

A YEAR IN REVIEW
2023-2024

MAINTAINED
VIBRANT
CONNECTED
SUSTAINABLE



FOREWORD

March 2024 | Sheffield City Centre BID Limited

I became the Chair of the BID in July 2023. Two things struck me immediately. Firstly, I was impressed by the quality of the Board. The NEDs on the BID are a mixed, engaged and highly talented group. There is a good combination of long-serving members and fresh faces. Their willingness to do more and get stuck into the work of the Board is impressive. There are always offers of help when I have asked for members to join me in formal events, working groups and meetings with key partners.

The second thing that struck me was the quality of the front-line services provided by Diane and her team. Whether it is removing graffiti, sponsoring events such as Tramlines Fringe or publicising the great work of our levy payers, the team is professional and tireless. The results are impressive. Highlights this year, for me, have included:

- **Santa's Study and the wonderful activities at Christmas and the Lunar Chinese New Year.**
- **The support the BID has achieved for the High Street Forum (which is chaired by BID Board member, Lee Appleton).**
- **The scaling up of publicity for our levy payers' activities in the city centre. (Our website, sheffieldcitycentre.com now receives over 25,000 hits each month.)**
- **Our strengthened links with the City Council, Sheffield Property Association, the Culture Collective, the council leader and the South Yorkshire Mayor. There is general agreement that a strong, attractive and growing city is only possible if our city centre "works." The BID has a central role to play in making this happen.**

We are now three years into the five-year life of our second term. Our attention is already turning to whether we should seek a mandate for a third term and, if so, on what basis. The timing couldn't be better. The City Council and Mayoral Combined Authority are developing their own plans for growth. We are working closely with them and will consider what expanded role the BID could play in delivering these plans. This will form the basis of our consultation with levy payers on the shape and objectives of a third term.

Sheffield city centre is at a turning point. The plans for the future are breathtaking. In five years' time much of the centre and adjacent areas will have been transformed. In the meantime, it is essential that tackling anti-social behaviour, removing graffiti, maintaining and increasing footfall, sponsoring and publicising the great events that are taking place remain at the top of our agenda. Our team's focus will continue to be on delivering the objectives in the Business Plan that levy payers supported so comprehensively in our second term.

Tony Stacey
Chair of the Board

TEN YEARS OF SHEFFIELD BID

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



Diane Jarvis

I'm pleased to present the latest Annual Review from Sheffield BID as we conclude Year 3 of our second five-year term (1 April 2021-31 March 2026).

We fully understand that the next few years will continue to be challenging for many businesses. We are all dealing with a rapidly changing city centre landscape and trading environment. Businesses continue to battle rising costs and impacts on trade.

It's now ten years since the proposal for the business improvement district was conceived. Ten years during which some issues have come full circle. We remain 100% committed to continuing the journey, dealing with the day-to-day needs of our businesses as well as looking for ways to progress and innovate. Collaboration and the strength of our unity as a business community is immeasurably larger than our parts.

There is so much coming to fruition and the pace of regeneration is quickening. The benefits will be significant.

The role of BIDs is becoming even more crucial given the pressures on public funding and indeed our own baseline income has been squeezed beyond what we originally anticipated. That said, we continue to work smarter and run a tight ship to deliver a necessarily diverse programme for our cross-sector BID.

As always, we are very grateful for your continued support.

Diane Jarvis
Head of Business Operations

MAINTAINED

Welcoming, clean and safe.



There have been many challenges over the last year particularly around ongoing construction works which, whilst this is positive in transforming the centre, create day-to-day issues and temporary disruption. We remain the eyes and ears in and around the city centre, reporting everything from graffiti and broken street furniture to nuisance behaviour.

There is joined up communication across partners and it is important to create a consistent voice of positivity and hope. Sheffield BID attends all relevant city centre meetings and has developed what is fast becoming an influential High Street forum. This is a key stakeholder group to ensure positive and useful external messaging, attended by people who have a vested interest in supporting a thriving city centre environment.

Through Sheffield BID, businesses receive daily advice on risk mitigation, crime prevention and nuisance activity (such as parking issues and fly tipping).

We remain a key link between South Yorkshire Police and businesses affected by anti-social behaviour, criminality and disruptive activity. We regularly act as an intelligence conduit into police and partners.

Anti-social behaviour and rough sleeper activity has continued to be a focus for partners in the city centre. Sheffield BID has supported the working group created to deal with these issues. Effective deployment of the Clean Team has seen our high visibility resource deployed into these areas to deter activity and to clean affected areas. Our work as the “eyes and ears” helps inform the best methods to tackle the behaviour, identify those responsible and has helped the Council’s safeguarding teams to engage with the individuals concerned and begin potential recovery interventions.

