

THIRD TERM CONSULTATION

2026-2031



S | 10
YEARS
SHEFFIELD **BID**

THIS
SUMMER
ON
SAFARI
SHEFFIELD
BRICKTROPOLIS
3-18 August
sheffieldbricktropolis.com
LIVE SAFARI S

20

77
The
Pitstone Street
No services
from this stop
Bus Stop 5112384



CONTENTS

We need your views	1
BID 3	2
Reflecting on a decade of progress	3
Business priorities	4
The next five years	4
Business voice	5
Environment	6
Experience	8
Finances	10
Conclusion	10
Process and feedback	11
Meet the team	11
Our governance board	12



WE NEED YOUR VIEWS

In 2015, the business community established Sheffield BID to create a city centre Business Improvement District (BID), governed by legislation and funded by an annual levy on qualifying premises. A BID lasts for up to five years, after which a new ballot must take place to continue.

The second term of Sheffield BID concludes in March 2026, with a ballot for a potential third term (2026-2031) planned for Autumn this year. We regularly engage with businesses and stakeholders about the future of the city centre, and we are confident about its needs for the next five years.

But what are your views?

Now is the time to ensure your voice is heard as we prepare for a new BID. Please contribute your views and help shape the BID's proposal for the next five years.

- Have we identified the right priorities for the next five-year term?
- Are there any other issues we should address or commitments we should undertake?
- Is the financial balance correct between our stated priorities?

Please respond by 5pm on Friday, 20 June 2025. You can share your comments online at:

www.sheffieldbid.com/feedback

Alternatively, email diane.jarvis@sheffieldbid.com or call 0114 339 2015. If you'd prefer, you can also share your views with any of our team members shown on page 11.

