



Delivering
change
together

Sheffield **BID**

Business Improvement District
Annual Report 2017/18

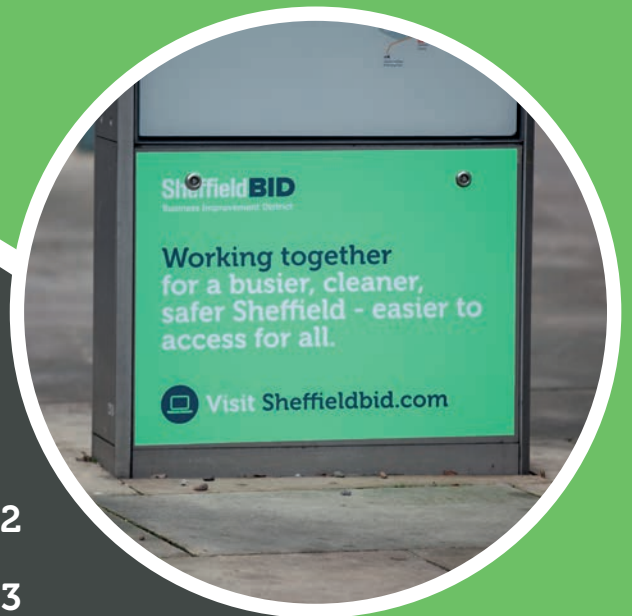
Busier | Together | Easier | Cleaner | Safer

Sheffield BID

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Annual Report 2017/18

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**Delivering
change
together**

Sheffield's Business Improvement District



“ I’m pleased to introduce the third Annual Report from Sheffield BID. During our third year, the BID continued its focus on delivering projects and services that support your ambitions for a safer, cleaner and busier city centre, one that is inclusive, more accessible and easier to get around. In a city centre that is changing rapidly, the BID is more important than ever to give our members a single voice to raise the issues that matter most.

Sheffield BID has made good progress in turning your aspirations for the city centre into a reality. Many of our initiatives are delivered in partnership and only made possible by the support from our businesses and their belief in what Sheffield BID is trying to achieve.

Through a range of initiatives, Sheffield BID is delivering on its vision to create a more vibrant and economically successful city centre. We all continue to face many economic and social challenges but are responding to these challenges by creating the conditions for a vibrant economy - through multi-agency partnerships to tackle social issues, to visitor initiatives that promote the city centre as a leisure and cultural destination, encouraging footfall and dwell time and through marketing campaigns that drive street-to-store conversions.

Sheffield's city centre has, in recent years, experienced a dramatic transformation. And, following the economic challenges of recent years, I believe there is a renewed confidence in the city centre. There is capacity for investment and regeneration. New public realm projects are underway. Cranes and diggers dominate the horizon

with developments and refurbishments taking shape at considerable pace. Major investment in The Moor and the new £470m Heart of the City II development is helping to create a stronger retail and leisure proposition. There are many positives to shout about as the city centre undergoes further change.

In addition to the large-scale physical infrastructure projects, the city centre needs a competitive offer. This means getting the basics right through a clean and safe environment and developing the infrastructure to support a growing economy. An economy where more people want to visit, stay longer and spend money.

With another 18 months before a re-ballot, there is much more we can do in such an exciting city centre. Success depends on the continued support of you, our BID members. This is your BID, funded by your contributions. Make sure you're in touch with the team and let us know your feedback and ideas.

Thank you for your support and here's to another successful year. ”

Suzy Brain England OBE
Independent Chair of the Sheffield BID Board



Our third year

“ As well as several long-term projects, Sheffield BID is making great strides to ensure the city centre is open to experimental ideas, some which have an immediate impact but others which are building the foundations for the future.

During the last 12 months yet more innovative and exciting projects have come to fruition, all of which are helping to enhance the city centre's profile, improve the visitor experience and maintain standards.

In addition to continuous improvement in our long-term projects, this year Sheffield BID has delivered more by way of inspirational ideas including a large-scale visitor trail and on-the-ground support through the addition of a new team of City Hosts, the BID Buddies.

We also opened our own high-street facility at Unit 1, Surrey Street (next to the Winter Garden), bringing back into use a vacant premise. The unit is home to the BID Buddies, provides a sales point for the Sheffield Gift Card and will be refreshed regularly with pop-up concepts that connect visitors with our high street brands and independent businesses.

We continue to work at a significant pace in collaboration with others to deliver projects and initiatives that result in more visitors, new audiences, greater dwell time and extra spend, along with raised standards for those who work, live and invest in the city centre.

