



Best Bar None Sheffield

2023

Premises Brochure

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The Sheffield at Night Partnership



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Introduction – So What is Best Bar None?

Best Bar None is a national accreditation scheme supported by the Home Office and the drinks and hospitality industry which is aimed primarily at promoting responsible management and operation of alcohol licensed premises and recognising and rewarding responsible licencing practices.

It was first piloted in Manchester in 2003 and found to improve standards in the early evening and late-night economy, with premises now competing to participate. It has since been adopted by over 80 towns and cities across the UK and is also now being taken up internationally.

The accreditation lasts for a year, and the assessment is regularly updated to ensure current priorities such as the safety of women and girls, and the get me home safely campaign are recognised and included. Every accredited business receives a personalised report with advice and ideas about how to provide an even safer and more welcoming place for customers to have fun and socialise.

Sheffield's scheme was established in 2009 and ran successfully for 11 years with around 40 accredited premises, including both universities student unions. Initially the scheme was limited to licensed premises within the city centre ring road, however, in the last few years of it being run it was extended to include Ecclesall Road and Kelham Island to recognise the growing night-time economy in these areas of the city.



Unfortunately, the scheme had to pause due to the Covid-19 pandemic in 2020/21 and in 2022 the ongoing financial crisis that businesses were facing. However, we pleased to say that 2023 will see the scheme relaunched in all its glory. This follows on from the City Centre being awarded the Purple Flag for excellence in the early evening and late-night economy by the Association of Town & City Management (ATCM).

Sheffield BBN is embedded in several of the council's strategic plans for the city including the Alcohol Strategy. A lot more innovative work is being undertaken, and as many of you will be aware we launched the Sheffield Women & Girls Night-Time Safety Charter in late 2022 and will also be launching alongside the BBN scheme a new Sheffield City Centre Licence (Pub) Watch Scheme. This is additional to the ongoing works around drink spiking and the roll out of Ask for Angela.

All the above work is being undertaken as part of a wider project through the emerging Sheffield at Night Partnership that aims to be the voice of the early evening and late-night economy, providing advice, support, publicity, events, and training for everyone involved.

Working in partnership we will work towards delivering a vibrant, diverse, open, safe, and welcoming environment, organise and deliver projects to increase business and footfall in the early evening and late-night economy.

In conclusion, the aim for 2023 is to make this Best Bar None the best supported scheme in the UK, one that has benefits for everyone, licensees, premises, communities, districts, individuals, and residents. We are unable to do this without you, your help, and with your support these ingredients are essential to our success, so let's do this together - in partnership.



By including as many different types of businesses / premises to join the scheme there is the opportunity for awards for best hotel bar, best restaurant, and best off-licence amongst others. Join us in the bid to make Sheffield's Night-Time Economy the best in the UK, with the biggest and most successful Best Bar None Scheme in the UK.

Why should we have a Best Bar None Scheme in Sheffield?

Sheffield has a lot to offer in terms of a night-time economy. Licensees, the local authority, SY Police and many others work tirelessly behind the scenes to ensure anyone visiting Sheffield premises feel safe.

In January 2023, Sheffield was again awarded Purple Flag Status for the tenth successive year. Areas that are awarded the Purple Flag are recognised for providing a vibrant and diverse mix of dining, entertainment and culture while promoting the safety and wellbeing of visitors and residents.



BBN helps promote the town or city centre as a safe and vibrant place to go at night, and have an enjoyable time.

Sheffield BBN scheme is very popular with Sheffield's 60,000+ students and it helps them see which premises / venues are well managed.

Ask for Angela was re-launched at the end of 2022 and we are looking to roll this out to all premises in conjunction with this scheme. 28 premises signed up Ask for Angela in 2017 and we have plans to significantly increase that number this year with your support.

It is acknowledged by the Home Office as having a positive effect, as it helps and promotes a partnership approach to resolving issues in the night-time economy.

In partnership we can help improve and promote your business, the local area, and, in turn, Sheffield as a whole.

To reward premises that deliver a safe and welcoming environment, work in partnership and want to provide an excellent night out for everyone.

Together with the emergence of the new Sheffield at Night Partnership it will show Sheffield's night-time economy's willingness to address alcohol related crime and anti-social behaviour through the promotion of good practice, education, and customer service.

Working in partnership and alongside the new City Centre Licence (Pub) Watch it will show our willingness to support and promote safeguarding and the safety of women and girls in the night-time economy.

