
High Street Forum

Wednesday 8 July 2026
Adelphi Room, Sheffield Theatres



SHEFFIELD **BID**

Welcome

Diane Jarvis

Chief Executive, Sheffield BID



The Bigger Picture

Momentum in Sheffield city centre



£1 Billion +

Investment. Confidence. Momentum.

Heritage & cultural regeneration



Green heritage - Castle Park (2027)



Reinventing former retail space



Growing the city centre population



The next engine of city centre growth

The Innovation Spine

200,000–240,000 sq. ft.

Specialist workspace demand forecast over the next five years

190 acres

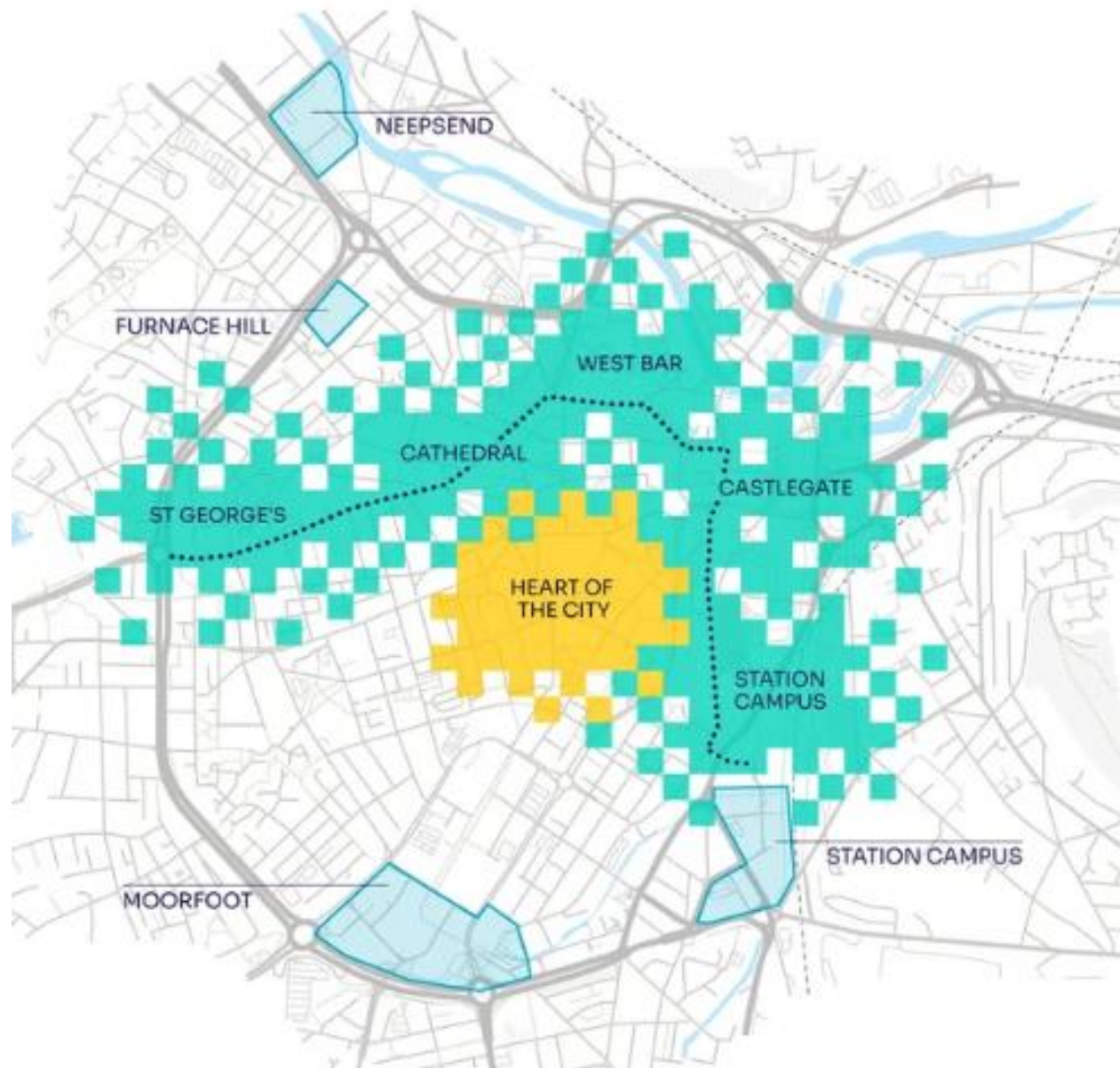
Of connected mixed-use city centre neighbourhoods

4,000 jobs

Projected within the Innovation Spine

11 spinouts in 2025

University of Sheffield ranked 8th nationally for spinout activity



National events, national profile



Economic activity (Jan – May 2026)

12.2m
Unique visitors

£88.1m
Spend

5.1m
Transactions

GPS pedestrian movement and card transaction data

Sheffield BID update

Enhancing the visitor
welcome and experience



A dedicated visitor information hub on Surrey Street



Taking the welcome out into the city



Here to help

Experience Sheffield

Visitor Information



B
Sheff
BID

sheffieldbid.
@SheffieldB
enquiries@sh

Mobile
She

visit m
details c

Hello, I'm
Amaan

B
BID
BUDDIES

Hello, I'm
Sophie

B
BID
BUDDIES

This is about turning visits into longer stays, increased spend and repeat visits

**City centre
operations and promotion**



All | Organisations | Experiences | Visitor Services | Events | Entertainment | Shopping |
Food & Drink | Late Nights | Locations | Guides | What's On | Public Safety



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

Sheffieldcitycentre.com

Experiences



Six ways to make the most of the six-week holidays

Six weeks off school is stretching ahead...and for parents the battle against boredom begins! But fear not, as we've curated six family day...

[Read more >](#)

Experiences



Focus on The Fringe

The Fringe at Tramlines returns to Sheffield city centre with a wide variety of venues taking part with a weekend of free, live music includi...

[Read more >](#)

Experiences



30 city centre venues to cheer on England this summer

Who will be crowned World Champions at the close of this year's tournament on Sunday 19 July? Only eight nations have ever won football's m...

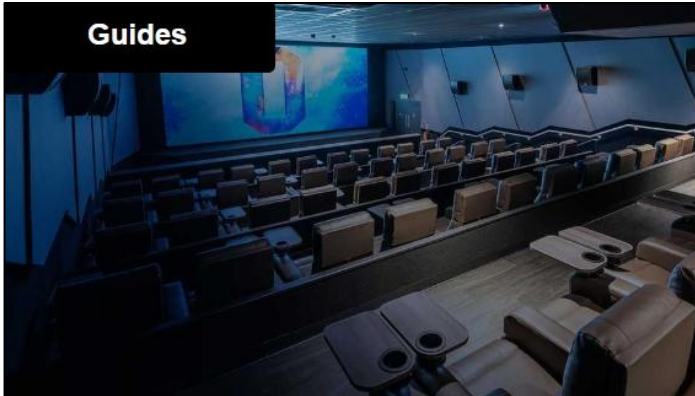
[Read more >](#)



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Guides



City centre cinema - the ultimate guide

Sheffield city centre is home to three excellent cinemas, so whether you're a fan of a good rom-com or a lover of horror, The Light , ODEON...

[Read more >](#)

Guides



Cafes and coffee in Sheffield city centre

Sheffield city centre is home to a rich and vibrant variety of coffee shops and cafes, everything from friendly independents to high street favourites.

[Read more >](#)

Guides



Where to stay in Sheffield city centre

From boutique luxury to reliable big-name comfort, Sheffield city centre has a wide range of hotels to suit every trip – whether you're here...

[Read more >](#)



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Sheffieldcitycentre.com

Visitor Services



SHEFFIELD FOOD TOURS

Get a taste for the city centre with Sheffield Food Tours

Discover more of Sheffield city centre's rich and increasingly vibrant food and drink scene courtesy of Sheffield Food Tours. [Read more >](#)

Visitor Services



Getting in to and around the city centre

Whether it's on the bus, tram or train, by bike or on foot, or by car there are a whole host of ways to make your way in to the city centre. [Read more >](#)

Visitor Services



Walking Tours

One of the best ways of exploring is to join a guided walk around the city centre [Read more >](#)



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What's On Weekly

On this weekend

Fan City

Devonshire Green

Saturday 11 July, doors open 5pm, game starts 10pm

Watch history in the making in Sheffield city centre as England take on Norway in the World Cup quarter-finals this weekend.

