



New Horizons for Sheffield city centre

**BID 3: business plan
2026–2031**



Our city centre vision

A thriving, inclusive Sheffield city centre where bold creativity, shared ambition, and local pride drive economic vitality and cultural vibrancy for everyone.

Our mission

Championing Sheffield city centre’s unique strengths through innovative, collaborative initiatives to sustain a clean, vibrant, and commercially thriving destination for businesses, residents, and visitors.



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Introduction

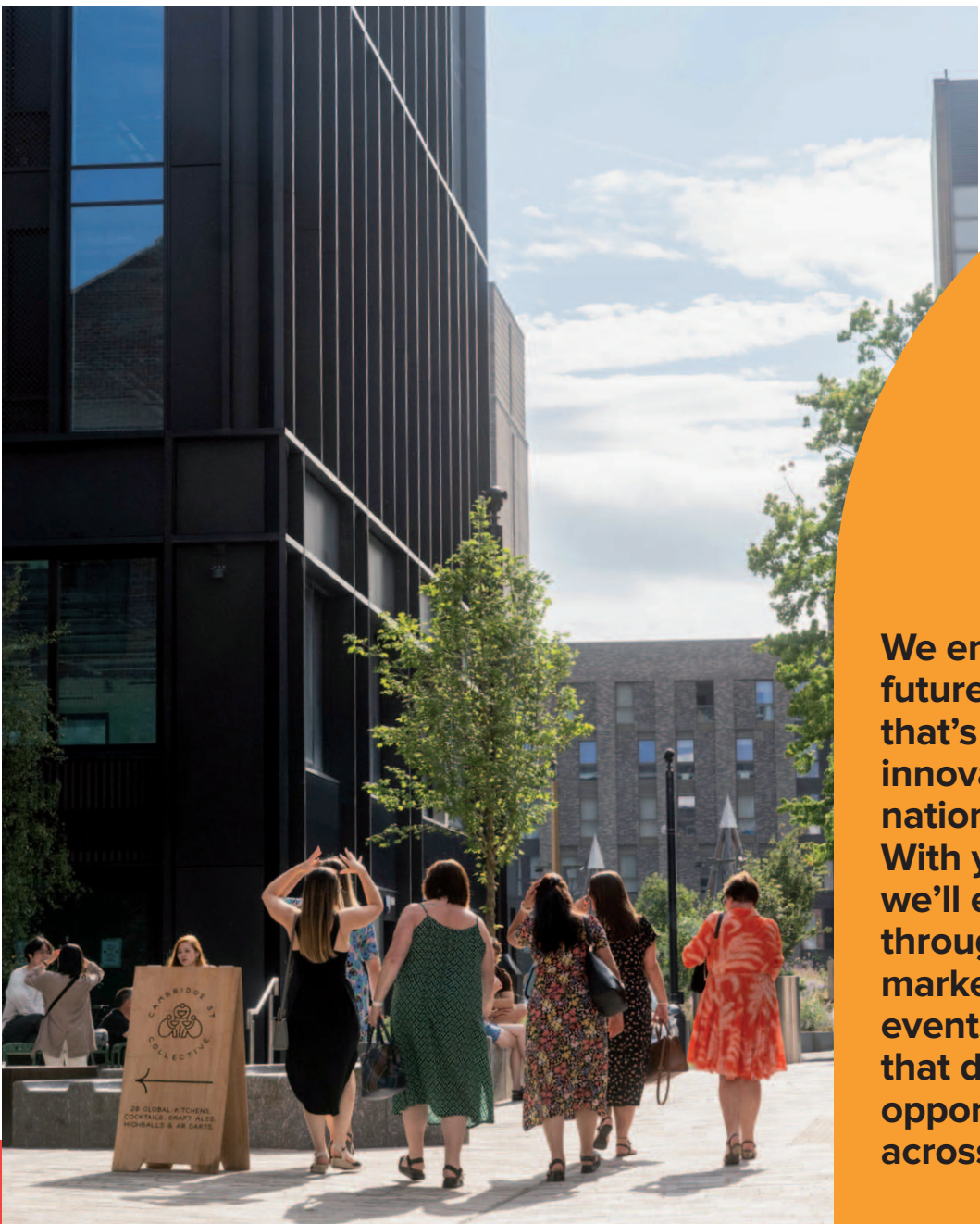
Sheffield city centre: ambitious, vibrant, united

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For a decade, the Sheffield Business Improvement District (BID) has brought businesses, communities, and partners together to shape a safer, cleaner, and more vibrant city centre. From enhanced street cleaning and safety initiatives to high-profile events like The Fringe at Tramlines and Lunar Chinese New Year, we’ve delivered meaningful change through collaboration and targeted investment.



As we approach our third term (2026–2031), we’re expanding the BID area to better reflect the full footprint of the city centre and the businesses that contribute to its vibrancy. This is about ensuring that more businesses play a role in shaping – and benefiting from – the collective investment in the city centre’s future – ensuring every part of it receives the attention it deserves.



We envision a bolder future: a city centre that’s inclusive, innovative, and nationally recognised. With your support, we’ll extend our impact through strategic marketing, major events, and partnerships that drive growth and opportunity – right across the BID area.

