

DRAFT

SHEFFIELD BID

**Proposed initiatives for a third term
1 April 2026 – 31 March 2031**

These are additional to local authority baseline services.



THEME 1: ENVIRONMENT

Continuing / improving:

Existing initiatives and services which will continue and improve:

- **Clean Team:** Our street team remains the cornerstone of service delivery. Operating seven days a week, engaging with local businesses and reporting environmental issues and hazards. The service will include:
 - Cleaning graffiti vandalism, removing rubbish, fly-tipping and flyposting affecting commercial premises.
 - Clearing rough sleeper and night-time economy detritus and hazardous (human) waste, sharps and drug paraphernalia affecting the curtilage of commercial premises.
 - Deep cleans of neglected areas to maintain high standards and visual appeal.
 - Additional support for newly regenerated areas.
 - Conducting soft outreach with vulnerable individuals and signposting to support services.
- **Daily environmental support:** A dedicated Operations Manager addresses the environmental concerns of businesses promptly, supporting a cleaner and safer city centre.
- **Business Crime Reduction Partnership:** We are exploring ways to make the BCRP more effective for our levy payers. The potential for a more cost-effective and efficient BID-funded radio system (tethered to the Council's monitoring centre) is to be explored to boost subscription, in consultation with Sheffield City Council.
- **Life-saving equipment:** maintaining our network of outdoor defibs (Pulsepoints) and emergency bleed cabinets will continue.
- **Regular disruption alerts:** Providing timely alerts on road closures, marches, protests, and other activities likely to cause disruptions will keep businesses and visitors informed and prepared.

New:

New initiatives will include (but are not limited to):

- **Supported employment for rough sleepers:** We expect to reintroduce initiatives to provide employment opportunities for rough sleepers, promoting social inclusion.
- **City Centre Neighbourhood Watch scheme:** We want to launch a unique scheme involving businesses and residents to enhance community safety and foster collaboration.
- **Tactical security:** Targeted security measures will be reintroduced during peak times- such as the festive season - to ensure safety and support a welcoming environment for visitors and businesses.
- **BID Buddy Welcome Ambassadors:** We will reinstate our on-street concierge service, with "BID Buddies" stationed at key transport hubs and throughout the city centre. These ambassadors will offer walking bus services, visitor wayfinding, and a friendly welcome - primarily during the day, but with flexible deployment during key night-time periods to support a safe and positive evening experience.
- **Respect our City campaign:** We will implement a *Respect our City* campaign to promote positive behaviours around littering, graffiti, anti-social behaviour, and public space care, while boosting sustainability, inclusivity, and community engagement.
- **Targeted 'neighbourhood' initiatives:** Delivering responsive initiatives tailored to the unique character and priorities of each area within the city centre will ensure every part contributes to a stronger, more cohesive whole while addressing distinct local needs. There will be focused plans in place to support the extended BID boundary as well as core areas.

THEME 1: ENVIRONMENT *(continued)*

Continuing / improving:	New:
<ul style="list-style-type: none">• Creative regeneration: Improvement projects will focus on redundant and/or under-utilised spaces that attract a high level of anti-social behaviour. Art-led initiatives, creative lighting and biodiversity projects will bring cultural vibrancy to grot spots to unlock additional private sector investment in those areas.• Community engagement: We will expand our programme of volunteer clean-up days to promote civic pride through inclusive, hands-on initiatives with local businesses and community groups.• Accessibility and inclusion: Our mobility hire scheme is set to grow, with potential for an Active Travel centre to support people with disabilities, as well as tapping into the economic potential of the 'Grey' and 'Purple' Pound.• Waste and aesthetics: We will continue to collaborate with businesses to reduce commercial waste impact and improve the city's overall look and feel.	

THEME 2: EXPERIENCE

Continuing / improving:

Events and vibrancy

Existing initiatives and services which will continue and improve:

- **A year-round events programme:** Curating a diverse calendar of festivals, cultural celebrations, and family-friendly activities - especially during quieter trading periods – will continue to drive footfall and celebrate Sheffield's identity.
- **Interactive experiences:** Seasonal trails to immersive street animations will create memorable moments that enhance the visitor experience.
- **Creative placemaking:** Partnerships with local artists and stakeholders will be developed further to help us transform under-utilised spaces into vibrant, engaging destinations.
- **Major event partnerships:** We will work with Sheffield City Council and others to attract and deliver high-profile events that boost the city's national and international profile.

New:

Events and vibrancy

New initiatives will include (but are not limited to):

- **Every week is an experience:** Leveraging initiatives like Restaurant Week, Fashion Week, Cocktail Week, and Beer Week will maintain a vibrant, engaging city centre atmosphere year-round.
- **Neighbourhood activations:** Area-specific events and animations that reflect local character and community priorities will ensure every corner of the city centre contributes to its vibrancy.

Continuing / improving:

Night-time economy (NTE)

Existing initiatives and services which will continue and improve:

- **Best Bar None and Purple Flag schemes:** The BID will continue to lead Best Bar None to uphold industry standards for safety and quality, while continuing to support Sheffield City Council's leadership of the Purple Flag scheme, enhancing trust and vibrancy in Sheffield's night-time offer.
- **Promotion of diverse NTE offerings:** Highlighting the city's varied evening experiences, from live music and dining to cultural venues will help attract diverse audiences.