The BID now deploys four street teams - the BID Buddies, the Street Rangers, the Clean Team and a BID-funded Police Sergeant. They provide visible benefits and operational support to businesses across all sectors.

In addition to the BID levy, we receive a considerable amount of in-kind support and assistance from those who give their time freely to support the work of Sheffield BID. We are very grateful to those businesses and individuals for their willingness to participate.

As always, I would encourage all businesses and organisations in the city centre to get involved and benefit from working with us. Some of our projects have come directly from our members, in response to a problem or a local need. One thing they all have in common is to enhance the competitiveness of the city centre to the benefit of those who visit, work, live, study and invest here. ”

Diane Jarvis
Sheffield BID Manager

Delivering change together

Sheffield BID is now one of over 300 in the UK. Our aim is simple. To ensure the city centre remains vibrant, full of opportunity and is a place that a broader mix of people choose to come and experience for different reasons.

Currently, there are over 400 members across 511 properties with a rateable value in excess of £40,000 who fund the city centre's Business Improvement District. This generates just over £800,000 per annum to invest in city centre improvements.

Since 2015 these businesses have worked together through the BID Company to transform our city centre offer.

“ Virgin Money loves being part of BID activities which are often unique and fresh for the city centre. Being part of the BID has enabled us to showcase our Virgin Money Lounge to a brand-new set of people. We've seen an increase in footfall and an uplift in new members by getting involved with BID events. We are all working together to create a better experience for customers and visitors alike. ”

Holly Garforth, Virgin Money & Chair of City Centre Retailers' Forum



Key performance indicators based on BID-funded activities (estimated, October 2015 to year ended 31 July 2018)

Nett increase in visitors	601,560
Nett increase in visitor spend	£12,277,467
% attributed to Alive After Five	51%
In lieu contributions from businesses	£323,392
Match funding leveraged	£668,540
Cost savings to businesses	£839,217
Return on investment (ROI)	£14,108,616
Programme spend to date	£2,266,126
ROI per £1 invested	£6

A safer city centre for Sheffield

Safer

£111,895
invested in 2017/18

£229,505
invested programme
to date

Sheffield BID invests in people and initiatives to help make the city centre a more secure environment, day and night. In 2017/18 we continued to invest in the long-term projects that we were quick to establish in 2015 with several new additions to our portfolio of security initiatives.

Year three activities



A partnership with South Yorkshire Police

Since 2015 we have funded a police sergeant's post to provide BID members with a direct response, and day to day remedial action, to enquiries about safety, anti-social behaviour and security issues. The BID sergeant organises a daily, early morning rough sleeper patrol where a PCSO moves on problematic sleepers who are often the same people who are begging.

Security training

Throughout the year the BID held free training sessions as part of Project Argus, a national counter-terrorism project. Project ARGUS explores what is likely to happen in the event of a terrorist attack. It highlights the importance of being prepared and having the necessary plans in place to help safeguard staff, visitors and assets. All events include a module on a terrorist firearm or weapons attack. Staff from more than 300 businesses were trained to ensure the

city centre is prepared in the unlikely event of a major incident.



MECCA in partnership with South Yorkshire POLICE Sheffield BID

Mobile Cameras

We continue to invest in high-tech mobile cameras which are additional to CCTV. They are used as a deterrent against crime and anti-social behaviour that adversely affects our members in known hot spots. In the last 12 months the cameras have been deployed to Esperanto Place, Eldon Street and Flat Street, in a response to drug dealing and other crimes.

Body Worn Cams

In October 2017, Sheffield BID invested further in the safety of those working in the night time economy by purchasing ten of body worn cameras. The cameras are available to pubs, bars and clubs to use as a deterrent and to gather evidence in the case of incidents. Retailers are also making use of the

scheme to enhance customer security and deter anti-social behaviour. In December 2017, Knife wands were introduced to the BID's security equipment provision and distributed to late bars and clubs.

Pulsepoints

In January 2018, in association with Westfield Health Charitable Trust and supported by the Yorkshire Ambulance Service, we were able to install life-saving defibrillators at 10 outdoor locations across the city centre.

Help Us Help

Help Us Help is a long-term campaign to support those begging on the street. Sheffield BID provides financial support to Help us Help throughout the year which has the backing of many of our BID members.

Your levy is used to help deliver a broad set of engagement activities to inform the public of what they can do to help vulnerable people on the streets, by giving to the charities and support services involved, rather than the individuals on the street. John Lewis, Virgin Money and McDonalds are just some of our members who get involved and have volunteered staff to host events including a Christmas Market cabin.

SHEFFIELD PULSEPOINTS



Know the Line

With support from Sheffield BID, the Know the Line campaign was launched by the Safer Streets campaign to help people and businesses understand more about what sexual harassment means.

Purple Flag and Best Bar None

Sheffield city centre has a strong night-time economy and remains one of the safest places to enjoy a night out. In February 2018, it received Purple Flag status for the seventh successive year. The Best Bar None Scheme is also firmly embedded which demonstrates how businesses work together to operate premises to an exceptionally high standard, reduce alcohol-related crime and address the issues of vulnerability in the city centre. Year on year the BID takes part in the judging panel for Best Bar None and is an award-sponsor. As well as being involved in the accreditation of businesses for Best Bar None, our BID-funded Police Sergeant also leads the process of maintaining the prestigious Purple Flag.

BID Ambassadors

Our commitment to provide additional ambassadors is now being met through investment in the new City Hosts scheme, the BID Buddies. They are our eyes

and ears on the street, acting as a friendly face to sign post visitors and report issues such as anti-social behaviour, street cleansing and environmental issues. 20% of the BID levy from the safer programme is being used to fund the BID Buddies. The project was agreed at the end of our third year in July 2017 and launched in September 2018.

Hot spot policing

As part of an academic research project, Sheffield BID supported an experiment with South Yorkshire Police where hotspot policing was used to identify and target key areas of crime and disorder within the city centre. A series of a regular 15-minute PCSO patrols were deployed to high crime areas to test whether an increase in high visibility patrols would decrease problems in and around local premises in specific hot spots. Patrols were tested over a three-month period to provide an evidence base for adopting this approach into daily policing. The results will be published shortly.

Keeping the streets cleaner

£78,845
invested in 2017/18

£162,111
invested programme
to date

At the BID's October 2017 AGM, Company Members voted in favour of an increase to the budget for Cleaner, taking the annual spend from £45,000 to £100,000 each year through to 2020. This uplift has enabled us to invest in building capacity within our teams to clean, up in addition to graffiti, key gateways, the night time economy environment and the detritus and paraphernalia left by rough-sleepers and drug-users.

Year three activities

Street Rangers

Since we launched the Street Rangers, a supported-employment initiative, at the end of year two in June 2017, the team has gone from strength to strength this year. Driven by the needs of our levy payers, we have now increased capacity to two early-morning crews to undertake targeted cleaning jobs daily between the hours of 6am and 9am, Monday to Sunday. In this financial year alone, the Street Rangers performed 33,124 cleaning jobs, resulting in a combined cost saving of £622,440 to our members who use the service (an average £3,458 to each individual business).

When the UK was hit by a cold snap in March 2018 and the city centre's streets were covered in snow and ice for several weeks, the Street Rangers swapped their bin bags for grit and shovels to grit the streets and remove as much snow and sludge as possible.

The Street Rangers project was also shortlisted for an award in Place Management.

Cleaner



Clean Team

Launched in 2015, our Clean Team continues to tackle graffiti vandalism, providing a free graffiti removal service for levy payers throughout the year. To date the team has spent 1,396 hours cleaning 55,852 sq.ft of graffiti since the service became operational (508 hours and 20,320 sq.ft this financial year).



BID Spring Clean

Each year the BID teams up with our businesses for a day of cleaning to launch the BID Spring Clean and to coincide with the national Keep Britain Tidy campaign. In March 2018, 30 hardy volunteers battled rain and wind to spend the day litter picking in the city centre, collecting more than 20 bags of rubbish. The Clean Team's graffiti removal service is opened-up to all businesses during the month-long annual Spring Clean.



A more vibrant & busier city centre

Busier

£415,641
invested in 2017/18

£951,776
invested programme
to date

Our aim is to support economic growth through investment in activities that deliver increased footfall, encourage dwell time and drive visitor spend at the same time raising the area's profile as a vibrant place to live, work, study and invest.

Year three activities

Funding for two major festivals, a LEGO-inspired visitor trail to encourage families to explore different parts of the city centre and an uplift to the existing Christmas offer with the hugely successful Santa's Post Office are just a few of the highlights this year. Additional funding for enhancements to Sheffield Makes Music (part of the BBC's national music day) and other activities such as Museum Sheffield's Live Lates programme (part of Alive After Five's cultural offer) and Global Soundtracks (a series of pop-up musical performances)

Through the programme for Busier we continue to fund a full-time communications post, the primary focus of which is to deliver enhancement to the Busier workstream, driving the vibrancy of the City Centre, increasing attendance at events and attracting visitors to within and beyond Sheffield.

Locking in local spend... the Sheffield Gift Card

The Sheffield Gift Card was launched at the end of November 2017. There are now almost 90 venues that accept the pre-loaded master card as payment.



In its first year the gift card generated over £45,000 of sales and a year-long awareness campaign delivered by a temporary member of staff has laid the foundations for the scheme to expand into employee incentives scheme with city centre employers.

There was an uplift of 500% in Christmas purchases of the gift card in 2018 compared to 2017.

Cliffhanger (July 2018)

Cliffhanger, Sheffield's celebration of the outdoors featuring the finals of the British Bouldering Championships, returned to the city centre for the third time in 2018. The BID has a longstanding relationship with Cliffhanger, having helped bring the festival to the city centre in 2016. Now tens of thousands of people descend each summer for an adrenalin-fuelled weekend filled with outdoor activities, right here in the city centre.

Cliffhanger promotes the city as an exciting, dynamic leisure destination and is crucial to maintain Sheffield's reputation as The Outdoor City.

Visitors - 40,000+

Number of people who watched the British Bouldering Championships on the BBC - 26,816



Fringe at Tramlines (July 2018)

With the Tramlines festival moving out of the city centre in 2018, the BID teamed up with Sheffield City Council to fund Fringe at Tramlines, a free, city centre event which complemented the main festival.

The aim of Fringe at Tramlines was to maintain that festival feel in the city centre during Tramlines weekend. After a decade of the festival being held in the city centre, it was important not to lose footfall and spend brought in by music fans.

More than 40 city centre venues signed up to be part of Fringe at Tramlines, each putting on bands and entertainment throughout the weekend.

The BID hosted the event's official web page on www.sheffafter5.com, which attracted more than 20,000 website visits before, during and after the event.

Visitors - 70,000+



Sheffield Bricktropolis (August 2018)

We welcomed millions of LEGO-bricks to Sheffield as we transformed the city centre into Sheffield Bricktropolis over the summer.

Funded in this financial year and delivered at the beginning of year four, more than 25,000 visitors enjoyed Sheffield Bricktropolis, which included a visitor trail of 21 World Landmark LEGO-models hosted across a mix of retail and leisure outlets.

A diverse display of monuments, capital buildings and skyscrapers - and featuring a custom-build of City Hall - it encouraged people to move around the city centre using the Bricktropolis trail map and app. There was also an Interactive Building Zone hosting free workshops for children aged 4+ around team work, problem solving and creativity. Several sessions ran for children with disabilities. Two giant mosaic build and a supporting programme of fringe events added to the overall event, including three Bricks and Beers events for adult fans of LEGO. Many city centre restaurants, retailers and transport operators provided special offers and incentives for visitors taking part.

**SHEFFIELD
BRICKTROPOLIS**

Explore.
Experience.
Enjoy.

**4 T H -
1 7 T H
A U G**

sheffieldbricktropolis.com

Sheffield BID
Business Improvement District



Bricktropolis in figures

20 world landmarks

One custom build of City Hall

25,000 + visitors

6,028 app downloads

405,676 social media impressions

£852, 885, the estimated economic impact

“Congratulations to BID. It's been amazing seeing so many families hurrying around the City Centre with Bricktropolis leaflets in hand, searching for the LEGO-buildings. It certainly has been a magnet to bring people into the centre. Thanks for having the vision to bring it into Sheffield.”

Peter Sephton, Chair of the Sheffield City Centre Residents Action Group

“An amazing idea which really made walking around the city centre excitingly different this summer.”

The Light Cinema,
The Moor

Reducing vacant units whilst supporting business start-ups

Since we became operational Sheffield BID has supported the work of ReNew Sheffield in bringing vacant units back into meanwhile use. In this period, we agreed to support “Castlegate Kickstart”, a project to encourage occupation of vacant units/space in the Castlegate area for creative, music and digital/tech uses and events. The project will be led by ReNew Sheffield (of which the Council and Sheffield BID are members) in partnership with group of young entrepreneurs who form the Exchange Street Collective.

Keeping Sheffield Alive After Five



Our transformational Alive After Five strategy continued its objectives to reinvigorate the city centre's early evening economy.

Through a digital and social media campaign through to experiential marketing and street dressing, Alive After Five has continued its mission to change behaviours and attitudes about the city centre between 5pm and 8pm. This strategy is about developing the early evening culture, targeting young professionals and students, by promoting the food and drink, entertainment and retail available in Sheffield city centre after 5pm.