A YES vote in the ballot (19 September – 16 October 2025) ensures we sustain this momentum and continue building a city centre that works for everyone. ”

Tony Stacey – Chair
Diane Jarvis – Chief Executive Officer

What is a BID?

A business-led partnership for progress

Support Sheffield BID to build on success and shape the future

A BID is a collaborative, business-funded initiative designed to enhance a defined area beyond the scope of local authority services. Governed by the Local Government Act 2003, BIDs are financed through a levy on businesses within the area – typically for a five-year term – to drive shared prosperity. **At the end of each term, a new ballot must take place for the BID to continue.**



Since the launch of **BID 1** in 2015 and the establishment of **BID 2** in 2021, Sheffield BID has utilised the BID mechanism to invest over **£8 million** in enhancing the city centre – making it cleaner, safer, and more vibrant. This investment has supported thousands of additional cleaning hours, a diverse programme of inclusive events, and initiatives that collectively contribute an estimated **£12.5 million** in annual visitor spend.



In 2024, Sheffield city centre outperformed national benchmarks in ten out of twelve months, with consistent growth across sales, transactions, customer numbers, average transaction value, and revenue per customer. The first half of 2025 has continued this positive trend, showing steady increases in visitor spending and strong performance relative to national averages.

While many factors contribute to economic performance, this period of growth has coincided with sustained BID-supported activity – including targeted events, strategic marketing campaigns, and a strong emphasis on enhancing the commercial environment through environmental improvements.

The BID's work is designed to create the conditions for this kind of economic vitality: making the city centre cleaner, more welcoming, and more engaging for visitors, workers, and residents alike.



As we look ahead to BID 3 (2026–2031), your **YES** vote in the ballot (19 September – 16 October 2025) is vital to sustain these gains and unlock Sheffield's potential as a national standout. The BID levy is a collective investment in a welcoming, thriving, and inclusive city centre – where every business benefits.



Photo credit: Jacob Flannery

Vote YES
to shape
a stronger,
prouder city
centre

A term in review

BID 2

Economic impact	Average spend growth annually since 2022	Environmental improvements	Graffiti removed annually (on average)
	approx 2.5%		2,000m
Transaction increase (2024) vs UK benchmark	Customer number increase (2024) vs UK benchmark	Additional cleaning hours annually	Detritus removed annually (on average)
1.9% (UK: -0.9%)	1.6% (UK: -0.6%)	7,900	34,300 litres
New businesses opened (net increase in 2024-25)	Impact from The Fringe at Tramlines (2024)	Partnerships and funding	Match funding from partners
149 (83)	£1.86 million		£800k
Visitors to BID-funded events	Spend increase during Lunar Chinese New Year (2025) vs non-event weekends	Additional income generated	Value of in-lieu support received
605,000	21%	£252k	£354k

Community engagement	Visitors welcomed at Surrey Street visitor hub	Targeted touchpoints promoting city centre vibrancy	Events promoted each year
	26,000+	500,000	80
Business interactions	Major festivals supported	Seasonal and retail content campaigns	Press and media appearances
8,000+	18	70	110
High-impact visitor trails implemented	Experience brands created (such as Dine Sheffield)	Average annual visitors to sheffieldcitycentre.com	Digital impressions driving awareness of city centre campaigns
10	7	88,000	2.5 million
Recognition	National award		
	Best Bar None Best City scheme 2025		



An outside perspective

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Sheffield Culture Collective values the partnership with Sheffield BID. Collaboration is key to making our city centre somewhere that serves our population – a place that welcomes visitors and that engenders co-support from leisure, culture and business communities. The Collective works to develop a close working relationship between the creative and business sectors recognising that there is a shared skills set and skill sharing that can benefit both. Culture is an essential contributor to the city’s economy attracting visitors, increasing dwell time and importantly attracting audiences who also patronise retail and hospitality venues. We look forward to developing more co-initiatives with BID 3.

**Surriya Falconer, Chair,
Sheffield Culture Collective**

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Sheffield BID has played a key role in helping us grow the Lunar Chinese New Year Festival into one of the city’s most anticipated cultural events. Their support has enabled us to deliver a high-quality celebration that brings people into the city centre and showcases Sheffield’s rich cultural diversity. This kind of partnership is crucial for sustaining a vibrant and welcoming city centre.

**Jerry Cheung,
Cultural Inclusive CIC**

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The Sheffield Property Association recognises the vital role Sheffield BID plays in enhancing the city centre experience. From improving public spaces to supporting events that drive footfall and vibrancy, the BID is a key partner in making Sheffield an attractive place to live, work, and invest. We value the BID’s collaborative approach and its commitment to delivering tangible benefits for the city’s property and business communities.

**Tim Bottrill, Director,
Sheffield Property Association**

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Since its inception, Sheffield BID has made a significant contribution to improving the city centre. Importantly, the BID has shown strong support for city centre residents, which we greatly appreciate. With over 30,000 new residents expected to move into upcoming apartment developments, a vibrant and dynamic community is emerging – one that will rely on a diverse range of commercial services. The BID has clearly recognised this symbiotic relationship between commerce and residents. We strongly support its continuation into a new term; it has proven to be a valuable asset to Sheffield city centre.

**Peter Sephton, Chair,
Changing Sheff**

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Sheffield Cathedral has long been a central part of the city’s identity and steeped in history — a place where community and civic life come together, support for the most vulnerable is offered alongside a diverse range of events attracting many thousands of visitors week in and week out. As the city centre continues to evolve, we recognise the importance of working collaboratively with partners like Sheffield BID to support its regeneration. Through this partnership, we’re able to contribute to a shared vision for a city centre that is welcoming, dynamic, and economically resilient.

**The Very Reverend Abigail Thompson,
Dean of Sheffield,
The Cathedral Church of St Peter & St Paul**

An ambitious successor A bigger, bolder BID for Sheffield city centre

**The BID is not just about today –
it's about preparing for tomorrow.
Whether it's adapting to new
consumer behaviours, supporting
innovation, or responding to climate
and sustainability goals, the BID
helps future-proof the city centre.**

“

The BID has made a meaningful difference to the city centre and their well-structured and ambitious third-term programme will bring the potential for further development.

Ben Clowes,
Strategic Director,
The Art House



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The BID is a strategic investment and, whether you measure success through client engagement, brand impact, or operational support, the BID delivers tailored value. As an employer in the office sector, we want to play our part in ensuring the city centre is the best version of itself to the benefit of our employees.

Shannon Alexander,
HR Manager,
Urban Foundation



Introducing BID 3

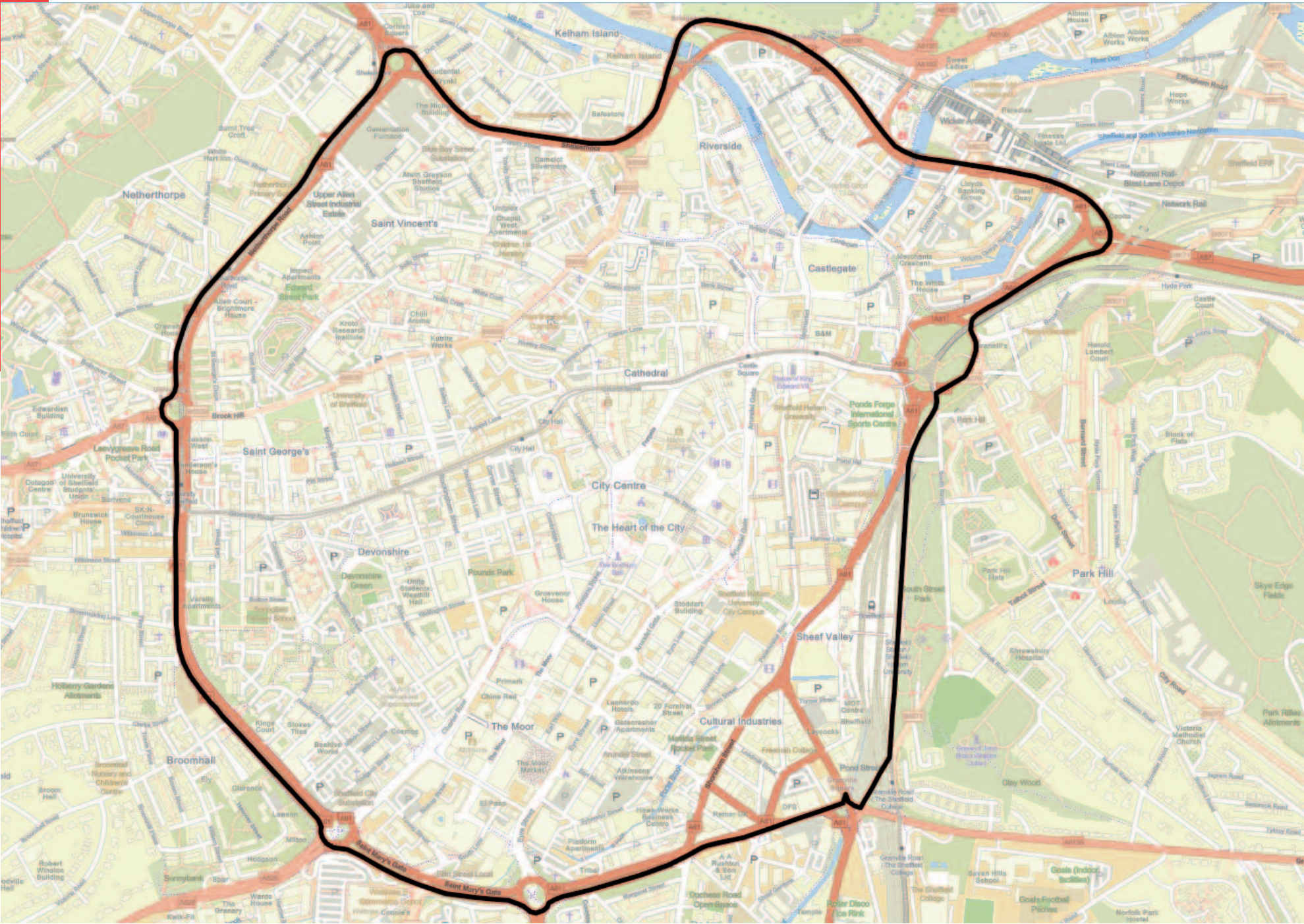
Place and purpose – a city centre shaped by identity

Sheffield city centre is a single destination made up of many distinctive places – each with its own identity, strengths, and needs. From historic quarters and cultural hubs to retail centres and professional districts, these areas serve different communities and contribute uniquely to the city centre’s wider success.

As Sheffield BID enters its third term, our strategy is to recognise and respond to this diversity – not by diluting our focus, but by deepening it. We reject a one-size-fits-all model. Instead, we will deliver targeted, responsive initiatives that reflect the character and priorities of each area – ensuring that every part of the city centre contributes to a stronger, more cohesive whole.

To support this, Sheffield BID will extend its boundary through a natural and strategic expansion. These additions reflect the true footprint of the city centre and allow us to deliver meaningful support where it’s most needed.

This approach is about more than geography. It’s about purpose – ensuring that every part of the city centre plays a role in a collective vision for Sheffield’s future.



The BID area

A full list of streets is available on our website at sheffieldbid.com/bid-area

BID 3 in profile

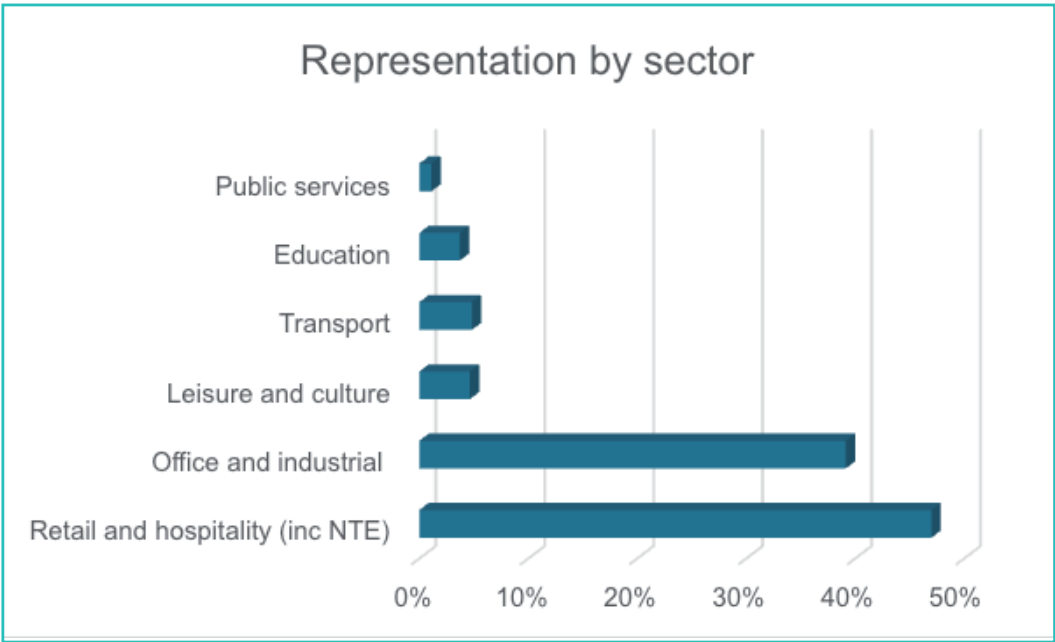
A unified approach to city centre success

Sheffield BID adopts a strategic, collaborative approach to enhancing the city centre. Targeted investments in public realm improvements, safety initiatives, cultural programming, and the night-time economy are designed to increase footfall, stimulate economic activity, and attract talent.

Our aim is to ensure that:

- **Retail, hospitality and leisure sectors** benefit from curated events and coordinated campaigns that increase visitor numbers and consumer spending.
- **Night-time economy venues** are supported through initiatives that enhance safety and drive evening footfall, helping to create a vibrant, inclusive, and well-managed night-time environment.

- **Higher Education institutions** gain from a clean, safe, and vibrant city centre that enhances the experience of students and staff.
- **Office-based businesses** are supported by a dynamic urban environment that contributes to talent attraction, employee satisfaction, and professional reputation.
- **Public service organisations**, including the police and local authority, benefit from additional coordinated safety and place management strategies that support their operational goals and contribute to a well-managed, inclusive city centre.
- **Transport operators** benefit from increased city centre activity, which supports passenger growth and staff retention in a safer, more appealing operational setting.



At the start of BID 3, businesses occupying hereditaments with a rateable value of £40k+ will pay an annual levy to fund these shared benefits.

Refer to page 38 for details.

Sharing best practice

Sheffield BID is committed to continuous improvement and collaboration. As active members of the Association of Town & City Management and the Northern BIDs Group, we regularly engage with leading BIDs across the UK to exchange insights, benchmark performance, and adopt proven approaches. Our status as a Living Wage Employer further reflects our commitment to fairness and responsibility, and inclusive economic growth.



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As a long-standing family business, we’ve seen the value the BID brings – supporting growth, improving the environment, and helping businesses like ours thrive. With the next generation now driving our business forward, it’s vital that Sheffield city centre remains a vibrant place to work and do business. We believe the third term proposal will build on that success, and we fully support its vision for the future.

David Whiteway,
Managing Director,
A Pinder Ltd

2026-2031 strategic themes
Built on progress
Focused on the future

Over the past decade, Sheffield BID has helped turn the city centre into a cleaner, safer, and more vibrant place through sustained investment, strong partnerships, and unwavering commitment.

