



SHEFFIELD **BID**

2020-2025

SECOND-TERM PROSPECTUS

B

OUR CITY CENTRE VISION

A vibrant destination, with a modern business, cultural, retail and leisure offer, creating a new social future; attracting and retaining a diverse range of skilled people, creating a destination of choice which is as strong and inviting in the evening as it is in the daytime. A city centre that is a safe place throughout, well-connected by all transport modes, that a broad demographic of people of all ages, abilities and cultures will choose to experience for different reasons.





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ACCOUNTABILITY

01.

A BUSINESS IMPROVEMENT DISTRICT FOR SHEFFIELD CITY CENTRE

A Business Improvement District is a business-led partnership commonly referred to as a BID.

A BID is defined by a specific geographical area where businesses work together by investing in agreed services and projects that improve their trading environment, and which are additional to the statutory provision of public services.

A BID is created through a ballot process for a five-year term. Its purpose is to address local issues through partnership working and collaboration.

The city centre BID was launched in 2015. As a cross-sector BID, we brought together over 450 city centre members across 500 properties from retail, hospitality, leisure and culture, night-time economy, education, office, professional and public services.

Today, we are one of over 300 BIDs operating across the UK. The most successful cities and towns have a

BID, including all major city centres. Some of these BIDs are now entering their third and fourth terms.

The BID is a recognised model for commercial place management. It can also be used to leverage additional investment, grants and match-funding. It brings together businesses from all industries to collaborate, to shape and improve the city centre. Services and projects are additional and not a replacement for the local authority's management of the high street or the public realm.

Your voice, your view, our vision

On 31 July 2020, the first term of Sheffield BID will come to an end. As we look to the future it's time for our current and future members to reflect on what has been created over the past five years.

Looking forward, UK high streets are facing a growing number of challenges, a fall in public-sector funding, social issues and the complexities of a turbulent economy. Locally, there are many opportunities for the business-led partnership of Sheffield BID to continue to develop its role as a catalyst for change. Based on strong sentiment from businesses, our Board of Directors is therefore proposing a further term for Sheffield BID.

That's another five years to build on the work we've done to date. Five more years to support the ambitions of Sheffield city centre as a visitor destination of choice.

Now is the time to express your views and to vote YES in maintaining the momentum, working together to make Sheffield city centre more progressive and competitive.

YOUR VIEW, YOUR
VOICE, OUR VISION

FOREWORD

Since Sheffield BID became operational in October 2015, we've worked together to bring about a step-change within the business communities of Sheffield city centre.



We have consulted with eligible businesses as to what the next five years of Sheffield BID should look like. For many, our core activities have become a familiar part of everyday life and there is a clear view that these should continue.

Much of our investment is designed to support the businesses that pay the BID levy. Our street teams help to create a visible and reassuring on-the-ground presence. Our Clean Team keeps on top of the graffiti problem whilst our Street Rangers prove directly beneficial to many members in cleaning up early morning detritus from rough sleepers and the night-time economy, and the removal of hazardous waste and sharps.

We target improving business efficiency for our members and building capacity through skills training. Additional crime prevention measures and a range of security initiatives – such as high-tech mobile cameras, anti-ram bollards, body-worn cameras, knife wands, personal alarms and, more recently, SmartWater® – have proved to be effective anti-social deterrents specifically for BID members.

Our investment in a dedicated police sergeant provides additional support and advice around issues such as retail crime and anti-social behaviours. Our BID sergeant works closely with the local neighbourhood police team and British Transport Police to share

intelligence and support longer term problem solving. It also means that Sheffield BID can quickly escalate recurring problems with South Yorkshire Police.

The Council's CCRAC radio network has proven to be a valuable and successful mechanism for preventing crime and shoplifting. Funding through the BID has ensured the network is now fully digital to the benefit of our members who use it.

Our City Hosts, the BID Buddies, are instrumental in representing Sheffield BID on the street, engaging with both businesses and visitors to provide reassurance, information and customer service.

Our investment in these services and projects has created a step-change in the commercial environment of Sheffield city centre. These are positive changes that BID members have recognised and endorsed as priorities in the years to come.

