



Meeting report – High Street Forum

Virgin Money, Fargate

10.00am to 11.30am, Thursday 27 March 2025

Presentation summaries and discussion points covered in the meeting

Guest speaker: Mark Mobbs, Welcome to Sheffield – Sheffield Inspires

Mark introduced the work of Welcome to Sheffield and the four core areas:

[Conference Sheffield](#), [Business Sheffield](#), [Invest Sheffield](#) and [Marketing Sheffield](#).

Mark continued with a presentation on [Sheffield Inspires](#), a ‘creative and unified way of talking about our city’ and ‘forms the brand positioning and proposition for the city of Sheffield’.

Sheffield Inspires incorporates seven key themes, demonstrating how ‘Sheffield Inspires’ and how it ‘Always has’ and ‘Always will’.

Mark also highlighted recent work around the award-winning ‘[Your University city campaign](#)’ to demonstrate how partnership work (between the Universities, Welcome to Sheffield and other partners) had helped to deliver a campaign that was truly positioning the city and the perception of the city with those looking at their higher education options.

More on Sheffield Inspires [on the Welcome to Sheffield website](#).

Discussion points and questions arising:

Q. What’s the planned longevity for the campaign?

A. At least five years. Some elements may be used in different ways and for shorter or longer periods. Ultimately it may come down to the availability of budget.

Q. We have a number of empty units in the city centre which could be well used by displaying some of the Sheffield Inspires creative. Is this something that could be explored?

A. Definitely. It would be great to see more of the creative in the city centre, but this will need to be appropriately budgeted for. Welcome to Sheffield’s budget does not stretch far.

Q. To help spread the word, there is a potential opportunity to use the window space at Debenhams on The Moor. Could this be explored?

A. This is something that could definitely be explored, and would be of interest, but would require partners to support, particularly – again – from a budget perspective.

Guest speakers: Cheryl Plant and Amy Cooke, See it Be it in Sheffield

Cheryl and Amy talked through the work of [See it Be it in Sheffield](#), a team based at Sheffield City Council that work with schools, colleges and other educational organisations, to link them with local employers and businesses...all designed to provide meaningful employer encounters and experiences of the workplace.

Cheryl and Amy introduced plans for a new city centre trail, 'Sector Safari', launching in June (exact dates TBC) this year.

Inspired by city centre trails such as the BID's own Bricktropolis, Sector Safari will take people on a 'career trail' around businesses in the city centre to showcase the variety of businesses and type of careers that exist.

Discussion points:

A number of positive comments were made following Cheryl and Amy's presentation, with one business (financial services sector) stating that they had seen something similar to this concept in another area and it had a very positive impact on their business...'from a number of angles'.

Mark highlighted the [Look Up](#) city centre AR trail as something which could be usefully incorporated into the activity.

Action:

The sign-up form for businesses interested in participating in 'Sector Safari' to be distributed to meeting attendees so they can express interest and sign up.

City Centre Public Spaces Protection Order (PSPO)

Ben Brailsford – Assistant Director, Streetscene Services, Sheffield City Council

James Dee – Service Manager, Anti-Social Behaviour Team, Sheffield City Council

Inspector Andy Rimmer – Sheffield City Centre Neighbourhood Policing Team

Ben and James talked through the implementation and roll out of the [City Centre Public Spaces Protection Order \(PSPO\)](#). It will come into effect on Monday 7 April 2025 and last for 3 years unless cancelled or amended.

The City Centre PSPO Boundary Map can be seen here:

https://www.sheffield.gov.uk/sites/default/files/2025-03/sheffield_city_centre_pspo_boundary_map.pdf.

The PSPO will restrict five things in the city centre:

- Drinking alcohol in public
- Begging
- Loitering
- Drug use
- Public urination / defecation

Signage will be going up in various locations across the city centre ahead of the implementation of the PSPO.

Further information on the implementation of the PSPO from Monday 7 April is available from the Sheffield City Council website: <https://www.sheffield.gov.uk/pspo>.

Discussion points and questions arising:

Q. Chris from the Element Society asked whether there is opportunity to engage before issues escalate?

A. Absolutely and this is something that can be explored.

Q. Would there be increased / heightened patrols from day one?

A. Yes, there will be. You'll see the Council's city centre ambassadors and Police officers out together to educate and inform the public and other city centre users.

Q. What is the area covered? Will it be clear from the signage?

A. Yes it will be clear. A map of the PSPO area can be seen here:

https://www.sheffield.gov.uk/sites/default/files/2025-03/sheffield_city_centre_pspo_boundary_map.pdf

Q. Has there been training for the ambassadors?

A. Yes, this is part and parcel of the implementation of the PSPO.

Q. Should staff continue to approach people causing issues?

A. It's a judgement call. If comfortable, yes, but use the tools you have available to report issues e.g. 101 and 999.

Q. What's the best way to report something?

A. CRAC radio if you have it, or 101 or 999 depending on what support is required.

Diane (Jarvis) thanked the team for the work that has got us to this point.

Business health check

The Moor and Orchard Square reported that whilst footfall figures continued to be disappointing, customer spend was holding up.

This is something that is being mirrored through the [BID Barometer](#).

Any other business

Pinstone Street works – the next phase of the city centre Connecting Sheffield project – have started. Early works will continue through April and May around Pinstone Street and Union Street. Following these initial works, there will be improvements to the rest of Pinstone Street, Surrey Street, Charles Street and Arundel Gate with work starting later this year.

Shay (OSQ) highlighted an individual (claiming to be from Market Halls) that had approached staff at Sheffield Plate to potentially 'poach' them and to be aware.

Lee Appleton reported pick pockets being rife in the city centre, often females targeting customers in fashion stores e.g. New Look had six incidents in one week. In addition there were increases in instances of people in banks listening in to conversations and hanging around cash machines.

Victoria Firth introduced herself to the group. Victoria is the [Chief Executive of the Showroom Workstation](#) having taken up the post earlier this year.

Future meeting dates

Meeting dates for the High Street Forum are confirmed as:

- Tuesday 20 May 2025
- Wednesday 16 July 2025
- Tuesday 16 September

Further details will be announced in due course on the Sheffield BID website:

<https://www.sheffieldbid.com/high-street-forum>