As we enter our third term, our mission is to protect these achievements and advance Sheffield as a dynamic, inclusive destination for living, working, visiting, studying, and investing. Without continued leadership, these gains could falter.

Over the next five years, our work will focus on three pillars delivering measurable, innovative solutions to shape the city centre’s future:



A clean, safe, and welcoming environment as the foundation for economic confidence.



Amplifying vibrancy through events, marketing, and a dynamic night-time economy.



Forging partnerships to enhance the trading environment and elevate the city centre’s profile.



PROTECTING PROGRESS ENHANCING ENVIRONMENTS

Businesses consistently highlight the need for a clean, safe, and vibrant city centre that supports employees, customers, and visitors alike. Over the past decade, Sheffield BID has delivered tangible results: a cleaner, safer, and more welcoming city centre, achieved through sustained investment, partnership working, and persistent effort. These outcomes are not a vision – they are a reality we’ve built together.

As we embark on our third term, our mission is clear: to build on the progress we’ve made and drive it forward. Without Sheffield BID’s continued leadership, these hard-won gains risk erosion. Our City Care strategy is designed to strengthen and reimagine the city centre’s environment, positioning it as a place where people are inspired to live, work, visit, study, and invest.

The commitments below reflect our dual focus: maintaining high standards while embracing bold, creative solutions. From tackling environmental challenges to transforming neglected spaces into canvases of community pride, we’re flipping the script – moving from vandalism to vibrancy, from clean-up to creativity.

We will continue to deliver and enhance a cleaner, safer, and more vibrant city centre through:

- **Supplementary cleaning:** Daily street-level support, a seven-day Clean Team, graffiti removal, and deep cleans of neglected areas to maintain high standards and visual appeal.
- **Safety and security:** Strengthened partnerships with police and council through improvements to the Business Crime Reduction Partnership, regular disruption alerts, and initiatives to tackle anti-social behaviour.
- **Creative regeneration:** Transforming underused spaces through art-led and biodiversity-focused projects that turn vandalism into vibrancy.
- **Community engagement:** Growing our volunteer programme and fostering civic pride through practical, inclusive activities that make a visible difference.



- **Accessibility and inclusion:** Growing our mobility hire scheme to support active travel and unlock the potential of the ‘Grey’ and ‘Purple’ Pound.
- **Waste and aesthetics:** Collaborating with businesses to minimise the impact of commercial waste on city centre streets and improve the overall street-level environment.



New initiatives will include:

- **Social impact:** Supported employment initiatives for rough sleepers and a new Neighbourhood Watch scheme to foster inclusion and community safety.
- **Seasonal and tactical support:** Targeted security during peak periods and the return of Welcome Ambassadors to enhance the visitor experience.
- **Civic pride and green growth:** Participation in Britain in Bloom and an expanded ‘Respect our City’ campaign to promote positive behaviours and sustainability.
- **Neighbourhood focus:** Tailored placemaking initiatives that reflect the unique character and needs of each city centre area – including newly added zones – ensuring all areas are actively included in planning and benefit from equitable investment and visibility across the BID area.



Together, these initiatives will shape Sheffield’s city centre into a vibrant hub of pride, purpose, and possibility.



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I joined the Sheffield BID board to ensure the voices of small, independent businesses are heard and represented. As the owner of Smoke BBQ, I understand the unique challenges and opportunities of running a business in the city centre. The BID has played a vital role in creating a more supportive environment for independents, offering practical support that makes a real difference. As the city centre continues to grow and evolve, the BID’s role in championing local enterprises will be more important than ever.

Duka Nagy, Owner, Smoke BBQ





CELEBRATING CULTURE CREATING CONNECTION

Sheffield's city centre offers a growing mix of cultural, retail and leisure experiences. Over the past decade Sheffield BID has championed this vibrancy, delivering events, campaigns, and initiatives that profile the city's unique character and attract diverse audiences. These achievements – forged through strong partnerships and bold ambition – are a foundation we must protect and build upon.

As we approach a third term, our strategy is focused on sustaining momentum and elevating the city centre's reputation as a vibrant destination. Without continued investment, the city's cultural and economic energy risks fading. Our commitments will help the city centre grow as a dynamic centre of activity – fostering connection, creativity, and opportunity for all.

The initiatives below blend bold new ideas with proven successes, from major events and a vibrant night-time economy to strategic destination marketing. Together, they will keep Sheffield's city centre alive with culture, connection, and possibility.

Events and vibrancy

The city centre's events and cultural offerings are a cornerstone of its appeal, driving footfall, supporting businesses, and celebrating diversity. We will continue to deliver exceptional experiences while expanding inclusive, year-round activities to keep the city centre buzzing.

We will continue to deliver and expand:

- **A year-round events programme:** Curating a diverse calendar of festivals, cultural celebrations, and family-friendly activities – especially during quieter trading periods – to drive footfall and celebrate Sheffield's identity.
- **Interactive experiences:** From seasonal trails to immersive street animations, we'll create engaging experiences that enhance the visitor experience.
- **Creative placemaking:** Partnering with artists and stakeholders to transform public spaces across the BID area into vibrant, engaging destinations.



- **Major event partnerships:** Working with Sheffield City Council and others to attract and deliver high-profile events that boost the city's national and international profile.