An environment that is vibrant and rich in culture generates footfall, enhances the visitor, community and student experience. It also attracts and retains skills for businesses. We have brought new festivals and experiential visitor events to the city centre

at the same time enhancing existing events, cultural activities and street art to inject greater energy and momentum. There has been a shift in the views of businesses who now believe the events calendar is sufficiently strong and the emphasis should be about maintaining and enhancing the quality of existing activities.

Sheffield BID has created high-profile marketing and promotional campaigns to highlight the diverse cultural and leisure offer to visitors, students and residents, and to drive street-to-store conversions. Members cited the need to focus campaigns on attracting and retaining the local pound, further developing the early evening culture and improving the Sunday trading environment.

Sheffield is a city whose physical landscape is changing, and this brings short term challenges as well as longer term economic benefits. Like most cities we also face societal issues often outside of our control but within our ability to support. A Business Improvement District that can help its members respond to challenges and to change is vital.

Over the next five years we want to grow Sheffield BID by generating new income streams that are additional to the levy on businesses.

Ultimately, our aim is to continue to improve the competitiveness of Sheffield city centre to the advantage of those businesses that fund the city centre BID through the BID levy.

Sheffield BID is a means to bring together different sectors of the city to work towards a common goal. We have achieved so much together but have only just begun. A second term will allow us to keep in place the services and projects that members now take for granted. There is so much more that we can do together to support a vibrant economy.

We are seeking your approval by voting yes to this business plan in April 2020.

A handwritten signature in black ink that reads "D Jarvis". The signature is fluid and cursive, with a large initial 'D'.

**Diane Jarvis,
Sheffield BID Manager**

A BOLD MOVE BY THE BUSINESS COMMUNITY

After several years of decline, stalled developments and a slower pace of regeneration, and against a backdrop of national economic and societal challenges, local businesses grasped the opportunity to launch a new business-led initiative to help create better trading conditions.

A successful ballot led to the establishment of Sheffield BID in 2015 at a time when there was a strong, collective ambition to grow and develop Sheffield and to put it back on the map as a major city. Today, that collective ambition to keep growing, to keep developing is stronger than ever.

A track record for delivery

Over our first term, Sheffield BID has implemented projects based on tried and tested models across other UK locations, sharing best practice with colleagues in other northern city BIDs. We've also been at the forefront in developing our own unique ideas, events and activities that haven't been done before.

Sheffield BID's annual investment in the city centre is around £800,000 and this is predicted to rise over the next few years as regeneration projects such as the £450m Heart of the City II come to fruition.

We've delivered a consistent pipeline of projects to improve, enhance and animate Sheffield city centre. We've been vocal about the need for basic infrastructure such as free public-access WIFI, leading to the successful implementation of the Sheffield FREE WIFI project. We've given our support to proposals to attract further funding and investment such as the bid for a share of the Government's Future High Street Fund led by the City Council in partnership with the University of Sheffield.



You only have to look around to see evidence of the BID and what it's doing to help businesses in Sheffield. The early-morning Street Rangers, the graffiti Clean Team, the helpful BID Buddies and direct access to a city centre BID sergeant – does that make a difference? Yes, it does. We've come to take it all for granted so I can't imagine what we would do without this support in the future.

Amanda Phillips
The Moor Centre Manager



Sheffield city centre today

Sheffield's city centre has, over the last two decades, experienced a dramatic transformation. And, following the economic decline that has affected the UK in recent years, confidence in the city centre is returning. There is renewed capacity for investment and regeneration. New public realm projects are underway. Cranes and diggers dominate the horizon with developments taking shape at considerable pace. Major investment in The Moor by Aberdeen Standard, and the Council's new £450m Heart of the City II retail quarter is helping to create a stronger retail and leisure proposition.

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 city centre and creating the conditions for a vibrant economy. An economy where more people want to visit, stay longer and spend money.

As well as several long-term projects, Sheffield BID is making great strides to ensure the city centre is open to short-term and experiential initiatives, some which have a short-term impact but others which are building the foundations for the next generation of new talent and ideas. We are providing additional services and facilities that our members demand and which residents and visitors expect in a city centre.