We also support the call for a Public Spaces Protection Order (PSPO) to tackle aggressive begging and other unacceptable on-street behaviours. This is now finally at the stage of public consultation (March 2024).

4

Clean Team members.

Our **Clean Team** supports the cleanliness of the commercial trading environment with the removal of rough sleeper detritus, a jet washing service for the curtilage of commercial premises, removing rubbish and debris from doorways, and graffiti removal and paint overs in addition to rapid response, on-demand cleaning requested by our Levy Payers.

Working closely with Sheffield City Council and South Yorkshire Police, Sheffield BID provides advice and guidance on effective means to remove graffiti and deter continued offending. We've highlighted hotspot areas and reported graffiti tags to the police and local authority. Our influence has led to the formulation of a cohesive working group to tackle city centre graffiti. The Clean Team has supported several days of partnership action to clean up the vandalism. Partnership working has resulted in several prosecutions of prolific offenders. A community pay back scheme is now in place, led by the Probation Service, which is providing additional cleaning resources and addressing criminal behaviours.

The Clean Team is instrumental in removing discarded NOS canisters. This is Nitrous oxide, a psychoactive substance commonly known as laughing gas. This gives us intelligence around key locations where the canisters are found and helps assist the police and Council to target hotspots of adverse activity. Information provided by Sheffield BID has resulted in planned police operations and arrests.

363

Days active each year.

7,280

Average hours spent cleaning each year.

230+

Graffiti reports responded to.

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. Some MPs are lobbying for these to be mandatory in every city.

VIBRANT

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

We have increased the breadth of the city's events calendar with strategic investments, collaborations with cultural partners and our innovative family-focused events.

We help to make the city centre busier through footfall initiatives that increase visitor numbers, dwell time and spend. We provide additional entertainment, interactive experiences and marketing campaigns that improve the profile of the BID area.

Our annual signature festival remains the official **Fringe at Tramlines** (40,000 visitors) which once again took place in July 2023. And in February 2024 we were pleased to help introduce a brand-new outdoor element to the **Lunar Chinese New Year** festival with the Peace Garden Parade. This programme of vibrant cultural activities extended the festival's original format to attract thousands of visitors, delivering a 46% uplift on footfall (an additional 16,000 visitors) compared to the previous week.

Lunar celebrations are legendary in other cities and Sheffield has the same ambition.

Once again, we delivered the hugely successful interactive visitor attraction **Santa's Study** which drew thousands of visitors, as well as transforming a vacant unit.

The wider Sheffield Christmas Trail enhanced the Christmas offer and featured our popular animatronics **The Christmas Crooners** and our family-mascot **Brearley Bear** returned with a brand-new trading card game called **Christmas Collectibles**. This was delivered through collaboration with 32 city centre venues.



As we look to expand the diversity of our events, we were pleased to support:

- The **Castlegate Festival** (Sept 2023);
- The youth homeless charity Roundabout's **Bangers and Cash** initiative (Oct 2023), which featured a public art exhibition of colourful rally bonnets across the city centre; and
- The **Black Northern Women's Conference** (Jan 2024).

We were also delighted to support the Sheffield Culture Collective's **Pledge Pot** initiative with a modest contribution. Many of our Levy Payers agree that a strategy that places culture at the heart of a strong, vibrant and inclusive city is a key component in city centre development and the visitor economy. The Pledge Pot aims to strengthen the fabric of the cultural offer by increasing funding from the private sector to help provide more resource to fund vibrancy and level up investment in culture. More investment from the private sector will lead to greater reciprocal funding from the Arts Council.

The BID has also created a £100,000 **subvention fund** for future proposals that can help stimulate growth within the city centre economy and which have a transformative effect on our own core programmes.



Photo Credit – Deepak Dominic

Looking ahead to 2024

Our own hugely popular **Sheffield Bricktropolis**, a stunning LEGO-extravaganza that brings in an additional 30,000 visitors, returns August 2024.



CONNECTED

Connecting people, business and opportunities.

Activities, ideas and campaigns that bring people and trade opportunities to the city centre.

For over six 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 expanded the gift card programme with new innovations including a digital version of the physical card to open-up the product to new audiences. “Load This Card” has also been launched – providing consumers with the option to pick up the product on the high street from several collection points to load at home. The gift card is a great marketing tool for the city centre and regularly partners with other initiatives such as the community collection platform Gift Round and the Better Points App which rewards people for healthier, more active journeys.