New initiatives will include:

- **Every week is an experience:** Leveraging initiatives like Independent's Week, Restaurant Week, Fashion Week, Cocktail Week, and Beer Week to maintain a vibrant, engaging city centre atmosphere year-round.
- **Seasonal enhancements:** We will explore creative, scalable improvements to the city centre's Christmas lights offer – focusing on festive placemaking that supports footfall and city pride.
- **Neighbourhood activations:** Area-specific events and installations that reflect local character and community priorities, ensuring every corner of the city centre contributes to its vibrancy.

Night-time economy

The night-time economy is a vital driver of Sheffield's cultural and economic landscape. We will strengthen our focus, promoting a safe, inclusive, and creative night out that positions Sheffield as a premier evening destination.

We will continue to support a safe, inclusive, and thriving evening scene through:

- **Best Bar None and Purple Flag:** Upholding high standards in safety and quality across the night-time economy.
- **Diverse night-time offerings:** Promoting Sheffield's rich mix of music, dining, and cultural venues to attract broad audiences.

New initiatives will include:

- **Innovation hub:** A platform for collaboration and experimentation to grow Sheffield's night-time offer.
- **Events programming:** A curated calendar of early evening and night-time events designed to attract diverse audiences, extend dwell time, and animate the city centre after dark.
- **Collaborative marketing and research:** Campaigns and data insights to strengthen Sheffield's identity as a premier evening destination.

Place marketing and promotion

Sheffield city centre has an evolving offer, and effective marketing plays a crucial role in raising awareness, encouraging visits, and supporting local businesses through clear, consistent and inclusive messaging.

We will continue to position Sheffield city centre as a place to belong, invest, and thrive by:

- **Telling Sheffield's story:** Crafting compelling narratives that resonate with visitors and investors.
- **Digital engagement:** Running multi-channel campaigns, influencer partnerships, and seasonal promotions to drive awareness, footfall and spend.
- **Championing local:** Highlighting the diversity and quality of local businesses through authentic, user-generated content.
- **Encouraging local spend:** Promoting the Sheffield City Centre Gift Card and unique in-person experiences.

New initiatives will include:

- **Targeted campaigns:** Attracting key audiences like students, families, professionals, and over-55s.
- **Business sector promotion:** Featuring the city centre's professional services as drivers of growth and talent.
- **Loyalty programme:** Offering exclusive perks to city centre employees to boost engagement and retention.

Together, these initiatives will elevate Sheffield city centre into a bold, inclusive, and thriving destination that reflects the city's future ambitions.



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Sheffield Hallam University is a purpose-driven university, firmly rooted in the heart of our fabulous city. We are passionate about working collaboratively with our business partners to ensure Sheffield is a vibrant, safe and accessible city for all who live, work and study here, and an attractive proposition for national and global investors.

Professor Liz Mossop, Vice-Chancellor,
Sheffield Hallam University

UNLOCKING GROWTH ENABLING IMPACT

Sheffield’s city centre thrives when its business community leads with confidence and collaboration. For over a decade, Sheffield BID has been a powerful advocate, tackling critical issues like transport, investment, safety, and operational challenges to create a stronger, more resilient city. These achievements stem from a shared vision, uniting businesses to shape solutions and drive progress.

As we enter our third term, our City Ambition strategy is about amplifying this collective voice to ensure businesses remain at the heart of Sheffield’s transformation. Without sustained advocacy, the city centre risks losing momentum in its growth and investment. Our commitments will empower businesses, inspire the next generation, and shape a city centre that is thriving, innovative, and inclusive.

The initiatives below combine strategic leadership with practical action, from fostering collaboration and innovation to building a skilled future workforce. Together, they will position Sheffield city centre as a place of opportunity, influence, and ambition.

Strong leadership, shared vision

A thriving city centre needs bold leadership, collaborative action, and a united business voice. Sheffield BID will continue to champion business priorities, drive innovation, and shape a vibrant, safe, and sustainable future.



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.

Shaping our city: a collective business voice

Sheffield BID’s strategic influence and on-the-ground action make it a key driver of the city centre’s future. We will amplify the business voice to shape decisions, attract investment, and foster innovation.

We will continue to amplify the business voice and drive long-term transformation through:

- **High Street Forum:** Leading a collaborative platform for businesses and stakeholders to shape the future of the city centre.
- **BID Barometer:** Delivering monthly insights on visitor spend to help businesses adapt and grow.
- **Cultural partnerships:** Working with artists and institutions to animate public spaces and attract visitors.

New initiatives will include:

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

Funding and investment

To deliver on our ambitions, Sheffield BID will continue to secure additional funding and attract investment that expands our programme and supports long-term city centre development.

We will:

- **Leverage public and private sector funding** to scale successful initiatives and pilot new ones.
- **Build strategic partnerships** to unlock co-investment opportunities.
- **Maximise the value of the BID levy** by leveraging external funding streams to support targeted growth.

This approach ensures that every pound invested in the BID delivers maximum impact for businesses, communities, and the city centre as a whole.

Our future workforce

A resilient city centre needs a skilled, inspired workforce. In response to calls from business, we will launch **Forge Ahead** – a dynamic programme connecting young people with career and training opportunities in key sectors like healthcare, hospitality, retail, and professional services.