We continued to engage businesses in the city, whether it be through involvement in Alive After Five's flagship events, Dine Sheffield and Style Sheffield, or through the spin-off activity Dine&Discover.

Alive After Five reaches an average of 140,000 people on social media (Facebook, Twitter and Instagram) every month, that's around 1,680,000 people reached on social media alone this year.

Alive After Five in figures

£6,231,807 - the estimated nett increase in visitor spend attributed to Alive After Five

£340,000 - the total expenditure on Alive After Five (2016-2018)

£18.33 - the ROI per £1 invested

6.3% - the average increase in footfall between 5pm and 7pm compared to the previous year

41,250 users on www.sheffafter5.com in 2018

92,893 page views on www.sheffafter5.com in 2018

Demographics

62% of users are women

38% of users are men

38% of users aged 25 - 34

20% of users aged 35 - 44

2,940,000 - the estimated social media reach of Alive After Five since its launch in October 2016.

19 restaurants have opened in the city centre since we launched Alive After Five in October 2016.



Dine Sheffield - Restaurant Week

Dine Sheffield has become a bi-annual event which takes place every spring and autumn. Sheffield's foodie fortnight is growing in popularity each time it returns to the city centre, with more than 6,000 extra diners enjoying a meal out during Dine Sheffield in 2018.

Dine Sheffield in figures

6,300 diners

£185,000 - the estimated economic impact

What people are saying about Dine Sheffield

“ It got us out on days we would have otherwise sat in doing nothing, and we got to try new places - one of which we have been back to since and paid full price because we liked it so much. ”

“ Value for money and an opportunity to sample city centre dining in the evening. ”

“ It's a fab idea to get family and friends together for a night out and good food at a bargain price. ”

What the restaurants think

“ We've really been enjoying the scheme, and have seen some great numbers coming in. ”

Birdhouse Tea Bar and Kitchen

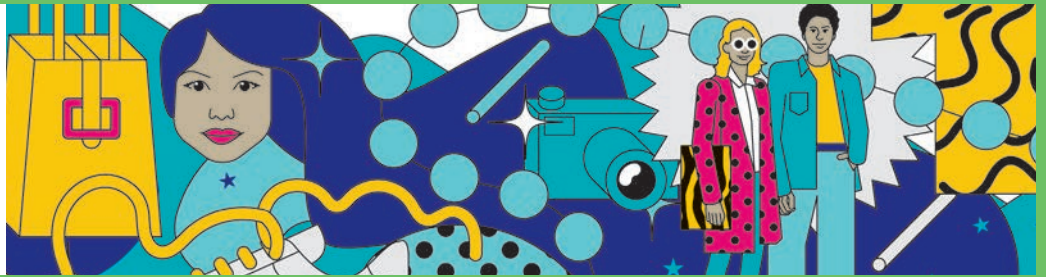
“ It's good for the city, glad you did it. ”

Browns

“ I like the concept as a whole and it's nice to be part of something that has a community feel to it. ”

Smoke BBQ

Style SHEFFIELD FASHION WEEK



Style Sheffield - Fashion Week

Following its inaugural event in June 2017, Style Sheffield took a different approach in 2018, focusing on two main events rather than a series of activities.

In total 21 businesses took part, with 450 free tickets booked for Style Sheffield's Fashion Show and Beauty Night.

More than **142,000** people were reached on social media during Style Sheffield, which used Snapchat as a marketing tool for the first time.

What people are saying about Style Sheffield

“ An opportunity to find out about the range of fashion and style available in our fair city. ”

“ Professionally organised fashion show, showcasing the latest styles available in everyday stores I can purchase from. ”

“ Nice venue, range of retailers, free! Really liked seeing the independent shops. ”

Looking to the future...

The bricks will be back

SHEFFIELD BRICKTROPOLIS

Such was the success of Sheffield Bricktropolis we plan to make this an annual event to support the major events calendar for the city centre. An exciting new programme is now being created for August 2019.

Adding festive sparkle



Following a call from the retail sector to scale up marketing support during a critical trading period, December 2018 saw the return of Santa's Post Office together with a

festive visitor trail for families and children and two new amazing 3D light additions. We introduced Brearley Bear in the hunt for Brearley's Lost Christmas List. Over 4,780 took part in the trail and ideas are now being explored to use this character in new and innovative ways (throughout the year) to encourage more families to visit the city centre. We will of course continue to build on the activities that support the high street over the festive season of 2019.



**A city centre
that is easier
to access and
inclusive
to all**

£183,020
invested in 2017/18

£213,542
invested programme
to date

We have invested in projects that remove some of the barriers to using the city centre, making it easier for people to find their way around and to access information and services that help improve the visitor experience. We continue to deliver LAVs (our community toilet scheme) and Mobile Sheffield (a match funded mobility scheme with Sheffield City Council) alongside many other projects that now deliver on our ambitions for a city centre that is easier to access and navigate.

Year three activities

Getting connected: Sheffield Free Wi-Fi arrives!

Following the announcement of a 10-year deal with Sheffield City Council and IDAQ Networks in November 2017, Sheffield Free Wi-Fi has now been rolled out across the city centre after lobbying by Sheffield BID on behalf of our businesses. More than 24,000 people have so far signed to the superfast network and around 6,000 people a day are using Sheffield Free Wi-Fi.



This “gateway” project lays down the foundation to a digital city and we are working with partners to assess potential projects which use the Wi-Fi to deliver benefits to business and improve the consumer experience on the high street.



Our friendly on-street concierge - the BID Buddies

Delivering on our commitment to provide a friendly face and to make it easier for visitors to find their way around, in this financial year we developed a new team of City Hosts called the BID Buddies.

The team took to the streets in September 2018 and have already interacted with thousands of visitors.

80% of the BID levy from the easier programme is being used to fund the BID Buddies, who were also introduced as a response to feedback from the growing office sector in Sheffield, which is set to increase further when the Heart of the City II development begins to open from 2019.

They provide a friendly welcome to visitors, help with wayfinding, and act as the BID's eyes and ears on the street by reporting environmental issues, as well as regularly meeting with our levy payers.

It is predicted the team of five BID Buddies will interact with 26,000 people per year, and on average report nine issues every hour. Each issue is then reported to the relevant agencies to ensure our city centre is kept clean and safe.

A visible high-street presence

We also opened our own high-street facility at Unit 1, Surrey Street (next to the Winter Garden), bringing back into use a vacant premise.

It is home to the BID Buddies who provide wayfinding assistance and visitor reassurance, as well as sign posting events and activities funded by the levy.

It also acts as a sales point for the Sheffield Gift Card.



Quids in with parking for £1

To support Alive After Five, this year we launched the Sound as a Pound and Quids In carparking campaigns to promote the special £1-£2 fixed rate after 4.30pm until 8am, resulting in a 225% increase in usage. More recently the campaign has been extended to highlight the new cashless payment parking now available at Council-owned carparks.

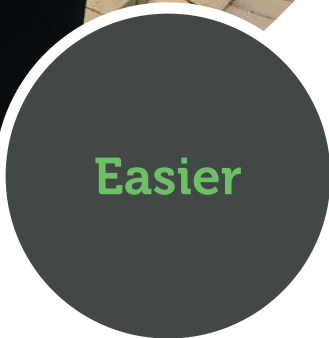
Experience Sheffield - wayfinding visitor guides

Supporting both our Easier and Busier workstreams, a series of visitor guides were produced to showcase the independent offer, Sheffield in the Summer, in the Evening and at Christmas, together with 200 Years of Shopping at Chapel Walk and The Heart of Independent Sheffield - a guide to the Devonshire Quarter.

227,000 guides were distributed across the Sheffield City Region as well as Nottingham, Manchester, Leeds and to other parts of Yorkshire and Derbyshire.



The second edition of our main Independent Guide was released in June 2018. Written in both English and Mandarin, 'Experience Sheffield City Centre: An Independent Guide' shines a light on each of the city's unique districts. From shopping hubs at The Moor and Heart of the City, to student favourite the Devonshire Quarter and the office filled streets of the Cathedral Quarter. The Cultural Industries Quarter and Castlegate, two areas of the city centre enjoying regeneration and redevelopment, are also featured.



Find the hidden gems of England's greenest city!

Marcus Newton's famous walking tours were relaunched and rehoused in Sheffield's Winter Garden with help from the BID. Visitors can take a journey through Sheffield's 900-year history, from the medieval, industrial revolution to the post-industrial 21st century city centre. The walking tours take in visitor attractions including the Town and City Halls, cathedrals, the modern and the old hidden Sheffield, helping visitors to find the best places for culture, entertainment, shopping, food and drink. Marcus also provides VIP walking tours for a wide range of investors who are thinking about setting up in the city centre.

Looking to the future...

Investment in the high-street

The Government has announced a £675m fund to help regenerate UK high streets. Sheffield BID will be working with Sheffield City Council to ensure the interests of our members are represented when bidding for funds.