We are keen to see Sheffield BID continue developing its role as a catalyst in the city centre. Prior to the BID, there was very little coordination between the Council and commercial interests. This has changed markedly in the five-year term of the BID. There is more joined-up thinking about the importance of the city centre as a hub for the region. Continuing to expand this theme is vital and there is currently no other organisation equipped to do it. The BID is definitely a catalyst for making the city centre a better place for people to live, work and enjoy.

Peter Sephton, Chair
Chair, Changing Sheff (city centre residents' association)

02.

AN OUTSIDE PERSPECTIVE



Sheffield boasts the largest urban centre in South Yorkshire and is a vital economic driver for the City Region.

Sheffield BID plays a major role in helping to maximise the city centre's potential and ensuring it remains a busy and attractive destination, both for the city's residents and visitors from around the world.

The BID's profile-raising initiatives and on-the-ground support teams are a huge asset to BID businesses, Sheffield city centre, and the City Region.

Dan Jarvis MBE

Mayor of the Sheffield City Region



Most major city centres in the UK now have a BID and the services they offer are becoming more important than ever.

I have seen first-hand the difference that Sheffield's BID has made to helping keep the city centre clean and safe, and to tackling issues like rough sleeping. Their impressive events and promotional campaigns help to drive investment and support our local businesses.

The BID makes a key contribution in enhancing the city centre for local people, as a visitor destination, and as a leading business location in the North of England.

Paul Blomfield MP

Sheffield Central



The strong work that Sheffield BID undertakes is integral to the success of Sheffield city centre – both now and in the future. Despite many difficulties for the high street across the UK in recent years, the BID is doing an impressive job and making a significant impact.

The events they organise, sponsor and support help drive regular footfall to the city centre, which helps create a vibrant destination and supports the local economy. While the work they do to keep the streets feeling safe, accessible and clean is also invaluable.

Having a city centre that is both unique to Sheffield, but also competes with other major Northern cities in terms of its offer, is crucial to work in the property sector and attracting inward investment.

Martin McKervey

Chairman of Sheffield Property Association



It's been a pleasure to work with Sheffield BID on our social enterprise Just Works, which offers support and employment opportunities to people who have suffered homelessness, including former rough sleepers. We really do rely on organisations like the BID to support our programmes and hope to work closely with them for many more years.

Through its Street Rangers team the BID has created regular paid employment for former rough sleepers, improving their future employability options as well as their lives today. This type of initiative shows there is hope for managing the issue of rough sleeping in the city with positive, tangible solutions.

Tim Renshaw

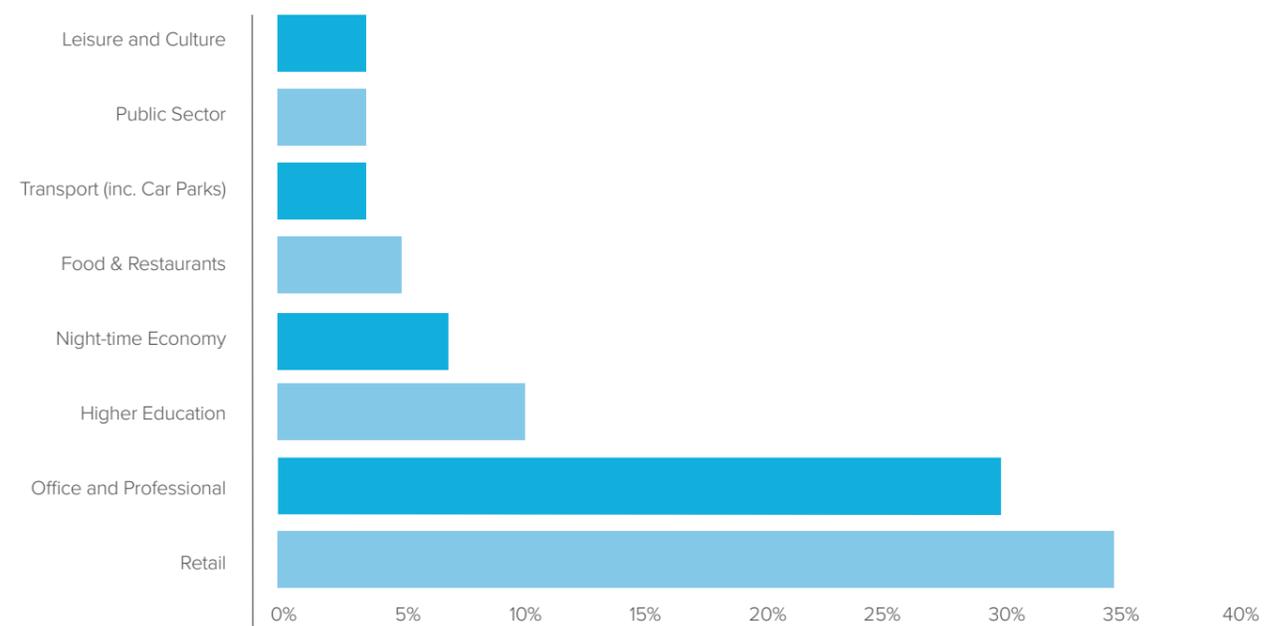
Chief Executive of Cathedral Archer Project