Deliver a clean, safe, and inviting environment for everyone including women, children and families; with a clear ambition to reduce alcohol & drug related harm etc.

- 🍷 Deliver training, education, and support for licensees and those employed in the night-time economy. Deliver campaigns that promote the health, safety, and wellbeing of everyone including staff.
- 🍷 Deliver a unique, stimulating, safe destination that is vital to our venues, the city, the economy, and its culture.
- 🍷 Provide a vibrant choice and rich mix of leisure and entertainment that attracts people from around the world to visit, work, live and socialise in the city.

How Sheffield's BBN scheme has evolved over the years

In **2009** 'The Frog and Parrot' won the Sheffield 'Overall Winner' award in the first year of the scheme and went on to win the National Overall Winner the same year. Since then, 'Henry's' and 'The Plug' both went on to make the final six shortlisted at national level having won in 2012 and 2013 respectively awards for the overall prize for Sheffield.

In **2013** the scheme was extended to include Ecclesall Road, Hunters Bar and Sharrow Vale Road.

In **2016** the Sheffield Best Bar None Scheme won two national awards - the 'Best Overall Scheme' & 'Most Innovative Scheme' awards.

In **2016** Sheffield BBN purchased every street pastor within the city centre a mobile phone charger unit:

"People's phones often run out of charge and we have found people unable to contact friends or find a way home. With the phone chargers these issues have been resolved. We are very thankful of the support that Sheffield BBN gave us in providing us with these chargers." **Tricia Watts, Street Pastor Coordinator**

In **2017** Sheffield Hallam Students Union won the Best Bar None 'Most Improved' award and Gold Award at the prestigious NUS Awards night held at the NEC in Birmingham.

In **2017** the then Sheffield BBN Manager was awarded the national BBN 'Outstanding Contribution' award.

In **2017** Sheffield BBN launched 'Ask for Angela' in partnership with SYP, Sheffield Rape and Sexual Abuse Centre & Pub Watch. We believe this initiative helps support the fundamental foundations and values of Best Bar None.

In **2018** Sheffield went on to win another National Innovation Award for Sheffield's 'Best Bar None Champion Scheme' which encourages bar staff to take a more proactive role in the scheme by becoming a BBN Champion. BBN Champions are trained in taking a more active role in preparing a licensed venue for a Best Bar None assessment, encouraging good practice at the venue, and promoting the venue's Best Bar None status to staff and customers.



2018 saw the BBN scheme extending its boundaries to cover Kelham Island: 'The Valley of Beer'.

2020 The Sheffield Best Bar None Scheme was recognised at the national Best Bar None Awards, winning the title of 'Best Overall Scheme' in England and Wales, receiving the accolade at a prestigious ceremony held in the House of Lords

2021 / 2022 No scheme due to the covid pandemic and economic climate.

2023 will see us open our doors once more, and through the evolution of the new Sheffield at Night Partnership we aim to bring Sheffield's Night-Time Economy together as one and to put Sheffield back on the map as the Best Night Out in the UK.

The foundations of Sheffield's BBN scheme are grounded in on-going consultation with key stakeholders. Sheffield BBN regards licensed premises and assessors as our key stakeholders because without both we wouldn't have a scheme and the success of the scheme depends on their involvement.







Tracey Ford former BBN Project Manager

How does BBN help the Night-time economy? – understanding the bigger picture.

Sheffield BBN is about much more than an annual awards ceremony; managing premises and sharing good practice, the scheme is embedded and recognised in a number of strategic plans in Sheffield through effective collaboration.

The Sheffield Safer and Sustainable Communities Partnership is the city's Crime and Disorder Reduction Partnership with statutory responsibilities established under the Crime and Disorder Act 1998.

Priorities are:

- ✓ Reduce anti-social behaviour 
- ✓ Help create sustainable and cohesive communities 
- ✓ Reduce violent crime 
- ✓ Protect the most vulnerable 
- ✓ Young adults 
- ✓ Improve public confidence 



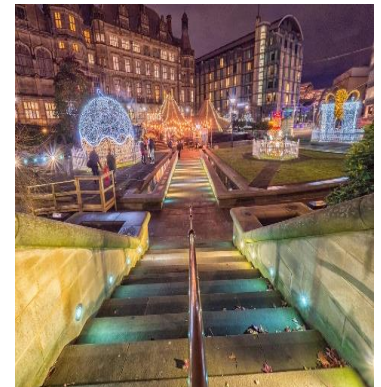
The Sheffield Alcohol Strategy considers wider harms to society and the economy that can result from alcohol use, including neglect, antisocial behaviour, violence and theft that can harm those who drink and those impacted by the behaviour. The five themes of the strategy are:



- ✓ Alcohol and health
- ✓ Alcohol, Treatment and Recovery
- ✓ Licensing and the night-time economy
- ✓ Alcohol and Crime
- ✓ Community responses and vulnerable groups.

Domestic and Sexual Abuse Strategy – the new strategy in draft includes specific reference to ‘Ask for Angela’.

- ✓ Provide effective services to those in need
- ✓ Protect the most vulnerable and those at highest risk
- ✓ Prevent domestic and sexual abuse by sending out clear messages that abuse is not acceptable in our city



Sheffield BID is a business-led, not-for-profit organisation that works to improve the trading environment in the city centre, including support to the night time economy which has included the provision of anti-drink spiking toppers and spikies to city centre venues and installation of emergency bleed control cabinets. They work to 4 core themes to make the city centre:

- ✓ Vibrant
- ✓ Connected
- ✓ Maintained
- ✓ Sustainable

Collaboration is at the heart of their work and, in partnership, supported the renewal of Purple Flag and are a key contributor to the management and coordination of the 2023 BBN scheme.

The success of the scheme is cited as of particular note in the introduction to Sheffield City Council’s Alcohol Strategy and the on-going running of the scheme is an action for implementation, as the delivery of the scheme is now embedded in the strategic direction of the city when addressing alcohol and the night time economy. This continues to be the case as we and the additional innovative work being done with the Sheffield at Night Partnership, Sheffield BBN, Sheffield Licence (Pub) Watch, Purple Flag, Sheffield Women & Girls Safety Charter and the Ask for Angela scheme satisfies the aims of both the Alcohol Strategy and the Domestic and Sexual Abuse Strategy, evidencing that BBN can be utilised to address complex issues occurring in the night time economy.

Sheffield Drug & Alcohol Co-Ordination Team

How does it work locally?

There are a number of key stakeholders / partners involved in Sheffield BBN, listed below (not exhaustive):

- ☉ All licensed premises
- ☉ All licensees and staff

- BBN BBN accredited premises
- BBN Licence (Pub) Watch
- BBN Public Health, Sheffield City Council
- BBN City Centre Management Team, Sheffield City Council
- BBN Sheffield City Centre Residents Action Group (SCCRAG)
- BBN Street Pastors
- BBN Sheffield BID
- BBN South Yorkshire Police (SYP)
- BBN Sheffield Community Safety Partnership
- BBN Sheffield Drugs & Alcohol, and Domestic & Sexual Abuse Coordination Team (DACT) (SCC)
- BBN Sheffield Hallam University
- BBN Sheffield University
- BBN Sheffield City Council Licensing Team

The BBN Project manager will attend regular meetings which brings together licensed premises to discuss any licencing related issues, upcoming events, drink spiking, violence against women and girls, rough sleeping, begging, sexual exploitation, and policing. These meetings are an essential forum where licensed premises, street pastors, SYP and local authorities can have a two-way dialogue about current issues.

Issues raised by premises can and have been escalated to the relevant departments by the BBN project manager, examples of this include:

- BBN In response to concerns raised by premises, BBN commissioned the creation of a specific 'Legal High' training package for premises. 49 people attended from 11 different premises.
- BBN BBN produced new drugs posters to include legal highs for all BBN accredited premises.
- BBN Specific training on safeguarding / sexual exploitation was delivered for BBN accredited premises.
- BBN Due to the reporting of begging and substance misuse fuelled ASB, premises we given the ability to access and report incidents via the Sheffield Business Crime portal which incorporates the City Retailers Against Crime (CRAC) network, sharing information relating to business crime activities which had previously been used to target the daytime economy but was extended to the night-time economy (see useful contacts for details).
- BBN Following issues being raised about drink spiking, the BBN team, working with partners, purchased and circulated spikies and drinks protectors.
- BBN Sheffield BID and BBN was successful in negotiating FREE training for BBN accredited premises, with Charnwood Training (previous sponsors of BBN).

I have found the Best Bar None scheme in Sheffield is extremely well run, very beneficial to all venues that actively take part, an extremely enjoyable process, helpful and supporting to venues striving to achieve and maintain high operating standards - fundamentally a very rewarding scheme.

Gavin Richards, Maida Vale, Managing Director, THE QUADRUM LEISURE GROUP LTD

What's in it for premises?

- ☉ In the first instance being part of the Scheme is **FREE** (only 'cost' – 2 or so hours assessment time)
- ☉ Be part of a local nationally recognised scheme
- ☉ BBN accredited premises promoted via social media
- ☉ FREE training and support for managers and staff to new and existing premises
- ☉ Support and guidance dealing with external antisocial behaviour (begging/rough sleeping)
- ☉ Opportunity to get involved in initiatives that promote the night-time economy
- ☉ Access to sample policies and procedures

Social Responsibility

- ☉ You are contributing and supporting to the safety and protection of the vulnerable and of women and girls who want to be safe in the night-time economy
- ☉ You are contributing and supporting help meet the city's strategic objectives
- ☉ You are helping to reduce anti-social behaviour and alcohol related crime
- ☉ You are helping to promote Sheffield as being a safe place to visit
- ☉ You are contributing and supporting the excellent partnership working between licensees, the Local Authority, key stakeholders and South Yorkshire Police
- ☉ You are showing your customers and the city that you are committed to delivering high standards and to improving your high standards and to keeping people safe

What's NEW for 2023?

- ☉ Scheme will be managed with support of the newly emerging Sheffield at Night Partnership
- ☉ Support and guidance through a dedicated BBN Sheffield Steering Group
- ☉ Assessor Training
- ☉ BBN Champion Training
- ☉ Re-launching "Ask for Angela" – including FREE marketing materials for premises
- ☉ FREE training for premises signing up to Ask for Angela
- ☉ Extra points for signing up to partnership schemes such as the Women & Girls Safety Charter
- ☉ Exploring new marketing campaigns to promote Sheffield's night-time economy
- ☉ Drafting and consulting on the first Night-Time Economy Strategy for the City
- ☉ Joining up and co-promoting BBN and Licence (Pub) Watch across the city centre - don't just be part of one, be part of both;



The BBN process explained

The process timeline for the 2023 Scheme:

Date and venue	BBN Activity
Tuesday 4 th April 2023	<p>BBN & LPW 2023 Launch Event at Genting Casino, Arundel Gate, Sheffield, S1 2PN</p> <p>Over 100 people attended 26 premises represented</p>
w/c 3 rd April 2023	Application process opened
Friday 21 st July 2023 (subject to change)	Deadline for 2023 applications close
Friday 28 th July 2023 (subject to change)	Applications are allocated to a BBN assessor, who will make contact with premises W/C Monday 31st July 2023 and arrange an assessment date that is mutually convenient.
Friday 20 th October 2023 (subject to change)	Deadline for completed BBN assessments – <i>please note premises assessed after the deadline can still be accredited but won't be eligible for the awards judging process.</i>
Monday 6 th to 10 th November 2022	Scoring BBN Assessments begins.
Monday 30 th November 2022	Judging event (the judging is completed as 'blind judging' so it is completely objective – all premises names are removed).
February 2024	2023 Best Bar None Awards & Gala Dinner

TIPS

Have your policies & procedures ready.

Attend, or send your staff to the BBN Champion Scheme Training (see page 11 for details).

Your assessor is there to support (as well as assess) - use them or if you have any questions contact BBN@sheffield.gov.uk

BBN FREE Training

Date, Venue & Time	Training
<p>Date to be confirmed</p>	<p>Ask for Angela training BBN are jointly delivering with Sheffield Rape and Sexual Abuse Centre 'Ask for Angela' Training sessions</p> <p>Who's it for? New premises Existing premises – new staff</p> <p>After completing the training premises will be required to provide their own in-house policy and procedures for implementing the scheme.</p> <ul style="list-style-type: none"> ☉ In return premises will be provided with in house marketing resources, posters window stickers. ☉ Promoted on the BBN app and BBN website. <p>What next Contact: BBN@sheffield.gov.uk to book your place</p>
<p>Date to be confirmed</p> <p>Genting Casino, Arundel Gate, Sheffield</p>	<p>BBN Champion Training The role of the BBN Champion in your premises is to:</p> <ul style="list-style-type: none"> ☉ Take a more active role in the preparation of the BBN assessment (or even take responsibility for it); ☉ Promote good practice; ☉ Promote your BBN status to your staff, but more importantly your customers. <p>The training covers:</p> <ul style="list-style-type: none"> ☉ Core Licensing Objectives ☉ BBN assessment ☉ Understanding the BBN assessment criteria ☉ Prevention of Crime & Disorder ☉ Public Safety ☉ Prevention of Public Noise ☉ Protection of Children from Harm ☉ Staff training ☉ Bonus and desirable points ☉ The BBN assessment – what are assessors looking for? <p>Contact: BBN@sheffield.gov.uk to book your your place</p>

Best Bar None



Getting ready for your assessment

In preparation for your upcoming assessment there are a few things you can get ready before the assessor visits.

The Best Bar None assessment is carried out by a trained assessor visiting you at your venue. However, there are some things you can do before the visit to help you get prepared. As part of the assessment they will walk around the venue with you, talk to you about how you manage the venue and keep customers and colleagues safe, as well as ask to see some documents to support the processes you have in place.

It maybe useful to have the following documents ready:

- Full premises or a certified copy, including a plan of the premises. We'll ask to take a photo of Part A of your license in particular.
- Gas and electrical safety certificates and/or evidence of electrical inspection.
- PAT testing records.
- Employer's and public liability insurance certificates.
- Staff training records.
- SIA log/register.
- Refusals log.
- Fire safety checks.
- Any written evacuation procedures.
- Any risk assessments you have in place, for example, noise, gambling, etc.
- Any documented policies you have in place, for example, capacity, underage sales, lost and found, etc.
- Any other documents that you think maybe useful to the assessor when carrying out the assessment.

To find out more, please contact us on bbn.admin@bestbarnone.com.



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Useful Contacts

Emergency Services

Organisation	Contact	Tel No.
Emergency Services		999
Police Non-Emergency		0114 220 2020
Anti Terrorist Hotline		0800 789 321
Direct 101 centre		0114 252 3996
City Centre CCTV		0114 273 4542

Other Useful Numbers

Organisation	Contact	Tel No.
Best Bar None	BBN@Sheffield.gov.uk	
Police Licensing Department	John O'Malley / Ian Armitage	0114 252 3617
Sheffield Business Improvement District (Sheffield BID)	Darren Hendleman-Horne	0114 339 2015
Street Pastors	Tricia Watts	0793 156 2442
Trading Standards	Greg Ward	0114 273 6241
Safeguarding Children	Maureen Hannify	0114 273 6753
SCC Licensing Department	licensing.service@sheffield.gov.uk	0114 273 4264
City Centre Management	Mick Platts	0114 273 6895
CCRAC Radio	Mick Platts	0114 273 5290
Environmental Protection Services	epsadmin@sheffield.gov.uk	0114 273 4651
Street Force	Highway Emergencies	0114 273 4567
City Centre Ambassadors	Steve Cooper / Guy Biggin	0114 2734337
City Centre Licence Watch	Hello'sheffield-NTE.co.uk	
Drug Services		0114 226 3000
Alcohol Services		0114 226 3000
Domestic Abuse Helpline		0808 808 2241
Reporting Rough Sleeping		0800 066 5358 or text SOTS to 80800



Best Bar None Sheffield 2023

Application Form

Name of Premises:

Address:

Postcode:

Must provide an email address
for all BBN communications:

Which category are you
applying for (please circle)

Pub Bar/Late bar Nightclub Hotel

Restaurant Entertainment Venue

Do you want to be considered for the student safety award
(tick if YES)

Type of premise

Chain (please state):

Independent (please state):

Have you been accredited before?

Yes

No

Where possible we require the names of two named contacts and contact email and telephone numbers to arrange assessments etc.

Contact 1

Including email address:

Contact 2

Including email address:

To improve the assessment process can you tell us when the best time is for an assessor to come and assess? please note, we will endeavour to arrange assessment at a suitable time to suit you, however please note that assessors are voluntary and do assessments in their own time, so being flexible is key Please allow 1-2 hours

Monday **Tuesday** **Wednesday** **Thursday** **Friday**

What times would be best? You can be specific, please state below:

Morning **Afternoon** **Evening**

Please use the box below to add any additional information that you think would help:

UNDERTAKING:

I understand that the premises details (above) could be shared with the licensing and police departments before BBN assessment takes place.

I also understand that the BBN award is the property of Sheffield at Night Partnership and can be removed should the premises breach their licensing conditions.

By providing an email address I agree that the Sheffield at Night Partnership can contact me regarding my application and/or other BBN issues.

However I am aware I can opt out of these at any time under GDPR regulations

Signeddate

Submitting your application, you can attach this document via email to

BBNSheffield@sheffield.gov.uk

DEADLINE FOR APPLICATIONS
Friday 21st July 2023