

SHEFFIELD BID

A year in review

2024-2025



**Maintained
Vibrant
Connected
Sustainable**



Foreword – Diane Jarvis, Head of Business Operations

"I'm pleased to present this Annual Review as we conclude Year 4 of Sheffield BID's second five-year term. This year marks a significant milestone—ten years since the inception of the BID - a decade of partnership, perseverance, and progress in Sheffield city centre.

The challenges facing our business community remain real and complex. Rising costs, shifting consumer behaviours, and the evolving cityscape continue to test our resilience. Yet, through it all, the BID has remained a constant and collaborative force, delivering practical support and championing the needs of our levy payers.

This year, we've seen the pace of regeneration accelerate, with long-anticipated projects beginning to transform the city centre. By improving the city centre experience and amplifying the voice of local businesses, we've helped build confidence during a time of ongoing change.

As we look ahead, we are preparing a new business proposal for a third BID term, one that builds on our achievements and responds to the changing needs of our city. The importance of BIDs has never been clearer, especially as public sector resources remain under pressure.

We continue to operate efficiently, delivering a diverse and ambitious programme that reflects the strength and unity of our business community. Thank you for your continued support. Together, we are shaping a city centre that works for everyone."



Maintained

Businesses consistently highlight the need for a clean, safe, and vibrant city centre that supports employees, customers, and visitors alike

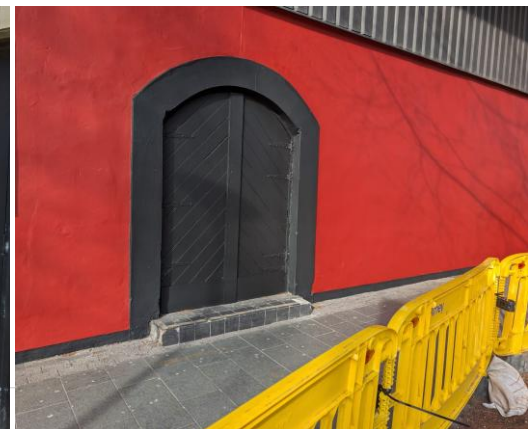
Gareth Lowe joined the team as Operations Manager

Gareth provides daily operational support to bring about resolutions to a host of environmental issues impacting local businesses.

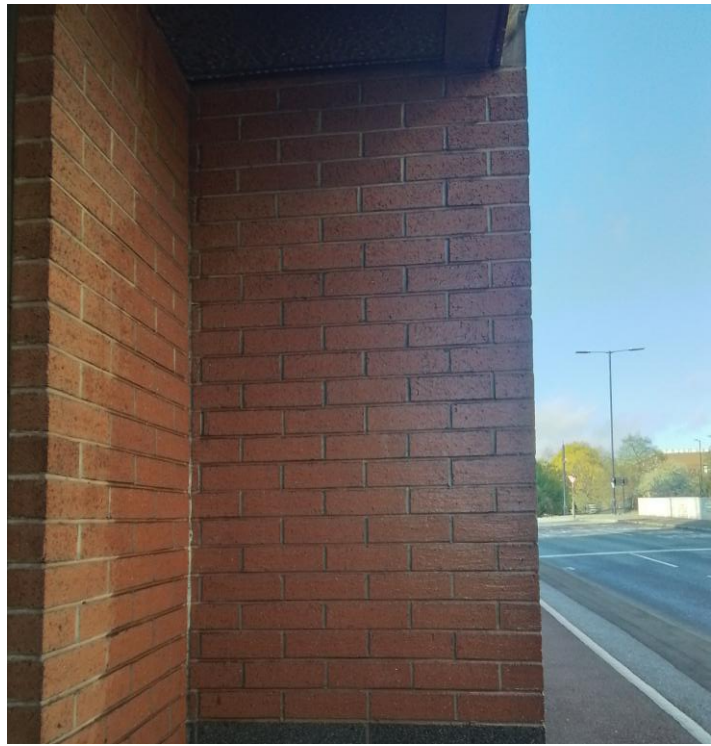


Maintaining a safe, clean and welcoming city centre

Our Clean Team continued to operate seven days a week, delivering enhanced cleaning, sanitation, and graffiti removal services. This year, we launched the **Vandalism to Vibrancy** campaign - a targeted initiative to tackle graffiti through collaboration with property owners and emerging street artists. The campaign has included a comprehensive mapping of graffiti across city centre businesses, prioritising hotspot areas and larger tags for removal, protection, and ongoing monitoring.









Pearl House

41-55 King Street

midcitystatesltd.com



At any time
except late
evening

SUB





vision
1 7222

S
SHEFFIELD BID
ELECTRIC VEHICLE

Maintaining a safe, clean and welcoming city centre

After sustained lobbying, we were pleased to see the introduction of a **Public Spaces Protection Order (PSPO)**, set to take effect from 1 April 2025. This will provide new powers to address aggressive begging and other unacceptable on-street behaviours.

However, we recognise that frontline staff are increasingly encountering anti-social behaviour, often involving vulnerable individuals with complex needs. To support our levy payers, Sheffield BID introduced a series of **conflict management and personal safety training sessions** tailored for frontline teams.

Keeping Sheffield Safe

Sheffield City Council has introduced a **Public Spaces Protection Order (PSPO)** in this area.

To prevent anti-social behaviour, the following are restricted:

Begging



You **must not** beg in a way that causes or is likely to cause harassment, alarm, or distress.

Public urination/defecation



You **must not** urinate or defecate in public.

Loitering



You **must not** loiter in a temporary structure, or in/near doorways, cash machines, banks, or supermarkets, in a way that causes or is likely to cause harassment, alarm, or distress.

Alcohol in public



You **must not** drink alcohol or be in possession of alcohol in a way that causes or is likely to cause anti-social behaviour.

Drug use



You **must not** use psychoactive substances.

Maintaining a safe, clean and welcoming city centre

In partnership with Vine Hotels, we also unveiled a vibrant new mural on **George Street** - the first step in a broader initiative to revitalise the area. Once a thriving part of the city centre, George Street has faced challenges including anti-social behaviour, vacant units, and environmental decline.

In response to local business concerns, we've undertaken deep cleaning and introduced temporary street art to brighten the space and foster community pride.



Maintaining a safe, clean and welcoming city centre

Sheffield BID was proud to receive national recognition, winning **Best City Scheme** for its delivery of the **2024/25 Best Bar None programme**. This Home Office-backed accreditation celebrates licensed venues - bars, pubs, restaurants, cinemas, and more - that meet rigorous standards and champion a safe, welcoming night-time economy.



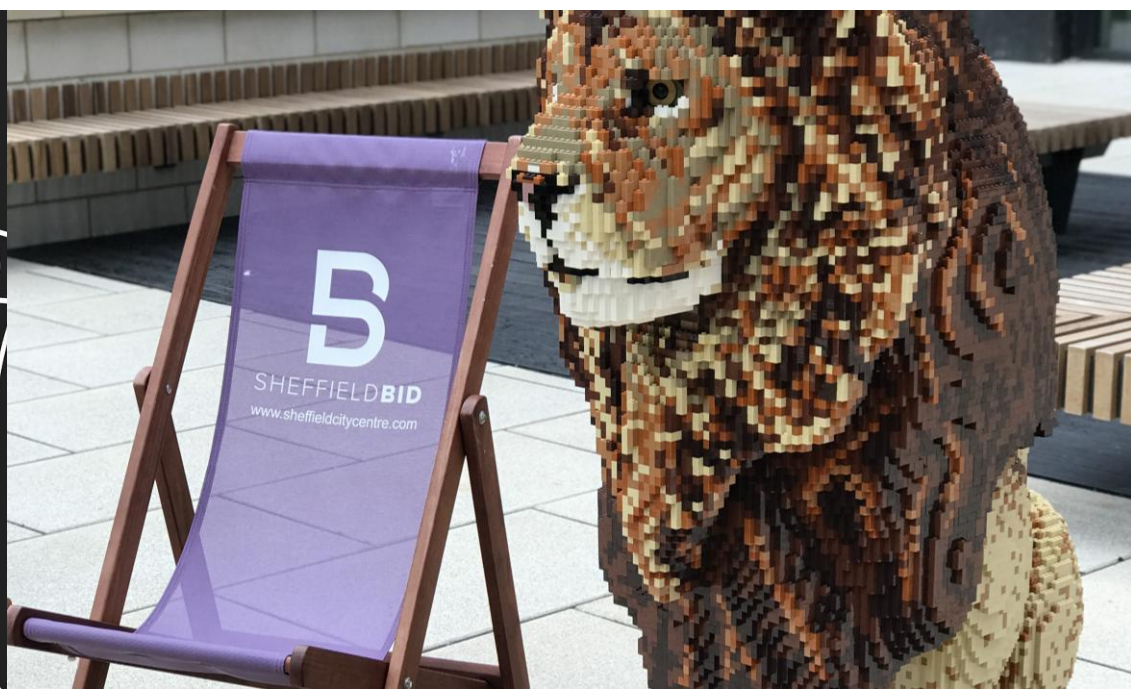
Vibrant

Sheffield BID continued to play a key role in delivering and supporting a dynamic calendar of events that brought energy, footfall, and economic uplift to the city centre

Vibrant events, marketing and promotion

Our flagship summer event, The Fringe at Tramlines, once again proved a major success, generating an estimated £1.86 million boost to the local economy over the festival weekend.

