

A YEAR IN REVIEW

2024-2025

MAINTAINED
VIBRANT
CONNECTED
SUSTAINABLE



CELEBRATING 10 YEARS OF SHEFFIELD BID



Diane Jarvis



I'm pleased to present this Annual Review as we conclude Year 4 of Sheffield BID's second five-year term (1 April 2021 – 31 March 2026).

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.

Diane Jarvis

Head of Business Operations

MAINTAINED

Welcoming, clean and safe.

Sheffield BID's on-street team ensures there is a visible and reassuring presence for city centre businesses and visitors alike.

Our seven days a week **Clean Team** acts as the cornerstone of our drive to deliver a more welcoming, cleaner and safer city centre.

Through the Clean Team we're continuing to provide enhanced cleaning and sanitation for city centre businesses, whilst also ensuring that unsightly graffiti is removed in a timely manner from levy paying premises and known 'hotspot' areas around the city centre.

In November 2024 we launched '**Vandalism to Vibrancy**', a concerted effort to focus resource and undertake collective efforts on major hotspot areas known to be regularly targeted with graffiti. As well as identification and removal, the campaign also includes documenting evidence to track and target known offenders.

We have made positive strides in tackling some of the city centre's major 'grot spots' this year, via an expanded graffiti removal partnership working with Sheffield-based NRC Services.

The BID spends over 7,000 hours annually cleaning the city centre, creating a cleaner environment for all. The cooperation and support of the city centre business community, and many property owners, is helping us to see a significantly reduced graffiti problem in a number of areas across the city centre.

To discourage the reappearance of graffiti from cleaned areas, we are now working alongside emerging street artists on delivering alternative prevention strategies, measures which also help to enhance the city centre street scene and environment for all city centre users and to foster community pride.

We led the call for the implementation of a **City Centre Public Spaces Protection Order (PSPO)**, implementing measures to further tackle aggressive begging and other undesirable on-street behaviours, to help provide a more welcoming city centre environment for all users and visitors.

Following Council-led public consultation activity through 2024, we were pleased to see the PSPO come into operation in April 2025.

MAINTAINED

Welcoming, clean and safe.

We recognise that frontline staff are increasingly encountering anti-social behaviour, often involving vulnerable individuals with complex needs.

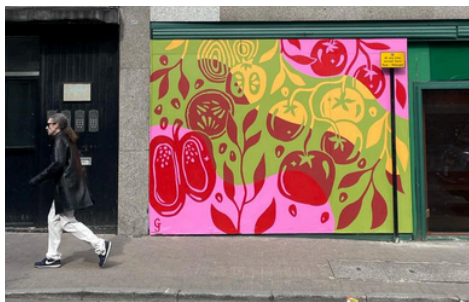
To support our levy payers, we introduced a series of conflict management and personal safety training sessions tailored for frontline teams.

We continue in our link role between South Yorkshire Police and businesses affected by anti-social behaviour, criminality and other disruptive activity that impacts businesses of all shapes and sizes in the city centre. We act as the 'eyes and ears' in and around the city centre, reporting everything from incidents of graffiti through to the impacts of anti-social behaviour.

We continue to manage and maintain the publicly accessible outdoor defibrillator network (Pulsepoints) as well as the emergency bleed control kit network.

We have maintained a BID presence at all relevant city centre meetings, whilst continuing to develop our own regular gathering of high street businesses, the High Street Forum, an important stakeholder group providing a voice for city centre businesses of all shapes and sizes.

As re-development of the city centre continues at pace, including key areas such as Fargate and Chapel Walk, our vital work to support a more welcoming, cleaner and safer environment will continue through 2025.



363

days of Clean Team activity each year.

7,000+

avg. hours spent cleaning each year.

465

cases of graffiti vandalism logged through the **Vandalism to Vibrancy** campaign.

73%

of the identified issues cleaned up.

2

commissioned street art projects completed, with plans for more sites in 2025.

13

defibrillators managed through the BID's **Pulsepoints** project.

10

emergency bleed control cabinets implemented – the first project of its kind for a city centre.

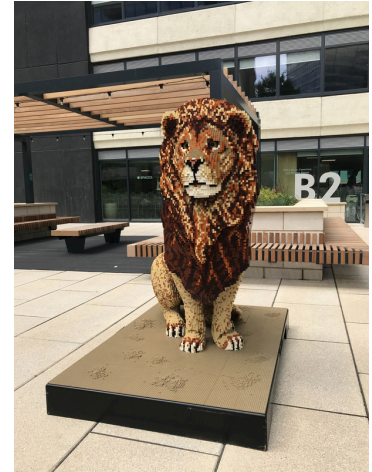
VIBRANT

Enhancing the visitor experience with diverse events, festivals and culture.

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

For the 2024-25 delivery period, three of our now 'signature events' made welcome returns to the city centre.

In July 2024, **The Fringe at Tramlines** – an anchor event for Sheffield BID since its inception in 2018 – brought another 40k visitors to the city centre for a weekend of free music and festivities, with The Fringe stage on Devonshire Green once again acting as a centrepiece for the weekend-long 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.

Sheffield Bricktropolis returned in August 2024 bringing 17 'safari-themed' animal sculptures made with everyone's favourite bricks, alongside a series of family-friendly fun activities to the city centre.



Over 25k people enjoyed the Sheffield Bricktropolis trail and associated Fringe activities, with 85% of visitors saying they had visited the city centre to specifically take part in Bricktropolis.

The estimated economic impact of Sheffield Bricktropolis in 2024 was almost £650k.



VIBRANT

Enhancing the visitor experience with diverse events, festivals and culture.

In February 2025, we were proud to continue our association with the **Lunar Chinese New Year Festival**, building on the work done during 2024's expanded city centre event.

This programme of vibrant cultural activities extended the festival's original format to attract thousands of visitors, delivering a 46% uplift on footfall (an additional 16,000 visitors) compared to the previous week.

Visitor spend during the festival weekend surged by £320,266, a 20.9% increase compared to the average of surrounding weekends. Lunar celebrations are legendary in other cities and Sheffield has the same ambition.

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

We also supported a number of other significant city centre events including **The Castlegate Festival** in September 2025.

Across the year, over 95k visitors attended BID-funded events, realising an estimated uplift in visitor spend for the period of more than £3m.



CONNECTED

Connecting people, business and opportunities.

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

Our website dedicated to all things Sheffield city centre, **sheffieldcitycentre.com**, continues to act as our 'digital shop window', supported by our consumer-facing social channels @OutOutSheff. Since relaunching in September 2023, the site receives around 25k unique visitors per month.

The sheffieldcitycentre.com site acts as the mainstay for our regular series of seasonal and retail-focused campaigns. A further 10 dedicated campaigns were delivered during the 2024/25 delivery period.

In January 2025 we introduced **What's On**, a dedicated weekly e-newsletter shining the spotlight on the diverse city centre events calendar as well as the latest news and information around new business openings.

We celebrated seven years of the **Sheffield City Centre Gift Card** in 2024. The gift card – now available as a traditional, physical card as well as a digital gift card – acts as a mechanism for locking more visitor spend in the city centre economy.

The gift card continues to act as a marketing tool for the city centre and we regularly partner with other initiatives to provide a benefit that supports the wider city centre business community.

Dine Sheffield, our Restaurant Week event, returned for a 12 day period in October 2024, with 26 venues from across the city centre taking part.

Our Shop Mobility accredited service, **Mobile Sheffield**, which provides city centre visitors with access to mobility aid solutions, marked its third year of operations in 2024. It continues to provide an essential mobility service for those in need, operating from our visitor hub on Surrey Street.



SUSTAINABLE

Building the city centre's voice and resilience.

Profiling city centre spend and visitor trends

In 2024, we launched the **BID Barometer** – a monthly snapshot report tracking 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.

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

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.