New:

Night-time economy (NTE)

New initiatives will include (but are not limited to):

- **NTE innovation hub:** A platform for collaboration and experimentation will grow Sheffield's night-time offer.
- **Evening events and activations:** Delivering a vibrant mix of early evening and night-time events to enhance the city's cultural offer and encourage greater footfall after hours.
- **Collaborative marketing and research:** Through targeted campaigns and data insights, we will strengthen Sheffield's identity as a vibrant, welcoming evening destination. By highlighting the city's friendly atmosphere, diverse offer, and coordinated safety measures, we will support a confident and enjoyable night out for all.

THEME 2: EXPERIENCE *(continued)*

Continuing / improving:	New:
<p>Place marketing and promotion</p> <p><i>Existing initiatives and services which will continue and improve:</i></p> <ul style="list-style-type: none"> • Compelling city centre narrative: Crafting a strong, aspirational story resonates with diverse audiences. • Emotional storytelling: Narratives that inspire residents, visitors, and businesses help build connections. • Marketing and promotion: Running multi-channel campaigns, influencer partnerships, and seasonal promotions will drive awareness, footfall and spend. • Promoting local businesses: Using user-generated content highlights the quality and diversity of local businesses, fostering authenticity and trust. • Value-added visitor services: Offering unique products and experiences that cannot be replicated online. • Sheffield City Centre gift card: Encouraging local spending locks economic value into the city centre. 	<p>Place marketing and promotion</p> <p><i>New initiatives will include (but are not limited to):</i></p> <ul style="list-style-type: none"> • Strategic marketing campaigns to attract and retain differentiated audiences - including young professionals, students, families, over-55s, and city centre employees. • Championing the city centre's business and professional services firms, highlighting their role in driving economic growth and attracting talent. • A city centre loyalty programme with exclusive offers and privileges to city centre employees.

THEME 3: VOICE / AMBITION

Continuing / improving:

Leadership and shared vision:

We will continue to advocate for a city centre that works for business and community alike by:

- **Driving footfall and trade:** Supporting increased activity through strategic marketing, events, and enhanced visitor services.
- **Promoting safety and cleanliness:** Championing greater police visibility, tackling crime, and raising environmental standards.
- **Enhancing public realm:** Supporting green initiatives, public art, and developments that improve the city's look and feel.
- **Backing the night-time economy:** Advocating for investment in Sheffield's evening offer to boost jobs, culture, and vibrancy.
- **Solving everyday challenges:** Providing practical support to help businesses operate smoothly and deliver great customer experiences.

Continuing / improving:

Shaping our city: collective voice for business

Existing initiatives and services which will continue and improve:

- **High Street Forum:** Leading a growing, influential forum that unites businesses, stakeholders, and community members to champion a healthy, thriving high street, ensuring diverse voices shape the city centre's future.
- **BID Barometer:** Providing a monthly analysis of visitor spend to deliver actionable insights, empowering businesses to adapt to consumer trends and drive economic growth.
- **Cultural partnerships:** Developing joint initiatives with cultural institutions to deliver events, exhibitions, and experiences that animate public spaces and drive footfall.
- **Securing additional funding:** Accessing public and private sector funding to expand the BID's programme and support long-term city centre development.

New:

Shaping our city: collective voice for business

New initiatives will include (but are not limited to):

- **Digital collaboration platform:** Connecting businesses in real time to share resources, develop opportunities and coordinate action.
- **Innovation hubs:** Bringing together businesses, creatives, and researchers to explore smart tech, sustainability, and new economic models.
- **Attracting new occupiers:** Targeting high-profile brands and large corporate / new occupiers to enhance the city's commercial mix.

THEME 3: VOICE / AMBITION (*continued*)

Continuing / improving:	New:
<p>Funding and investment</p> <p><i>Existing initiatives and services which will continue and improve:</i></p> <ul style="list-style-type: none"> • Leveraging public and private sector funding to scale successful initiatives and pilot new ones. • Building strategic partnerships to unlock co-investment opportunities. • Maximising the value of the BID levy by leveraging external funding streams to support targeted growth. 	<p>Our future workforce</p> <p><i>New initiatives will include (but are not limited to):</i></p> <ul style="list-style-type: none"> • Forge Ahead - a dynamic city centre programme connecting young people to career and training opportunities in high-demand sectors like healthcare, hospitality/retail, and professional services. In response to cross-sector business concerns, Forge Ahead will deliver: <ul style="list-style-type: none"> ○ Workshops and mentoring led by city centre professionals to build skills and confidence. ○ Insight days and workplace visits to showcase real-world career paths. ○ Collaborative events to align businesses and students on future talent needs. <p>This initiative will promote Sheffield as the premier destination for aspiring professionals, addressing national shortages in fields like healthcare, retail/hospitality management, and positioning the city centre as a vibrant hub of opportunity for young people.</p>