Meanwhile, Sheffield Bricktropolis made a welcome return, attracting over 25,000 visitors across two weeks and contributing an additional £650,000 in visitor spend.



Vibrant events, marketing and promotion

To enhance the city's festive offer, we brought back the much-loved Sheffield Christmas Trail, featuring our family mascot Brearley Bear in a brand-new adventure: *Brearley Bear's Christmas Disco*.

This interactive trail encouraged families to explore the city centre during the holiday season, creating joyful festive memories.



Vibrant events, marketing and promotion



We were also pleased to be a major funding partner for the 2025 Lunar Chinese New Year Celebration, following the success of its inaugural event in 2024. This vibrant festival transformed the city centre into a cultural showcase, with live performances, workshops, food traders, and more. Visitor spend during the festival weekend surged by £320,266, a 20.9% increase compared to the average of surrounding weekends.

Connected

Sheffield's city centre is a compelling destination, and our marketing efforts ensure it stays top of mind for residents, visitors, and investors

Mobile-first marketing platform



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

Sheffieldcitycentre.com

Email sign up

All | Organisations | Featured content | City stuff | Events | Entertainment | Shopping | Food & Drink | Late nights | Blog

- A central hub for 'all things Sheffield city centre'
- User generated content focuses on: Events, Entertainment, Food & Drink, Late Nights and Shopping
- 'Featured content' and 'City stuff' provide 'deeper dives'
- Includes a comprehensive, searchable business directory

User generated content – authentic, trust, engagement



Every show is a fireball of energy, showcasing their growing catalogue of solid original material that's rooted in 'good time' hard rock. Their songs have been played on radio stations around the world, including Planet Rock. Get tickets:

<https://corporation.org.uk/event/bad-actress/>

📅 Saturday 28th June



Corporation Sheffield
Facebook



Happy Easter from us here at bungs! Come on down for an Easter lunch 🍷 Steak, gammon, mixed grills or just some lunch 🍷 We have you covered see you soon 😊

#sheffield #bungsandbears

#bungalowsandbears #arrowsmiths

#arrowsmithsdarts #digitaldarts #easter

#eastersunday



Bungalows & Bears
Instagram



Seen our updates and manga isn't for you? Don't worry we have you covered! A huge Graphics section and a bigger kids section too! We have loads of great titles in our LGBT+ bay AND we even some Horror too! #forbiddenplanet #sheffield



Forbidden Planet Sheffield
Facebook



Featured content – dynamic, fresh



Press and visitor blogs – experiential, differentiated





Locking
spend into
the local
economy

Sustainable

Building the city centre's voice and resilience

Building voice and insight



Sheffield BID continues to champion the voice of city centre businesses through collaborative forums and data-led decision-making.

The High Street Forum remains a cornerstone of our engagement strategy—bringing together representatives from retail, hospitality, and leisure to share insights, raise concerns, and influence local policy. This regular forum has become a trusted space for dialogue and a powerful platform for collective advocacy.

Building voice and insight



2024

In 2024, city centre transactions rose by 5.6%, significantly outperforming the UK benchmark of +0.8%.



2025

In the first four months of 2025, Sheffield's city centre spend index was 4.3% above the comparator average and 6.4% above the GB Benchmark - evidence of a strong local economy that benefits all sectors.

In 2024, we also launched the **BID Barometer** - a monthly snapshot report that tracks key trends in customer spending, sector performance, footfall, and visitor demographics. the Barometer provides a clear picture of how the city centre is performing and evolving. It helps inform our priorities, supports our lobbying efforts, and gives levy payers a valuable tool to benchmark their own performance.

Finances

2024-2025



Income and expenditure – 1 Apr 24 to 31 Mar 25

Income	Amount (£)
BID levy collected	618,004
BID levy outstanding	49,115
Other income	23,684
Total income	690,803
Expenditure	Amount (£)
Programme expenses	521,055
Operating costs	124,183
Collection fee (Sheffield City Council)	20,440
Total Expenditure	665,678



Celebrating 10 years of Sheffield BID



Together, these initiatives are helping to ensure that Sheffield city centre businesses are not only heard - but equipped with the insight and influence to shape their future