The future of Fargate and Division Street

Sheffield BID is working with partners to address the future wellbeing of Fargate and Division Street as the pace of development around the Heart of the City II and the impact of businesses relocating to other parts of the city centre starts to take hold.

Experience Sheffield through immersive retail concepts

Moving forward, our high-street facility at Unit 1, Surrey Street will reinvent itself every few weeks with pop-up concepts that connect visitors with our high street brands and independent businesses. We will be working with our members to engage visitors in consumer experiences that go beyond transactions and permanent space, where the experience is everything and collaboration carries a clear call to action... experience Sheffield on Valentine's Day, on Mother's Day, at Easter, at Summertime, in the rain and at Christmas to name but a few immersive concepts we will explore to promote a wide range of city centre businesses.



**Together,
we are
a single
voice**

£16,569
invested in 2017/18

£29,808
invested programme
to date

Advocacy

As an apolitical, non-profit organisation, Sheffield BID is well placed to advocate on behalf of our members regarding issues that affect the city centre and the local economy. Our role is to listen to the issues and concerns of our members and, where appropriate, to act to amplify their voice, or directly advocate on their behalf by representing their interests to government, the local authority, the police or other organisations.

Together



This year Sheffield BID handled 396 representations on behalf of its businesses (a total of 1,122 since the BID launched in October 2015).



Championing City Growth

To help communicate a vibrant city centre, Sheffield BID has, in partnership with The Star newspaper, championed success stories in the city centre through sponsorship of a City Growth campaign. So far, the hashtag #CityGrowth has reached a total of 282,000 people with 795,000 impressions on Twitter.

Business cost savings

Sheffield BID now has several cost saving schemes in place for city centre businesses. We can arrange a free, no-obligation health check for businesses seeking to reduce costs across a range of services such as utilities, telecoms, stationery, insurance, pest control and more. In partnership with a national procurement group for BIDS, Meercat Associates, we provide local businesses with an opportunity to make a monetary return on the levy they pay to the BID. We can also help our businesses save money on commercial waste collection and recycling costs through an exclusive cost saving discount from local waste management company Viridor. We work with Viridor to reduce the amount of waste to landfill and contribute to improving the appearance and cleanliness of the city centre.

Other activities

During the year we provided funding for Sheffield Hallam University's event management students to deliver a children's arts and literature festival called Between The Lines. And once again we were a sponsor at the Voluntary Action Sheffield's Make a Difference Awards, celebrating our unsung heroes in the voluntary sector who do so much to help the city centre deal with social issues.



Now into our fourth year, we will continue to represent you and your business, championing your voice, pushing forward your agendas and making things happen.



Governance

Sheffield City Centre BID Limited is a company limited by guarantee and operates within regulations set by government on Business Improvement Districts. 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. There are 15 Directors and the Board is chaired by an independent Chair Suzy Brain England.

The on-going delivery of the Company's programme is the primary responsibility of the BID Manager, Diane Jarvis.

There are three elements to the BID's investment criteria, as follows:

1. BID Business Plan:

Each individual project should fall into one of Sheffield BID's core programme areas, which are:

Cleaner	a noticeably cleaner city centre;
Safer	a safer day and night time environment
Busier	more visitors, vibrancy and economic growth;
Easier	a city centre that is easier to access and navigate; and
Together	an influential voice for levy-paying businesses.

2. That there is commercial benefit to business:

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:

Sheffield BID has a very broad constituency ranging from:

Retail (38%)

Office and professional services (29%)

Education (13%)

Night-time economy (5%)

Public sector (5%)

Food and restaurant (4%)

Leisure and culture (3%)

Transport (3%)

As well as commercial enterprises this also includes the City Council, both universities, Sheffield College, South Yorkshire Police and South Yorkshire Transport Passenger Executive. The range of projects delivered by Sheffield BID is therefore necessarily diverse.



The Sheffield BID Board
Serving non-executive directors at year ended 31 July 2018

- John Baddeley, Wake Smith Solicitors Limited
- Dan Bates, Sheffield Theatres
- Superintendent Shelley Hemsley, South Yorkshire Police
- Tom Holmes, John Lewis & Partners
- Councillor Mazher Iqbal, Sheffield City Council
- Simon Nevill, Ove Arup
- Dr Kate Platts, Sheffield College
- Nick Beecroft, HLM Architects
- Gail Gibbons, Sheffield Futures
- Ben Gilligan, South Yorkshire Passenger Transport Executive
- Mark Hobson, Corporation Night Club
- Richard McGloin, Sheffield Hallam University

Following a statutory board rotation in October 2017, other changes in directors holding office were