Seasonal and retail campaigns include a regular programme of digital marketing campaigns around key points in the retail and seasonal calendar covering Valentine’s Day, Easter/Spring, Mothers’ Day, Summer, Student campaigns, Halloween and Christmas with extensive social media campaigns, blogs and featured content (regularly picked up by the local press).

At the heart of our digital marketing is **sheffieldcitycentre.com** and our consumer social channels @OutOutSheff. The website is packed with information from independent and high street shops, bars, cafes, restaurants and nightlife to the latest shows, entertainment and exhibitions. It offers a comprehensive up-to-the-minute guide to everything that people need to know about making the most of their time in Sheffield city centre.

The purple pound is important to our local economy and Sheffield BID continues to operate the Shop Mobility scheme **Mobile Sheffield** which provides access to mobility aids hire for those with limited mobility in getting around the city centre. The scheme is based at our **Surrey Street Visitor Hub**, which also doubles up as a central information point for specific events and visitor trails.

A spring and summer programme of **social activities** with our office sector members proved popular this year and included events at the Sheffield School of Gin and an after-work fun fest at Lane 7.

2m+

Engagements on social media in the last 12 months (across X, Facebook, Instagram).

6

Years celebrated by the **Sheffield city centre gift card**.

2

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

10

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.

170,000+

Visitors to **sheffieldcitycentre.com**, providing featured content and vibrant social walls across food and drink, shopping, entertainment and events. Since the site was relaunched in Sept 2023 it now receives an average 25,000 unique visitors each month. This is a 1,150% increase following substantial effort.

870

City centre businesses listed on **sheffieldcitycentre.com**.





Mobile
Sheffield

From music to exhibitions, restaurants to comedy and everything in between – if it's happening you'll find it on:
Sheffieldcitycentre.com

Looking ahead to 2024

The twice-yearly restaurant week **Dine Sheffield** and **Style Sheffield's** fashion showcase return in 2024. Both are a collaboration with local businesses.

SUSTAINABLE

Building resilience and investment.

Collaborating to amplify and enhance the benefits for our Levy Payers.

£102,000

Match funding leveraged by BID-funded activities this term (£1.8m since the start of the BID in 2015).

£69,100

Benefits in kind from 48 collaborators and partners this year.



Night-time economy

Sheffield city centre has a strong night-time economy and remains one of the safest places to enjoy a night out. The city has held Purple Flag status for 12 years.

After an absence of four years, we were pleased to take on the challenge of being the new delivery body for the **Best Bar None** scheme (which is led by Sheffield City Council). Having just celebrated completion of the city's 12th scheme, Best Bar None is once again firmly embedded and demonstrates how businesses work together to operate premises to an exceptionally high standard, reduce alcohol related crime and address the issues of vulnerability in the city centre. We will continue to develop and enhance the scheme to encourage wider participation across not just pubs, bars and clubs, but all licenced premises including restaurants and other leisure venues.

Through our work on Best Bar None we also lend our support to Purple Flag (the accreditation programme for excellence in managing the night-time economy as a destination) and engagement with the Licence Watch scheme. We are also advocates around the Women and Girls' Night-Time Safety Charter.



High Street Forum

Replacing the original City Centre Retailers' Forum, Sheffield BID has taken on ownership of developing what is fast becoming an influential stakeholder group across retail, hospitality and leisure. South Yorkshire Police, Council officers and the city centre residents' association, Changing Sheff, also contribute with ideas, healthy debates and views.

This is a peer-to-peer support network that encourages participation from anyone with an interest in a thriving high street.



Advocacy

As an apolitical, non-profit organisation, Sheffield BID has continued to advocate on behalf of our members regarding issues that affect the city centre.

We've listened to the concerns of our members and, where appropriate, acted to amplify their voice, or directly advocate on their behalf by representing their interests to the local authority, the police or other organisations.

In practice, the focus of our work varies considerably, from the strategic (capital projects, inward and indigenous investment) to the operational (CCTV, cleansing, loading bays, A-boards, bin disputes, street begging, rough sleepers, scaffolding, peddlers, noise and pollution, etc).

We are pleased that the opportunity to implement a Public Spaces Protection Order (which includes the BID area) is finally at the public consultation stage. We are supportive of the proposal and have lobbied for this for several years. We need to confront anti-social behaviour in Sheffield city centre and, rightly so, this consultation has sparked a crucial conversation about how we do that. It is not without controversy, and it is important not to mix homelessness with criminal behaviour.