Popular destination [Fan City](#), complete with giant screens, face painting and food and drink vendors, is returning to Devonshire Green for fans following the Three Lions' triumph over Mexico.

All but one of the remaining tournament games will also be screened at the fan zone.

[Tickets](#) are required for England games only.



Credit: Fan City

Superdry launches in city centre

Sheffield city centre is ready to welcome its latest retailer, Superdry.

The international retailer opens on Pinstone Street this Friday, with a special giveaway from 10am on Saturday 4 July.

It is the latest premium store to open as part of the Heart of the City development, in the former Monki store.

Fashion giant Superdry is known for its vintage Americana mixed with British heritage and preppy aesthetic.



Email sign up

Subscribe

* indicates required

Email Address *

First Name *

Last Name

Sheffield Wine Week

It's Sheffield Wine Week - and no less than nine city centre venues are participating in this award-winning festival. With a [packed programme](#) running until Sunday 28 June, here are some highlights.

Head to [The Old Shoe](#) at Orchard Square for special cellar pours, to neighbour [Not Open Don't Come](#) for premium wine flights or to [Sheffield Plate](#) at Orchard Square for discounted bottles.

[Aux Bon Vivant](#) on Campo Lane is bringing back old favourites to the menu, along with stories to match. [Pearl](#) at Park Hill also has a dedicated menu of wine-based cocktails.

At Leah's Yard, [Barks Wine Shop](#) is digging out special magnum pours while [Chocolate Bar](#) has curated a selection of small producer wines paired with Bullion chocolate. [Hop Hideout](#) is also serving a curated wine flight from London's Michelin-starred restaurant St. JOHN all week long.

Finally, [The Harlequin](#) on Nursery Street is hosting an introduction to sparkling red wine, while [The Three Tuns](#) on Silver Head Street has teamed up with StarmoreBoss and Porter Brook Deli for a cheese and wine night, both taking place this evening.

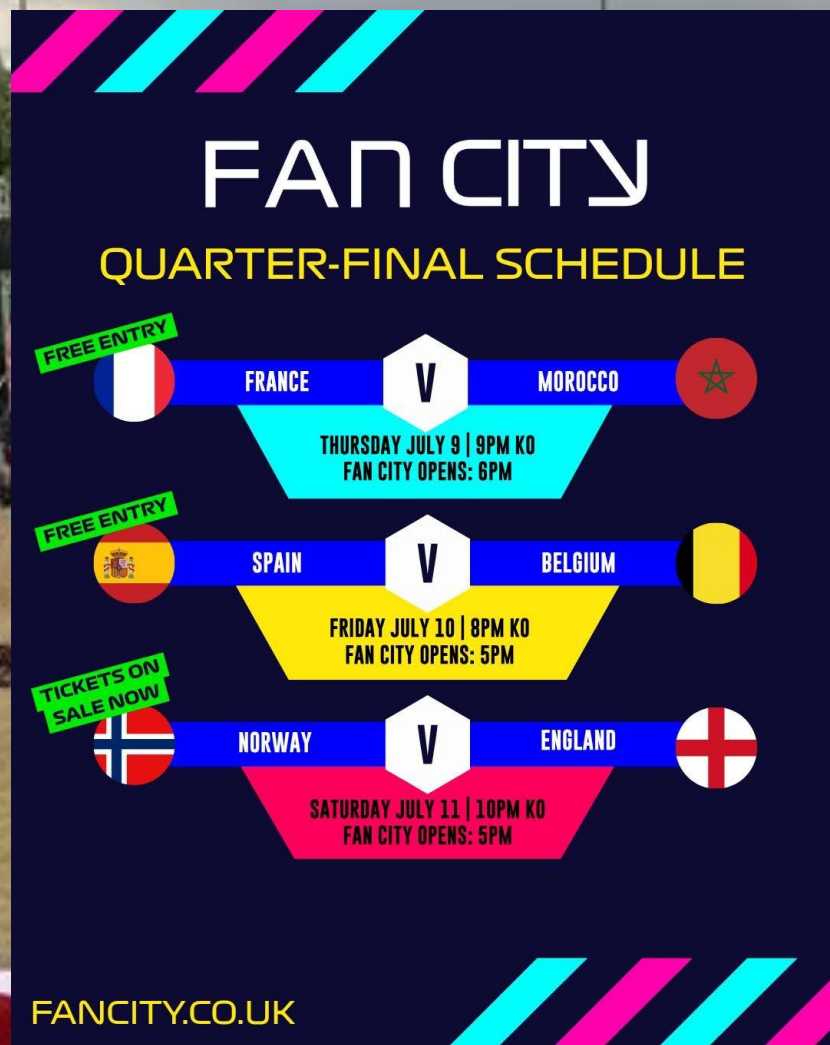


Credit: Sheffield Wine Week

Crossed Wires

Sheffield BID deck chairs
enquiries@sheffieldbid.com





FAN CITY
QUARTER-FINAL SCHEDULE

FREE ENTRY

FRANCE V MOROCCO

THURSDAY JULY 9 | 9PM KO
FAN CITY OPENS: 6PM

FREE ENTRY

SPAIN V BELGIUM

FRIDAY JULY 10 | 8PM KO
FAN CITY OPENS: 5PM

TICKETS ON SALE NOW

NORWAY V ENGLAND

SATURDAY JULY 11 | 10PM KO
FAN CITY OPENS: 5PM

FANCITY.CO.UK

The graphic features a dark blue background with colorful diagonal stripes at the top and bottom. It lists three quarter-final matches with national flags and a 'V' in a white hexagon. The first match is France vs Morocco on Thursday, July 9, with free entry. The second is Spain vs Belgium on Friday, July 10, also with free entry. The third is Norway vs England on Saturday, July 11, with tickets on sale now. A website URL is provided at the bottom.

LIVE MATCH
SCREENING TONIGHT

Images:
Fan City Sheffield

Sheffield Grand Prix

City centre
Wednesday 22 July



Event Map



Image:
sheffieldgrandprix.com

The Fringe at Tramlines

City centre
Friday 24 to Sunday 26 July



Image:
Jacob Flannery



THE FRINGE

AT TRAMLINES



Sheffield by the Seaside

City centre
23 July to 31 August



Sheffield Cocktail Week

City centre

Friday 4 to Sunday 13 September



Image:
Sheffield Cocktail Week

Off the Shelf

City centre

Friday 9 to Sunday 25 October

**LEE CHILD &
ANDREW
CHILD
COLIN
GRANT
SOPHIE
RAWORTH**



SIR BRADLEY WIGGINS MARINA HYDE
LUCY PORTER ELIZABETH GOLDRING
PAUL AKPAN
MASON LEE CHILD & ANDREW CHILD



University of Sheffield



OFF THE SHELF
FESTIVAL
OF WORDS

**SIR
BRADLEY
WIGGINS
MARINA
HYDE
LUCY
PORTER
ELIZABETH
GOLDRING**



SIR BRADLEY WIGGINS MARINA HYDE
LUCY PORTER ELIZABETH GOLDRING
PAUL AKPAN
MASON LEE CHILD & ANDREW CHILD



University of Sheffield



OFF THE SHELF
FESTIVAL
OF WORDS

Images:
Off the Shelf

Restaurant Week

City centre

Monday 12 to Sunday 25 October



About Dine Sheffield

Brought to you by Sheffield BID, and inspired by New York's Restaurant Week, Dine Sheffield is your ticket to exploring more of the city centre's diverse food and drink offer.

Delight in world cuisines, pub classics, café favourites, and fine dining—all at exceptional prices starting from only £5.

Dine Sheffield provides you with a great chance to rediscover an old haunt, uncover somewhere new or perhaps find your new favourite...all whilst supporting our wonderful hospitality sector in Sheffield city centre.



SHEFFIELD **BID**

Still to come in 2026 – other highlights

July

- **Swim England National Summer Meet** (Ponds Forge) – 27 July to 1 August

August

- **British Transplant Games** – 6 to 8 August
- **Quayside** (Victoria Quays) – 8 August
- **Classic Car Show** (The Moor) – 16 August

September

- **Heritage Open Days** – 11 to 20 September
- **Castlegate Festival**
- **Sheffield 10k** – 27 September

October

- **Out of This World** - 25 October

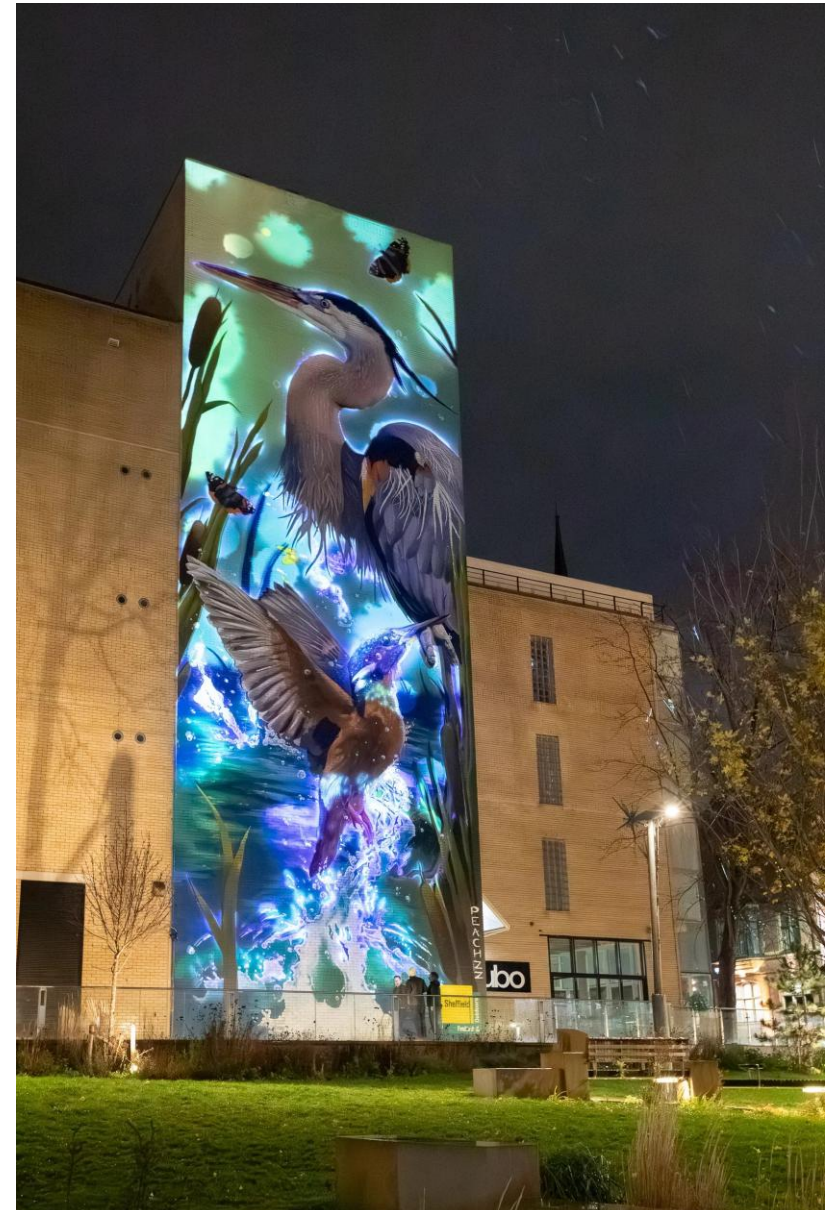
November

- **Sheffield Hallam Graduation** – 9 to 20 November
- **Sheffield Christmas Market** – from Thursday 12 November

Light Up Sheffield

City centre

15 January to 3 February 2027



**Open discussion
and feedback**



Let's keep talking
enquiries@sheffieldbid.com

