

Creative brief: Sheffield BID - Summer Event 2027

Background

Sheffield BID has a strong track record of delivering innovative city centre events that drive footfall, dwell time, and economic uplift during quieter trading periods. One of our most successful initiatives was **Sheffield Bricktropolis**, a large-scale LEGO®-themed trail introduced in 2018. Over four editions (2018, 2019, 2022, 2024), Bricktropolis attracted an average of **25,000 visitors** across two weeks in August, engaging businesses and families alike with giant models, interactive builds, and fringe activities.

However, the format has become saturated across the UK BID landscape, losing its uniqueness and competitive edge. We were pioneers in 2018, but now LEGO®-style visitor trails are commonplace.

The challenge

With our third BID term secured (1 April 2026-31 March 2031), Sheffield BID is looking ahead to **summer 2027** to create a **new flagship event** that:

- **Captures imagination.**
- **Drives measurable impact:** footfall, dwell time, and spend uplift during a traditionally quiet period.
- **Positions Sheffield city centre as distinctive** among UK cities.
- Has potential to **return annually or biennially** through 2028–2031 if the concept remains fresh.

We have seen neighbouring Leeds BID achieve outstanding results with its recent Hasbro Monopoly partnership. We want Sheffield's next big idea - something equally bold, but uniquely ours.

Objectives

- Deliver a **high-profile summer event** that:
 - Appeals to **all ages** and diverse audiences.
 - Encourages **business participation** and wider engagement within the BID area.
 - Generates **positive PR** and reinforces Sheffield city centre's reputation as a vibrant destination.
- Create an experience that is **immersive, interactive, and shareable**—a magnet for social media.
- Ensure **commercial viability** with opportunities for sponsorship and partnerships.

Scope of work

We invite **creative agencies and event specialists** to pitch proposals for:

- **Concept development:** A fresh, original idea that can become Sheffield BID's signature summer event.
- **Design and delivery:** From creative direction to operational execution.
- **Fringe programming:** Activities that extend engagement and encourage repeat visits.
- **Measurement framework:** KPIs for footfall, dwell time, spend, and media reach.

Considerations

- **Timing:** Summer 2027 (with potential for repeat editions).
- **Location:** Sheffield city centre, leveraging key retail and hospitality zones.
- **Budget:** <£100k (per annual event); proposals should outline indicative costs and ROI.
- **Inclusivity:** Accessible and welcoming for all communities.
- **Sustainability:** Environmentally responsible practices.

Guidance on concept detail

We understand the importance of protecting creative ideas. At this stage, we are seeking high-level concepts rather than fully developed event plans. Your submission should include:

- Core idea and theme: What makes it unique and exciting for Sheffield?
- Target audience and engagement approach: Who it appeals to and how.
- Indicative format and activities: Examples of what visitors might experience.
- Visual mood or inspiration: Optional sketches or reference imagery.
- Outline of delivery approach: How you would bring the concept to life.
- Indicative budget range: To assess feasibility.

Please do not submit detailed designs, proprietary assets, or full execution plans at this stage. If shortlisted, we will invite you to develop the concept further under appropriate confidentiality agreements.

Evaluation criteria

Proposals will be assessed against the following:

1. **Creativity & originality**
 - Is the concept fresh, distinctive, and capable of creating a "wow" factor?

2. Feasibility & delivery

- Can the event be realistically delivered within Sheffield city centre and within budget?

3. Impact & ROI

- Projected KPIs for footfall, dwell time, and economic uplift.

4. Scalability & longevity

- Potential for repeat editions and adaptability over time.

5. Community & business engagement

- Opportunities for local business involvement and sponsorship.

6. Inclusivity & accessibility

- Does the event cater to diverse audiences and meet accessibility standards?

7. Sustainability

- Commitment to environmentally responsible practices.

8. Track record

- Evidence of successful delivery of similar large-scale events.

Next steps

Submit your proposal including:

- Concept overview and creative rationale.
- Delivery plan and timeline.
- Budget outline.
- Examples of previous work.

Deadline for submissions: 6 March 2026 (by 5pm) – please email to diane.jarvis@sheffieldbid.com.

Shortlisted applicants will be invited to a panel interview April/May 2026.

If you have any questions please submit to: Diane Jarvis – 07946 199883 – diane.jarvis@sheffieldbid.com

Appendix 1 – Business Improvement Districts

About BIDs

A Business Improvement District (BID) is a designated area where businesses pay an additional levy to fund projects that enhance the district. BIDs are governed by legislation, specifically the Business Improvement Districts (England) Regulations 2004. Sheffield BID is one of over 345 BIDs operating in the UK.

About Sheffield BID

The BID Company

Sheffield City Centre BID Ltd is the accountable delivery body for the city centre BID. The company is a not-for-profit, business-led organisation working to enhance Sheffield city centre for everyone who lives, works, visits, and invests here.

The city centre BID scheme

Established in 2015, Sheffield BID is now in its tenth year, marking a decade of dedicated investment and partnership with city centre businesses. Through a democratic ballot process, eligible businesses vote to support the BID's five-year programmes, which deliver targeted improvements beyond those provided by the local authority.

The current term (2021–2026) continues through to 31 March 2026.

Following a successful ballot in October 2025, businesses have voted overwhelmingly in favour of a third term of the city centre BID. The third term will commence on 1 April 2026 through to 31 March 2031. Updated workstreams will be City Care; City Vibe and City Ambition.

Details of the third term business plan can be viewed here: [BID 3 - new business plan - Sheffield BID](#)

This next chapter of Sheffield BID will continue to focus on delivering value for businesses and enhancing the experience of Sheffield city centre for all.

Appendix 2 - BID area

All BID funded activity must benefit (and be delivered within) the BID area.

From 1 April 2026 the extended BID area boundary will be:

