



SHEFFIELD **BID**

Sheffield City Centre BID Limited

Suite 626 @ Spaces | Pennine Five | 20-22 Hawley Street | Sheffield S1 2EA

+44 (0) 114 339 2015

E: enquiries@sheffieldbid.com | W: www.sheffieldbid.com

Put your tables in the spotlight: Dine Sheffield's Restaurant Week returns

More covers. New customers. One city centre moment for Food & Drink

Be part of Sheffield's biggest collective push for Hospitality

Dine

SHEFFIELD

RESTAURANT WEEK

Dine Sheffield's Restaurant Week is returning (**October 2026**) – and we're inviting our member businesses to be part of a city centre celebration that drives footfall, showcases quality and introduces new customers to what you do best.

Restaurant Week works because it's simple, compelling and collective: **all businesses promoted together**, one clear call-to-action for customers, and a limited time window that creates urgency.

Whether you're looking to fill quieter tables, attract first-time visitors or re-engage loyal customers, Dine Sheffield puts your offer front and centre through coordinated marketing, PR and digital promotion.

"Why Take Part?" – benefits for businesses

You may want this as a boxed section or email sub-header.

Key benefits

- **Increased footfall** during typically quieter periods
- **New customers** trying your venue for the first time
- **City centre marketing campaign** delivered by Sheffield BID
- **Discovery-led dining** – customers actively seek out new places
- **Low risk, high visibility** way to test menus or upsell drinks

Registered in England & Wales No: 9601967 | VAT no. 224 1536 39

Registered Office: Spaces @ Pennine Five, 20-22 Hawley Street, Sheffield S1 2EA

Also at: Unit 1 Winter Garden, 90 Surrey Street, Sheffield S1 2LH

Experience from previous Restaurant Weeks shows customers don't just dine once - they explore. A strong, good-value offer encourages trial, while great service, upsell and atmosphere turn that visit into a repeat booking.

Quality-first

To keep Dine Sheffield trusted and effective, we're asking businesses to put forward **genuine, high-quality offers** that reflect your brand and give customers a reason to choose you.

Great offers tend to:

- Feel **exclusive to Restaurant Week**
- Be **clearly priced and easy to understand**
- Showcase your **core dishes or style**
- Offer enough value to encourage someone new through the door

Examples of strong offers

- Fixed-price lunch or early evening menu
- Two or three courses at a set price
- Signature dish + side or drink pairing
- Set menu that encourages upgrades (dessert, drinks, extras)

Restaurant Week isn't about discounting for discounting's sake - it's about offering a **clear, defined experience** that attracts the right customers.

Offer structure suggestions

- **Single price point** (e.g. £10 / £15 / £20 / £25)
- Fixed lunch or dinner menu
- Clearly stated availability (days / times)
- Simple choice structure (e.g. 2-3 options per course)

Optional upsells businesses can build in

- Supplementary dishes or premium mains
- Drinks pairings
- Desserts or sides not included in the set price

Recommended Terms & Conditions

Provide these as **suggested minimum T&Cs** rather than rigid rules.

Suggested T&Cs wording

- Offer available during Dine Sheffield's Restaurant Week only
- Available on selected days / times (as stated by the venue)
- Advance booking recommended
- Subject to availability
- Not valid in conjunction with other offers or discounts
- Menu items may vary and are subject to change
- Supplements may apply to selected dishes

Please ensure all staff are briefed on your Restaurant Week offer to guarantee a smooth customer experience.

Commitment & consistency

The success of Dine Sheffield depends on consistency. Customers plan their visits in advance, so we ask participating businesses to commit to honouring their published offer for the full duration of the week.

Register your Dine Sheffield offer

Submit your offer(s) by **31 August 2026** to be included in the main marketing campaign, website listings and press activity.

Early sign-ups help us promote Sheffield's food scene more effectively - and give your business maximum exposure.