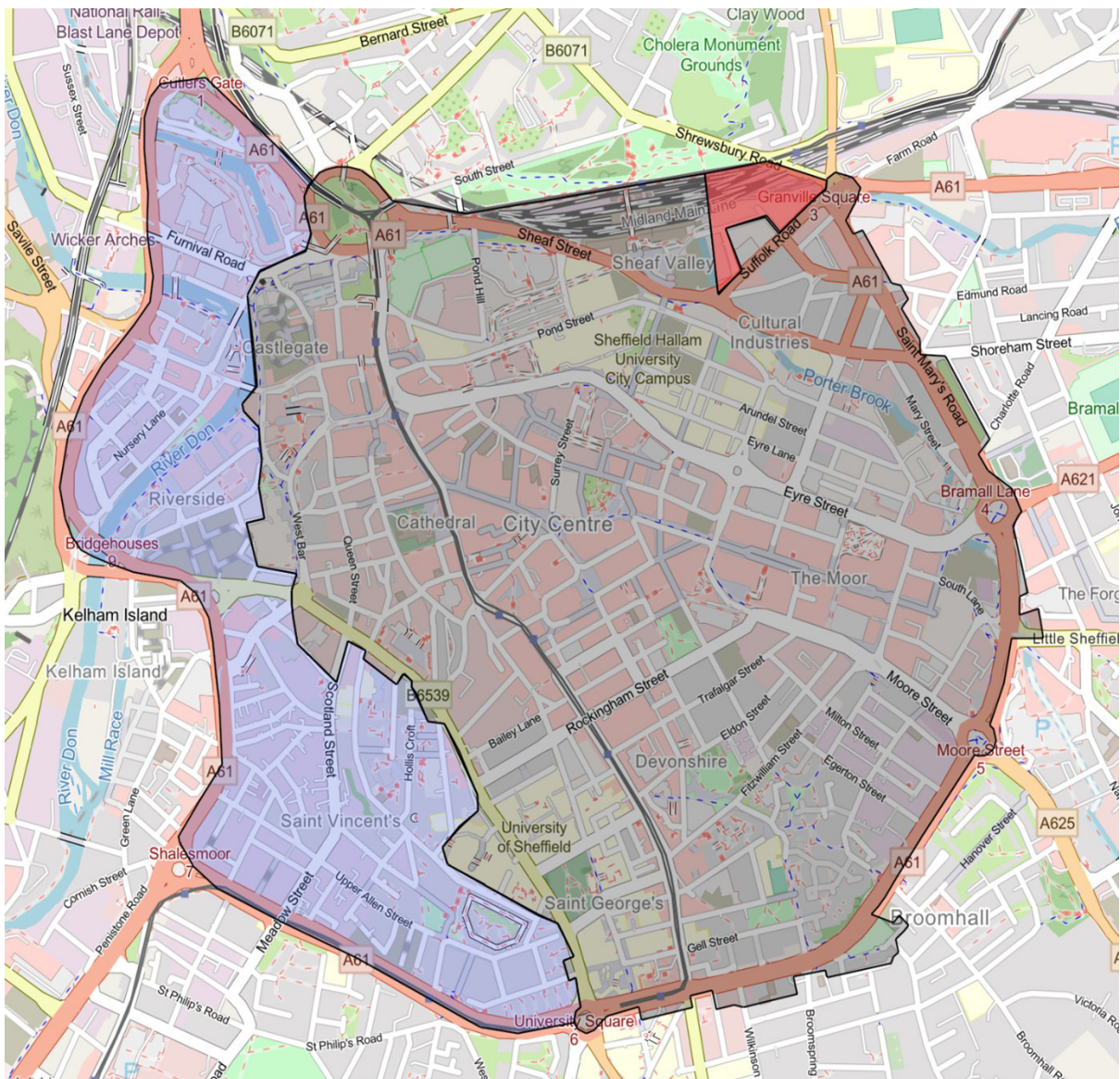
BID 3

Sheffield city centre is on the verge of a remarkable transformation, with major developments bringing new employment opportunities and investments. While promising, these changes also pose challenges for our infrastructure and public spaces.

To ensure long-term benefits, we must capitalise on these opportunities. Our plans for a third term will boost the city centre economy and support sustainable business growth.

Sheffield BID will explore expanding the current BID boundary to include new business areas in the city centre, while also identifying and assessing the opportunities presented by an extended BID area.

In the coming months, we will engage with businesses to ensure these plans align with their aspirations for Sheffield city centre. The potential for growth is immense, making it crucial to get our programme right and secure a positive 'yes' vote in October.



REFLECTING ON A DECADE OF PROGRESS

6.7%

City centre visitor spend has grown by over 5% year-on-year since 2022. Transactions rose by 5.6% last year (GB benchmark +0.8%), with a **6.7% increase in customers** (GB benchmark -0.1%)

71

An additional 189 businesses have opened in the city centre in the last two years (a net increase of **71 new businesses**)

For over a decade, Sheffield BID has been a strong business advocacy group in the city centre, empowering businesses to push for desired changes. Early on, it became clear that businesses needed targeted support for specific operational and location-based issues. Addressing these needs has always been a core focus of Sheffield BID's programme.

The city centre is experiencing a welcome influx of investment from both public and private sectors, highlighting the importance of businesses having a strong voice in decision-making processes. Sheffield BID's advocacy and lobbying efforts will continue to drive both long-term strategic changes and day-to-day operational improvements.

Despite uncertainties during the last ballot in 2021, Sheffield city centre is thriving. The increasing population of residents and workers is driving positive change, and Sheffield's robust economic foundations position the city centre to seize upcoming commercial opportunities.



BUSINESS PRIORITIES

In the last 18 months we have had more than 1,000 business interactions about Sheffield city centre. We believe the priorities can be summarised as:

Amplifying the business voice:

Advocating for increased investment in the city centre by collaborating with public and private sector partners to foster long-term economic growth.

Upholding standards:

Ensuring the city centre remains clean and safe, with a heightened visible security presence and responsiveness.

Investment in the night-time economy:

Collaborating with public and private sector partners to support and grow this vital sector.

Driving engagement through events:

Organising and partnering with events of all sizes to boost footfall, spending, and the city's reputation.

Integrated marketing initiatives:

Implementing bold marketing campaigns to attract and retain visitors, plus marketing support for city centre businesses.

Promoting sustainability:

Introducing more greening and biodiversity projects in the city centre, along with waste management initiatives.



THE NEXT FIVE YEARS



The city centre is evolving, and the strategic involvement of businesses is crucial for delivering long-term value. We must capitalise on these opportunities rather than let them slip away.

Sheffield BID's draft programme outlines our approach for the next five years, focusing on two main components: **enhancing and expanding existing initiatives, and introducing new projects and programmes.**

BUSINESS VOICE

605,000

the number of visitors participating in BID funded events this term

£12m+

the estimated total uplift in visitor spend attributed to BID funded events

£800k

additional funding leveraged from partners

£252k

additional income generated

£354k

in lieu support from members

This term, Sheffield BID has represented city centre businesses in discussions with the local authority and stakeholders, lobbying for beneficial policies and practical changes. We have funded major festivals and delivered annual events in collaboration with local businesses, boosting footfall and creating opportunities.

Sheffield BID has invested in initiatives to maintain a clean and safe environment, and projects that bring people and trade to the city centre, fostering a strong business community. Through place marketing and promotional campaigns, we have enhanced the visibility and attractiveness of the city centre.

The High Street Forum has created an influential group, sharing insights and ideas to improve the city centre. Our efforts remain focused on enhancing the overall experience, ensuring Sheffield city centre is a welcoming and attractive destination for everyone to enjoy.

Over the next five years, Sheffield BID will advocate for:

A thriving city: Fostering a dynamic and inclusive environment where all businesses can benefit from increased visitor numbers and trade through strategic marketing, diverse events, and enhanced public amenities.

A safer city centre: Increasing police presence, boosting visibility, and enhancing responsiveness to business concerns.

A cleaner, greener city centre: Elevating cleanliness standards, introducing art installations, and implementing more green initiatives. Maintaining the public realm around new developments will be crucial for creating a cohesive and attractive urban environment.

A vibrant night-time economy: Promoting increased investment in the night-time economy, highlighting its importance in creating jobs, boosting the local economy, and enhancing the city's cultural and social offerings.

Resolution of operational issues: Addressing day-to-day challenges to ensure smooth business operations.



The High Street Forum meets regularly



Diane Jarvis and Cllr Ben Miskell



MP for Sheffield Central Abtisam Mohamed with the Chair of Unight Nick Simmonite, BID director Mark Hobson and Sheffield BID's Diane Jarvis

ENVIRONMENT

7,900

additional cleaning hours funded each year

2,000m

the average amount of graffiti cleaned off surfaces annually

26,000+

visitors welcomed to our Surrey Street hub this term

Our Street Team remains a cornerstone of our service delivery. This term, we have prioritised in-house delivery over outsourcing, merging the Clean Team, Street Rangers, and BID Buddy ambassadors into a single, cohesive team with diverse skills. Operating seven days a week, they serve as the BID's eyes and ears, engaging with local businesses and reporting issues such as anti-social behaviour, vandalism, and environmental concerns. They address graffiti, improve neglected areas, and regularly remove rubbish, fly-tipping, flyposting, detritus, and hazardous waste, while conducting soft outreach with vulnerable individuals. There are significant and additional demands placed on the team.

We are incorporating new street art and cost-effective laser cleaning technologies to combat graffiti vandalism. Our goal is to enhance and rejuvenate the local environment through landscaping, conservation, recycling initiatives, and the removal of litter, detritus and sharps, creating a cleaner, safer, and more welcoming city centre.

There is a pressing need for a sustainable waste consolidation programme to reduce the number of bins on city centre streets. Despite new waste facilities and Council interventions, businesses must collaborate to find innovative solutions.

BID safety interventions include outdoor defibs, emergency bleed cabinets, mobile CCTV cameras, body-worn cameras for frontline staff, and Smart Water initiatives. We advocated strongly for the introduction of a Public Spaces Protection Order (PSPO) and welcomed its introduction in April.

In response to businesses' concerns about retail crime and anti-social behaviour, there is still a need to improve the effectiveness of the Business Crime Reduction Partnership (BCRP) alongside additional security measures.

Due to the pandemic and financial challenges, our visitor services have been less extensive in our second term. We continue to operate our Visitor Hub, which transforms for seasonal and retail events, welcoming over 26,000 visitors this term. We deliver the Shop Mobility scheme Mobile Sheffield and operate the Sheffield City Centre gift card. The business community has raised the need for a more visible on-street concierge, wayfinding, and visitor assurance presence, as well as a presence at key transport hubs to improve the visitor welcome.



Our commitments for the next five years:

Invest further in cleansing and field

operations: Adding capacity and increasing the scope of services to improve street aesthetics, tackle vandalism and improve sanitation. New projects will contribute positively to the overall aesthetic and functionality of the city centre.

Invest further in the visitor welcome:

With additional visitor services and a visible presence to provide visitor assurance and support to businesses.

Work with businesses on commercial waste

issues: Reducing the visual impact of on-street bins.

Improve the Business Crime Reduction

Partnership: Collaborating with the police and city council to tackle anti-social behaviour and low-level crime, targeting resources where they are needed most.

Make streetscape improvements: By turning neglected areas into attractive, functional spaces.



EXPERIENCE

£1.86m

the economic impact of the Fringe at
Tramlines weekend (2024)

25,000

visitors to Sheffield Bricktropolis (2024)

21%

increase in visitor spend over the Lunar
Chinese New Year weekend (2025)

We have funded major events that significantly increase footfall and engagement, such as The Bears of Sheffield, Cliffhanger, The Fringe at Tramlines, UEFA Women's Euro 2022 fan parties, and the Lunar Chinese New Year festival. Collaborating with local businesses, we deliver events like Dine Sheffield, Sheffield Bricktropolis, and the Sheffield Christmas Trail to boost visitor spending. Our immersive family events, such as Santa's Study, have also been successful. We partner on the Castlegate Festival and support diverse activities like the Northern Black Women's Conference.

Promoting Sheffield's unique offer and drawing a wider audience is fundamental to Sheffield BID's programme, vital for consumer-focused businesses and creating a vibrant city experience for those who visit, work, study or live in the city centre. Over the past five years, our marketing and promotion has evolved significantly, with a stronger focus on digital and social media, providing year-round seasonal content and engaging over 1m+ consumers annually. This strategic approach has made Sheffield BID an invaluable extension of our businesses' marketing efforts.