- Adrian Bagnoli, Jabru Ltd t/a Cubana - resigned 26 October 2017
- Richard Eyre, Sheffield City Council - resigned 14 September 2017
- Toby Hyam, Creative Space Management Ltd - resigned 26 October 2017
- Councillor Mazher Iqbal, Sheffield City Council - appointed 14 September 2017
- Dr Kate Platts, Sheffield College - appointed 26 October 2017
- Nick Simmonite, Greene King Brewing - resigned 26 October 2017
- Mark Swales, Sheffield Hallam University - resigned 26 October 2017
- Professor Vanessa Toulmin, the University of Sheffield - resigned 26 October 2017
- Nick Beecroft, HLM Architects - appointed 26 October 2017

- Amanda Phillips, Jones Lang LaSalle
- Dr Sarah Want, the University of Sheffield
- Kane Yeardley, True North Brew Co Ltd

The directors below held office during the whole of the period from 1 August 2017 to year ended 31 July 2018

- John Baddeley, Wake Smith Solicitors Limited
- Dan Bates, Sheffield Theatres
- Superintendent Shelley Hemsley, South Yorkshire Police
- Tom Holmes, John Lewis & Partners
- Simon Nevill, Ove Arup

- Gail Gibbons, Sheffield Futures - appointed 26 October 2017
- Ben Gilligan, South Yorkshire Passenger Transport Executive - appointed 26 October 2017
- Mark Hobson, Corporation Night Club - appointed 26 October 2017
- Richard McGloin, Sheffield Hallam University - appointed 26 October 2017
- Amanda Phillips, Jones Lang LaSalle - appointed 26 October 2017
- Dr Sarah Want, the University of Sheffield - appointed 26 October 2017
- Kane Yeardley, True North Brew Co Ltd - appointed 26 October 2017

Financials

The Local Authority retains, temporarily, 10% of the income for bad debt provision. The overall collection rate for this financial year was 98.5%.

Summary

Sheffield City Centre BID Ltd is a not for profit company limited by guarantee. It is funded by a levy based on the business rate which, under legislation, is collected by the Local Authority. The Company's income is paid in two instalments on the 1 August and the 1 February each year.

The Company is exempt from corporation tax on its levy income, except for tax on investment income such as bank interest and any future income from secondary sources.

"The total annual income in year three was £813,396; this is lower than the previous year due to changes to the rateable values of individual properties. Programme expenditure and administrative expenses of £1,026,146 was reported in the financial year. The Board agreed a spending plan and an annual budget for the period of £1.3m which included the retained earnings of £552,542 carried forward from the previous financial year and redistributed across programme expenditure.

Since 2016 the Company has typically carried forward an operating surplus resulting from an underspend against the 2015/16 budget where, due to the time needed to set up operations, delivery of projects in year one was slower than in subsequent years. Each year, surplus is redistributed across the core work programmes. Overall, operating expenditure remains at 20% of the total programme income since the BID became operational in October 2015, which is in line with BID industry guidelines.

With many long-term projects and services now implemented and several activities that reoccur each year, much of the levy investment is committed through to 31 July 2020. The pace of delivery has accelerated significantly with many of the commitments within the business plan now being realised.

2018/19 will be a yet another busy time as Sheffield BID strives for continuous improvement in its existing projects with several exciting new activities on the horizon."

John Baddeley

- Wakefield Smith Solicitors Limited, BID Board Member and Chair of the BID Audit and Risk Committee

Income and Expenditure Statement

	Year ended 31.7.18	Year ended 31.7.17	Year ended 31.7.16
	£	£	£
TURNOVER	813,396	840,587	847,263
Programme expenditure*	824,536	502,726	313,840
GROSS SURPLUS	(11,140)	337,861	533,423
Administrative expenses	201,610	166,420	154,538
OPERATING SURPLUS	(212,750)	171,441	378,885
Interest receivable and similar income	342	943	1,822
SURPLUS BEFORE TAXATION	(212,408)	172,384	380,707
Tax on surplus	65	185	364
SURPLUS FOR THE FINANCIAL YEAR	(212,473)	172,199	380,343
Retained earnings at beginning of the year	552,542	380,343	0
RETAINED EARNINGS AT YEAR END	340,069	552,542	380,343

*Includes the annual levy collection fee paid to Sheffield City Council.

The accounts for the Company year ended 31 July 2017 and year ended 31 July 2018 were audited by Hodgson & Oldfield. The accounts year ended 31 July 2016 were audited by BHP.



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Business Improvement District

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CLEAN TEAM
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