheffield Street Outreach Network

Brings together groups, charities and individuals supporting people who are vulnerable, begging, or homeless on the streets in Sheffield. They meet monthly and have co-produced a Best Practice Guide for supporting people on the street and developed bespoke training. To find out more go to: [www.helpushelpsheffield.uk/blog/sheffields-street-outreach-network](http://www.helpushelpsheffield.uk/blog/sheffields-street-outreach-network) or email: [Tracey.ford@sheffield.gov.uk](mailto:Tracey.ford@sheffield.gov.uk)

### Local Area Committees (LACs)

LACs give you the chance to raise your views, share your opinion on what the council does in your area and contribute to making changes in your neighbourhood. This is a forum for you to get in touch with council officers who work closely with the local elected councillors and help improve council services. The LACs work in partnership with stakeholders citywide to ensure they support and improve local communities.

You can call Central LAC on 0114 474 3609 or email us at: [CentralLAC@sheffield.gov.uk](mailto:CentralLAC@sheffield.gov.uk)

### Sheffield Business Improvement District (Sheffield BID)

Governed by legislation, Sheffield BID is the city centre Business Improvement District funded by a 1% levy on properties with a rateable value of £40,000 and above.

Part of the BID mandate is to provide additional and enhanced cleaning services to BID members which contributes to maintaining the commercial trading environment within the BID area. This includes removal of discarded rubbish, detritus from rough sleeping, jet washing, graffiti removal and removal of discarded drug material such as needles.

Requests for services can be made by contacting: [operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)

## Appendix 3 – City Centre Ambassadors

The Sheffield City Centre Ambassador Scheme was established in 2001 and is funded by Sheffield City Council working under the City Centre Management Team.

The City Centre Ambassadors work in close partnership with South Yorkshire Police, Sheffield Monitoring Centre and other Council services as well as various other external agencies to help keep Sheffield City Centre welcoming, safe and clean.

Here are some of the things they can help with.

Welcoming	Safe	Clean
Welcome and give information to visitors	Help to prevent street crime through high-visibility patrols and advice	Arrange and monitor waste and litter removal on the public highway
Keep a watchful eye over public spaces	Reunite lost children with their parents or guardians	Remove fly posters from street furniture
Promote City Centre businesses, activities and events	Work with partners to reduce ASB, street begging and shoplifting	Advise on graffiti removal
	Assist with enforcement initiatives	Report highway defects, broken street furniture and street lighting
	Help with stewarding City Centre events	Issue Fixed Penalty Notices for litter, fly posting and graffiti
	Respond to City Centre incidents and accidents	

Please note that the team can't help with issues on private property, including inside businesses or within business curtilage.

### Working hours

7 days a week (excluding bank holidays)

Monday to Saturday: 07:30 – 20:00

Sunday: 07:30 – 18:00

### Contact:

- 0114 2736895 (Mon-Fri 08:00-17:00)
- 07736 477122 (operational hours)

## Appendix 4 – Policy Guidance for Managing Begging Incidents

**Policies** are statements aimed to serve to protect an organisation/business from misunderstandings by your customers or members of the public.

Your policy should include the company's beliefs, positions or values, helping to ensure that these are supported through its activities.

### **For example:**

#### **Beliefs**

We are sympathetic towards the support needs of people who beg, however we believe that the best way to support that individual is to support the local charities and agencies that offer specialist support.

#### **Activities: We support people who beg by supporting [charity name]. We do this by:**

- Donating unclaimed lost property
- Holding fundraisers for a specific charity
- Educating customers about support available to those who beg

**Procedures** focus on processes and provide steps your employees need to take to adhere to your policies.

### **For example:**

If someone is approaching a customer for money / they will be asked to move on and signposted to services.

If a customer would like to know what support is being offered in Sheffield / we will direct them to the [www.helpushelpsheffield.uk](http://www.helpushelpsheffield.uk) website.

If a customer or member of staff feels threatened – then we will report the incident to SYP

#### **Staff Training/ expectations**

- Staff will be encouraged to educate themselves by going to the Help us Help website
- Will know what to do if they find someone sleeping rough outside their place of work
- Will know how to report any begging related ASB
- Will know how to respond to concerns raised by members of the public