Night-time economy

Sheffield city centre's strong night-time economy remains one of the safest places to enjoy an evening out, retaining **Purple Flag** status for a 13th consecutive year.

Sheffield BID was proud to receive national recognition for our efforts with the **Best Bar None** scheme, winning Best City/County Scheme for our 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.

42 venues achieved Best Bar None accreditation through the 2024/25 scheme. We have ambitious plans to grow the scheme in 2025/26.



SUSTAINABLE

Building the city centre's voice and resilience.

Advocacy

As an apolitical, non-profit organisation, Sheffield BID continues to advocate on behalf of our members regarding issues that affect the city centre.

We continue to collaborate with partners and property owners to help bring vacant units back into meanwhile use and continued our long-standing commitment for schemes such as **ReNew Sheffield**, a partnership project that supports start-ups, temporary and meanwhile use.

We were pleased to see the **City Centre Public Spaces Protection Order (PSPO)** come into effect in April 2025, following a dedicated period of lobbying on behalf of the city centre business community.



High Street Forum

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 (bi-monthly) forum has become a trusted space for dialogue and a powerful platform for collective advocacy.



GOVERNANCE AND FINANCE

Sheffield City Centre BID Limited is a not-for-profit company limited by guarantee and funded by a levy based on the business rate. The levy, under legislation, is collected by the Local Authority. The levy is spent on projects that are directed by an elected board for the benefit of local businesses.

The scheme's operating year in its second term (2021-2026) is 1 April to 31 March. The BID Company's financial year remains 1 August to 31 July (which was the original operating year for the first term). The amended operating year is due to the delayed renewal ballot impacted by COVID-19.

A copy of the Company's audited accounts is available to BID levy payers upon request within six months of each year end.

INCOME AND EXPENDITURE

1 April 2024 to 31 March 2025

Summary income

The net collectable debt in 2024-25 was £667,119.

The total levy collected was £618,004 (92.6% collection rate).

BID levy collected	£618k
BID levy outstanding	£49.1k
Other income	£23.6k
Total income	£690.8k

Summary expenditure

Although income continues to reduce due to changes in rateable values, Sheffield BID maintains a good standard of service and associated activities through a continued in-house delivery model for many programmes of work.

Programme expenses	£521k
Operating costs	£124.1k
Collection fee (Sheffield City Council)	£20.4k
Total expenditure	£665.6k

These figures may alter upon completion of our year end accounts.

GOVERNANCE AND FINANCE

There are three elements to Sheffield BID's funding criteria (which is governed by legislation – The Business Improvement Districts (England) Regulations 2004).

1 The Strategic Business Plan: Each individual project must fall into one or more of Sheffield BID's core programme areas, which are:

- **Maintained** – welcoming, clean and safe.
- **Vibrant** – enhancing the visitor experience with diverse events, festivals and culture.
- **Connected** – activities and ideas that bring people and trade opportunities into the city centre.
- **Sustainable** – building resilience and investment.

2 That there is commercial benefit to business:

Whilst recognising that each of the projects Sheffield BID delivers will benefit different business sectors and geographical areas within the city centre more-or-less directly, the overriding requirement is that each delivers commercial benefit as widely as possible, with the combined package benefiting all.

3 That the portfolio meets the needs of all geographical and sector constituencies.



THE BOARD OF DIRECTORS

A non-executive Board of Directors provides direction and strategic input and is responsible for the conduct and performance of the Company.

The primary goal of the Board is to ensure that the Company's strategy creates long-term value for businesses. The Board meets on a quarterly basis.

The on-going delivery of the Company's programme is the primary responsibility of the principal officer, Diane Jarvis (Head of Business Operations).

CHAIR OF THE BOARD

Tony Stacey was appointed independent Chair of the Board in June 2023. This is a remunerated position.

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 Joe Otten – Sheffield City Council

Kane Yeardley – Managing Director, True North Brew Co



SHEFFIELDBID

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Bankers: Handelsbanken

Find us on social media

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@sheffieldbid on Instagram

All information correct at time of going to press
July 2025