Diane Jarvis, Sheffield BID:

Our members believe Sheffield City Council must do everything within its power to help those who are genuinely rough sleeping and vulnerable. At the same time, it must also stop those who make the lives of businesses (and their employees/customers) a misery. This isn't about impinging civil liberties or stopping normal visitor behaviour. This is about tackling behaviours which are totally unreasonable and persistent, and which affect the quality of life of other people. People using the city centre have the right to an environment that is free of anti-social behaviour.

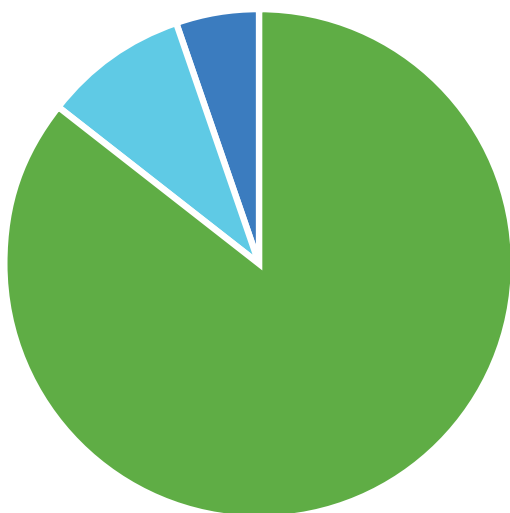
GOVERNANCE AND FINANCE

Sheffield City Centre BID Limited is a not-for-profit company limited by guarantee and funded by a levy based on the business rate. The levy, 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 is available to BID levy payers upon request within six months of each year end.

Income and expenditure – 1 April 2023 to 31 March 2024



Summary income

The net collectable debt in 2023-2024 was £678,453. The total levy collected was £655,267 (96.4% collection rate). £23,186 remains outstanding (at 31.03.24).

BID levy collected	£665.3K
Reserve c/f	£70K
Other income	£40K



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 in-house delivery.

Maintained	£196.6K
Vibrant	£172.4K
Connected	£94K
Sustainable	£72K
Running costs	£120.9K
Collection fee (Sheffield City Council)	£20.1K

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



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

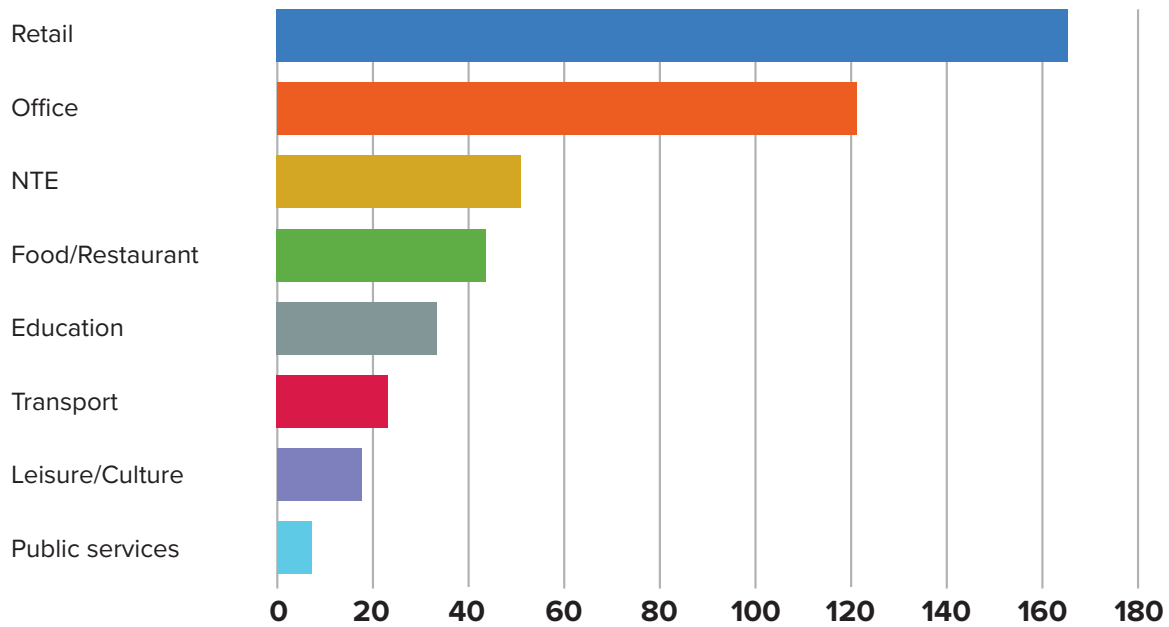
1. The Strategic Business Plan: Each individual project must fall into one or more of Sheffield BID's core programme areas, which are:

- **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.