Forge Ahead will deliver:

- **Mentoring and workshops:** Led by city centre professionals to build confidence and skills.
- **Insight days and visits:** Offering real-world exposure to career pathways.
- **Collaborative events:** Aligning employers and educators to address future talent needs.

This initiative will promote Sheffield city centre as the premier destination for aspiring professionals, addressing national shortages in fields like healthcare and retail management, and positioning the BID area as a vibrant hub of opportunity.



Outline budget

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income						
Surplus c/f	£35,700					
Levy collected	£1,211,575	£1,247,923	£1,285,360	£1,323,921	£1,363,639	£6,432,419
Other income	£62,000	£63,860	£65,776	£67,749	£69,782	£329,166
Total income	£1,309,275	£1,311,783	£1,351,136	£1,391,670	£1,433,420	£6,761,585
Expenditure						
City Care36%	£471,339	£472,242	£486,409	£501,001	£516,031	£2,447,023
City Vibe32%	£418,968	£419,770	£432,364	£445,335	£458,695	£2,175,131
City Ambition17%	£222,577	£229,254	£236,132	£243,216	£250,512	£1,181,691
Management costs10%	£130,928	£134,855	£138,901	£143,068	£147,360	£695,112
Estimated expenditure	£1,243,812	£1,256,122	£1,293,805	£1,332,620	£1,372,598	£6,498,957
Surplus (contingency)5%	£65,464	£55,661	£57,331	£59,051	£60,822	£298,329

Finances

1. A cautious approach has been adopted to budgeting for the BID term.
2. A levy collection rate of 95% has been assumed.
3. The average annual levy available to be spent by the BID for the term is £1,286,484.
4. Annual surpluses act as a contingency provision on expenditure and total £298,329 by the end of the term. This equates to approximately 5% of total expenditure.
5. The additional income forecast is prudent from sponsorship and monetisation of BID projects.
6. Operating costs of the BID (levy collection, accountancy, insurances, office and administrative staff costs) are estimated as 10% of total expenditure.

Resilience and adaptability

Sheffield BID recognises that the city centre operates in a dynamic environment shaped by economic shifts, evolving consumer behaviours, and global challenges such as climate change and public health crises. Our strategy is designed to be responsive and resilient – ensuring that BID programmes can adapt to changing circumstances while continuing to deliver value for levy payers.

We will:

- **Monitor trends and risks** through tools like the BID Barometer and stakeholder feedback.
- **Maintain financial flexibility** through prudent budgeting and contingency planning.
- **Foster innovation** via digital platforms, pilot projects, and cross-sector collaboration.
- **Champion sustainability** by embedding environmental and social responsibility into our initiatives.

This approach ensures that Sheffield BID remains agile, forward-thinking, and equipped to support a city centre that is not only vibrant today, but resilient for the future.

Legitimacy

Sheffield BID will operate under Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

BID levy rules

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.75% of its Rateable Value (RV) as at each ‘chargeable day’ (1 April each year). The charge will apply to all hereditaments, including any that may be added to the ratings list after each chargeable day with an effective date of the chargeable day or prior.
2. The levy will be charged annually in advance for each chargeable period to be April to March each year, starting in 2026. No refunds will be made.
3. In all instances, any national ratings revaluation during the BID term will be disregarded and the RV assigned to each hereditament will be the value assigned from the 2023 National Non-Domestic Rates (NNDR) list at 31 March 2026, excluding any new value assigned from any date thereafter.
4. If a revised or new RV is applied because of any change of use or a physical change to a property or hereditament including, inter alia, new construction, merger, subdivision, extension, and refurbishment, for such premises the revised RV would be applied as at the next ‘chargeable day’.
5. Only properties or hereditaments with a RV of £40,000 or more will be eligible for payment of the levy.
6. If, during the term, RV assigned to a property or hereditament falls below £40,000, due to a change of use or a physical change including, inter alia, new construction, merger, subdivision, extension, or refurbishment, the property or hereditament will be exempt from the levy from the next chargeable period.
7. If, during the term, either; (a) a new property or hereditament enters the list or (b) a property or hereditament with a RV which had previously been below the £40,000 threshold is assigned a RV which is £40,000 or more due to a change of use or a physical change including, inter alia, new construction, merger, subdivision, extension, or refurbishment, the property or hereditament will become liable from the first chargeable day after the effective date of change.
8. The maximum sum payable by any one hereditament will not exceed £20,000 in any year.
9. Any ratepayer with multiple hereditaments resulting in an annual BID levy liability of over £45,000 will have its total contribution capped at this sum.

10. The number of properties or hereditaments liable for the levy is approximately 544.
11. From Year 2 onwards, the levy rate will be increased by the fixed rate of inflation of 3% per annum (rounded).
12. The owners of any untenanted properties or hereditaments will be liable for payment of the levy.
13. Charitable organisations that are subject to relief on their business rates liability will pay 60% of the levy that would otherwise apply.
14. Those hereditaments whose primary purpose is the full-time education of children under the age of 16 will be exempt from liability. Hereditaments classified as hospitals or hotels will also be exempt.
15. Sheffield City Council will be responsible for collection of the levy. The collection charge will be circa £24,000 per annum. This equates to £44 per hereditament and approximately 1.9% of anticipated billed levy.