We also deliver Best Bar None, the national accreditation scheme for safer socialising and responsible licensing practice, growing the number of accredited premises by 82% last year. And we were delighted to win the national award for the Best City scheme in March.



Our commitments for the next five years:

Continue to improve the annual events programme: Focusing on family-friendly activities, quieter trading periods, festive celebrations, and supporting the night-time economy.

Continue to support major cultural festivals: Attracting visitors and spending, while celebrating the diverse communities of Sheffield.

Implement integrated bold marketing campaigns: With a continued focus on digital and social media to provide greater value for local businesses.

Collaborate with partners: Pitch for, secure, and deliver significant events that elevate the city's profile.



FINANCES



Our current term has generated £3.75m over five years, including £3.5m from the BID levy and £252k of additional income. To ensure the continued success and sustainability of our programmes, securing more funding is essential. The BID levy has remained consistent over the past decade, but to maintain and expand our initiatives, significantly more investment is crucial. Without it, our ability to deliver impactful programmes will be compromised.

Assuming a successful ballot outcome, we expect to generate around £6.7m in the next term. The final Business Plan, to be published in early September, will detail expected revenue, expenditure, levy rate, and other criteria.

Based on the contents of this consultation, we would expect the balance of spend to be allocated as:



Environment	35%
Experience	32%
Voice	10%
Overheads	18%
Contingency	5%

CONCLUSION

The BID continues to make an impact, from our Clean Team's efforts to our marketing initiatives drawing people into the city. While not a cure-all, the BID represents a coalition of committed businesses working together to achieve their goals. Ambitious, pragmatic, and focused on delivery, Sheffield BID is dedicated to fulfilling your priorities. It is the businesses that drive this change, and we hope you will help shape the agenda for the next five years.



This consultation is your chance to engage with and influence the BID's agenda, and we are keen to hear from you.

PROCESS AND FEEDBACK

The 28-day ballot will be held from **19 September to 16 October 2025**.

Based on responses to this consultation, we will distribute a formal Business Plan in early September 2025 ahead of the ballot papers.

The development process includes:

- One-to-one meetings with businesses
- Regular meetings with business groups
- Daily interactions with businesses
- Seeking feedback on this consultation document

Tell us:

- Have we identified the right priorities for the next five-year term?
- Are there any other issues we should address or commitments we should undertake?
- Is the financial balance correct between our stated priorities?

You can share your comments online at:

www.sheffieldbid.com/feedback

Deadline: 5pm – Friday, 20 June 2025.

MEET THE TEAM

A small team undertakes the day-to-day management of Sheffield BID and if you would like to speak directly to any member of the team you can find their contact details below.

Diane Jarvis (part-time)
Head of Business Operations
diane.jarvis@sheffieldbid.com
07946 199883

Gareth Lowe
Operations Manager
gareth.lowe@sheffieldbid.com
07377 454585

Richard Pilgrim
Project Manager
richard.pilgrim@sheffieldbid.com
07984 974642

Belinda Hughes (part-time)
Administrator
belinda.hughes@sheffieldbid.com
07506 151567

Ian Mott
Business & Visitor Liaison Officer
ian.mott@sheffieldbid.com
07506 151571

OUR GOVERNANCE BOARD

The BID Company is a not-for-profit company limited by guarantee. The BID is governed by a skills-based Board of non-executive directors who are representative of the make-up of businesses within the BID area. The Board meets quarterly with different sub-committees meeting more frequently.

Chair of the Board

Tony Stacey

(formerly Chief Executive Officer of South Yorkshire Housing Association)

Non-executive board directors

- **Lee Appleton**, Moor Centre Manager, New River REIT plc
- **Nick Beecroft**, Director, HLM Architects
- **Tom Bird**, Chief Executive Officer, Sheffield Theatres
- **Superintendent Paul Ferguson**, South Yorkshire Police
- **Linda Goodacre**, Director of Estates & Facilities Management, University of Sheffield
- **Caroline Hamilton**, Owner, Hamm Communications
- **Mark Hobson**, Managing Director, Corporation Nightclub
- **Vina Khan**, Director of Finance & Resources, Sheffield Galleries & Museums Trust
- **Dan Lally**, Deputy Chief Operating Officer, Sheffield Hallam University
- **Duka Nagy**, Owner, Smoke BBQ
- **Simon Nevill**, Associate Director, Arup
- **Cllr Joe Otten**, Sheffield City Council
- **Kane Yeardley**, Managing Director, True North Brew Co

B





SHEFFIELD **BID**

Contact

Sheffield BID

Suite 626 @ Spaces
Pennine Five
20-22 Hawley Street
Sheffield
S1 2EA

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

 SheffieldBID

 SheffieldBID

 sheffieldbid

Auditors: Hodgson & Oldfield LLP
Bankers: Handelsbanken