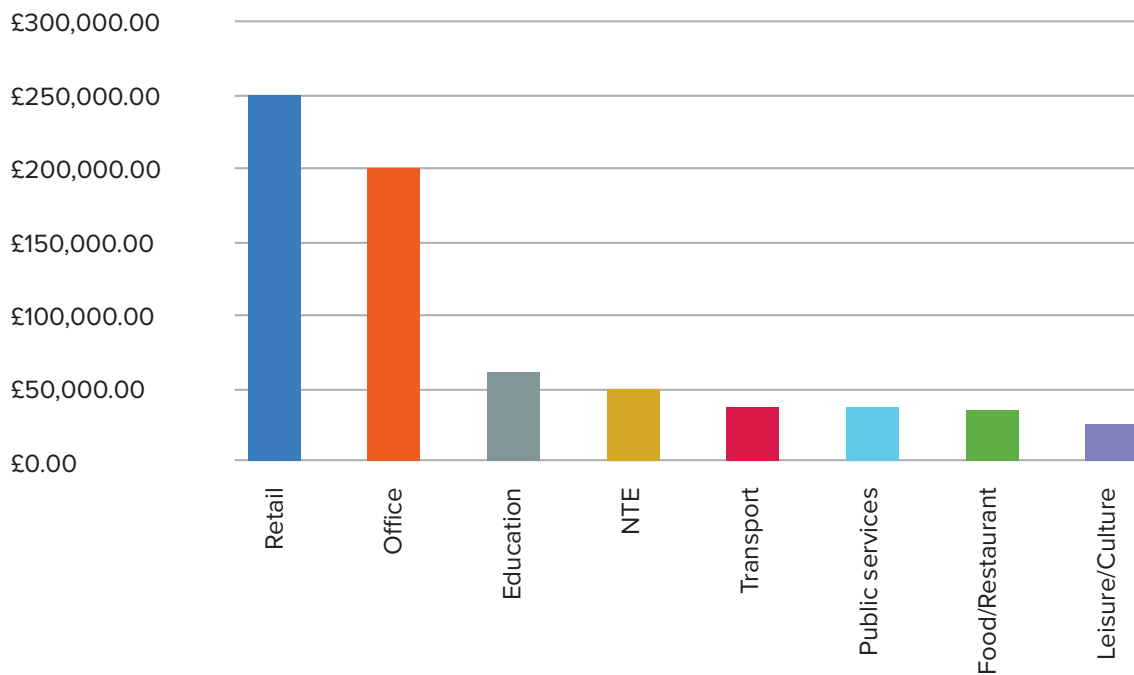
2. That there is commercial benefit to business: Whilst recognising that each of the projects Sheffield BID delivers will benefit different business sectors and geographical areas within the city centre more-or-less directly, the overriding requirement is that each delivers commercial benefit as widely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

Chair of the Board



Tony Stacey was appointed independent Chair of the Board in June 2023. This is a remunerated position.

The cross-sector Board of Directors is made up of volunteer non-executive directors (unremunerated). At 31.03.24 the Board included:

- 1. Education:** Dan Lally, Group Director: Business, Enterprise, Skills and Employability
- 2. Education:** Prof. Vanessa Toulmin, Director of City and Culture, The University of Sheffield
- 3. Food/Restaurant:** Kane Yeardeley, Managing Director, True North Brew Co
- 4. Independent business:** Nick Beecroft, Director, HLM Architects
- 5. Leisure & Culture:** Clair Taylor, Director of Finance & Resources, Sheffield Museums
- 6. Night-time economy:** Mark Hobson, Managing Director, Corporation Nightclub
- 7. Office:** Simon Nevill, Associate Director, Ove Arup
- 8. Open Seat:** Tom Bird, Chief Executive, Sheffield Theatres
- 9. Retail:** Lee Appleton, Centre Manager, The Moor, New River REIT
- 10. Sheffield City Council:** Councillor Joe Otten, Chair of the Waste & Street Scene Policy Committee
- 11. Small Business:** Duka Nagy, Director, Smoke
- 12. South Yorkshire Police:** Superintendent Paul Ferguson, Sheffield Command Team
- 13. Transport:** Tim Taylor, Director of Public Transport Operations, South Yorkshire Combined Mayoral Authority (and Chair of the BID's Audit & Risk Committee)

The biennial board rotation is October 2024.



SHEFFIELD **BID**

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Auditors: Hodgson & Oldfield LLP Bankers: Handelsbanken

All information correct at time of going to press
March 2024