Accountability and transparency

1. The BID Body will be Sheffield City Centre BID Limited (Company Number 09601967) a not-for-profit organisation, limited by guarantee.
2. The Directors of the BID (the ‘Board’) shall be primarily representative of levy-paying businesses with representation from across the BID area and business types. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance, and compliance.
3. From time to time, the Board shall appoint one of the Directors as Chair.
4. The Board may form such sub-groups that from time to time become necessary.
5. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals may require an Alteration Ballot.
6. The Company shall meet with the Council, as the Billing Authority, every three months to monitor service delivery, levy collection and financial management issues.
7. Levy paying businesses may become Members of the BID Company, subject to Board approval.
8. If a business with an RV of less than £40,000 or any business from outside the BID area wishes to contribute to the BID, it may do so by way of a voluntary contribution.
9. The BID will file annual accounts compiled by independent accountants with Companies House. An annual report on activities, including finances, will be published.
10. An Operating Agreement will be agreed including a statement of the Council’s baseline service commitments. This will also define the contractual arrangements for collection and enforcement of the BID levy.
11. Notification of the intention to hold a ballot was sent to the Secretary of State on 19 May 2025.

Consultation and engagement

Sheffield BID undertook a focused engagement process to ensure BID 3 priorities reflect the needs of levy payers.

Our approach focused on active engagement, validation, and refinement of priorities shaped by our experienced board of sector representatives. This ensured strategic continuity and provided meaningful opportunities for businesses to input, challenge, or endorse the proposed direction.

This included:

- **A strategy day** with BID levy payer board members to shape the initial direction.
- **Distribution of a consultation document** to over 500 qualifying ratepayers (8 April 2025), outlining proposed priorities and inviting feedback.
- **One-to-one meetings and sector-based group sessions** to gather targeted insights.
- **A city centre walkabout** with a business focus group to explore issues and opportunities on the ground.
- **Ongoing informal feedback** through hundreds of written responses, phone calls, and face-to-face conversations.
- **A public survey** received 310 responses, further validating our priorities.

Measuring what matters

To ensure transparency, accountability, and continuous improvement, Sheffield BID will track progress across each of its three strategic pillars. This framework outlines how we will measure success and demonstrate value to levy payers.

Strategic pillar	Strategic outcomes	Key indicators
City Care	A well-managed, inclusive, and resilient city centre environment	Perception of safety and cleanliness (survey-based). Reduction in repeat graffiti and ASB incidents. Number of businesses engaged in environmental initiatives. Volunteer participation and community stewardship levels.
City Vibe	A culturally vibrant, economically active, and inclusive destination	Year-round footfall and dwell time trends. Visitor satisfaction and event impact scores. Diversity of cultural programming and audience reach. Growth in city centre spend, especially during off-peak periods.
City Ambition	A future-ready city centre driven by innovation, investment, and talent	Business satisfaction with BID influence and support. External funding secured and leveraged. Number of new occupiers and premium brands attracted. Participation in workforce development and innovation programmes.

Resources

Sheffield BID team

The team is led by Diane Jarvis (Chief Executive Officer), and includes Gareth Lowe (Operations Manager), Richard Pilgrim (Project Manager), and Belinda Hughes (Administrator). The core team is supported by the BID’s dedicated street teams, who play a vital role in delivering on-the-ground services.

Board of directors

The Board brings together leaders and influencers from across the city centre’s key sectors. The board has oversight and scrutiny of finances and delivery.

Independent board chair

- Tony Stacey (retired) – former Chief Executive Officer, South Yorkshire Housing Association

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 – Director, Hamilton Communications Ltd
- Mark Hobson – Managing Director, Corporation Nightclub
- Vina Khan – Director of Finance & Resources, Sheffield Museums Trust
- Dan Lally – Deputy Chief Operating Officer, Sheffield Hallam University
- Duka Nagy – Owner, Smoke BBQ
- Simon Nevill – Associate Director, Arup
- Cllr Mohammed Mahroof – Sheffield City Council
- Kane Yeardley – Managing Director, True North Brew Co

This diverse leadership ensures that Sheffield BID remains responsive, inclusive, and strategically aligned with the needs of the city centre.

Take action

Make your vote count

Your vote helps shape the future of Sheffield city centre. Here’s what you need to know about the upcoming BID ballot:

Ballot holder:
Sheffield City Council

Notice of ballot issued:
2 September 2025

Ballot papers sent:
18 September 2025

Voting period:
19 September – 16 October 2025

Deadline:
Completed ballot papers must be returned by 5pm on 16 October in the pre-paid addressed envelope provided.

Key information:

- If your business is liable for multiple hereditaments, you will receive one ballot paper per hereditament.
- Each ballot paper must be returned in its own separate pre-paid envelope.
- The ballot is conducted by postal vote only.

For the ballot to be successful:

- More than 50% of businesses that vote must vote in favour, and
- Those in favour must represent more than 50% of the total rateable value of votes cast.

What happens next?

Ballot result announced: 17 October 2025

If successful, Sheffield BID will begin a new five-year term on 1 April 2026. If not, the current BID will cease operations by 31 March 2026.

Important: The result is binding on all eligible businesses, regardless of whether or how they voted.



Photo credit: Tim Dennell



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Auditor: Hodgson & Oldfield