03.

THE BID IN PROFILE

A PROFILE OF THE CITY CENTRE BID

As a cross-sector BID, businesses from retail; food and restaurant; night-time economy; leisure and culture; education; office (spanning creative and digital; business, professional and financial services); transport; and public sector agencies are represented.



At the start of a second term of Sheffield BID, businesses occupying hereditaments with a rateable value of £40,000 or more will continue to pay a 1% levy on the rateable value of the property.

The BID boundary

Sheffield BID operates within the definitive boundary shown on the map below, which includes streets either in whole or in part within the 'old' inner city centre ring road. A full street list (current at January 2020), is shown in Appendix 1. Addresses are taken from the National Non-domestic Rates Database 2017 (NNDR).

Sharing best practice

We are members of The BIDs Foundation, the not-for-profit industry organisation that supports Business Improvement Districts across the UK. In addition, Sheffield BID is a founding member of NBG (Northern BIDs Group) and sits alongside the Leeds, Manchester, Liverpool, Newcastle, Sunderland, York, Chester and Bradford BIDs. NBG provides leadership and a unified voice for major city BIDs in the North of England, representing a total of 8,000 businesses with a combined rateable value of £920m.



A MESSAGE FROM OUR CHAIR

In 2015, city centre businesses created a brand-new partnership in the shape of Sheffield BID. You've now had almost five years to judge for yourselves the benefits that a BID can deliver.



Sheffield BID is driving improvements and change within the city centre. The impact of this investment is evident. We are dealing with the nasty cleaning jobs that nobody wants to do. We are providing a range of additional measures to deter anti-social behaviours. There is a visible presence on the street through the Clean Team, the Street Rangers and our BID Buddies.

We have a dedicated police sergeant for the city centre which enables us to fast-track issues with South Yorkshire Police, often resulting in deployment of further police resources as part of additional operations that target specific areas.

Each year we invest in major festivals, a summer visitor trail, additional Christmas activities and enhancements to existing partner events and cultural initiatives.

We make it easier for people to find their way around with on-street concierge and seasonal campaigns that promote the diverse cultural and leisure offer including where to visit, eat, shop and be entertained at different times of the year.

We lock spend into the local economy with the Sheffield Gift Card.

We bridge the gap between the day and night-time economies through championing the development of an

early evening culture. Our signature campaigns of Dine Sheffield's Restaurant Week and Style Sheffield's Fashion week continue to grow in popularity.

We instigate, or support, activities, ideas and events that bring people and trade opportunities to the city centre.

We will all benefit from a more vibrant economy and a cleaner, safer environment, one that people want to live, study, work and succeed in. That is the clear aim of Sheffield BID.

I am proud of what the BID has achieved in what is a relatively short space of time. These projects would not be possible without the support of our BID levy payers who fund the Business Improvement District.

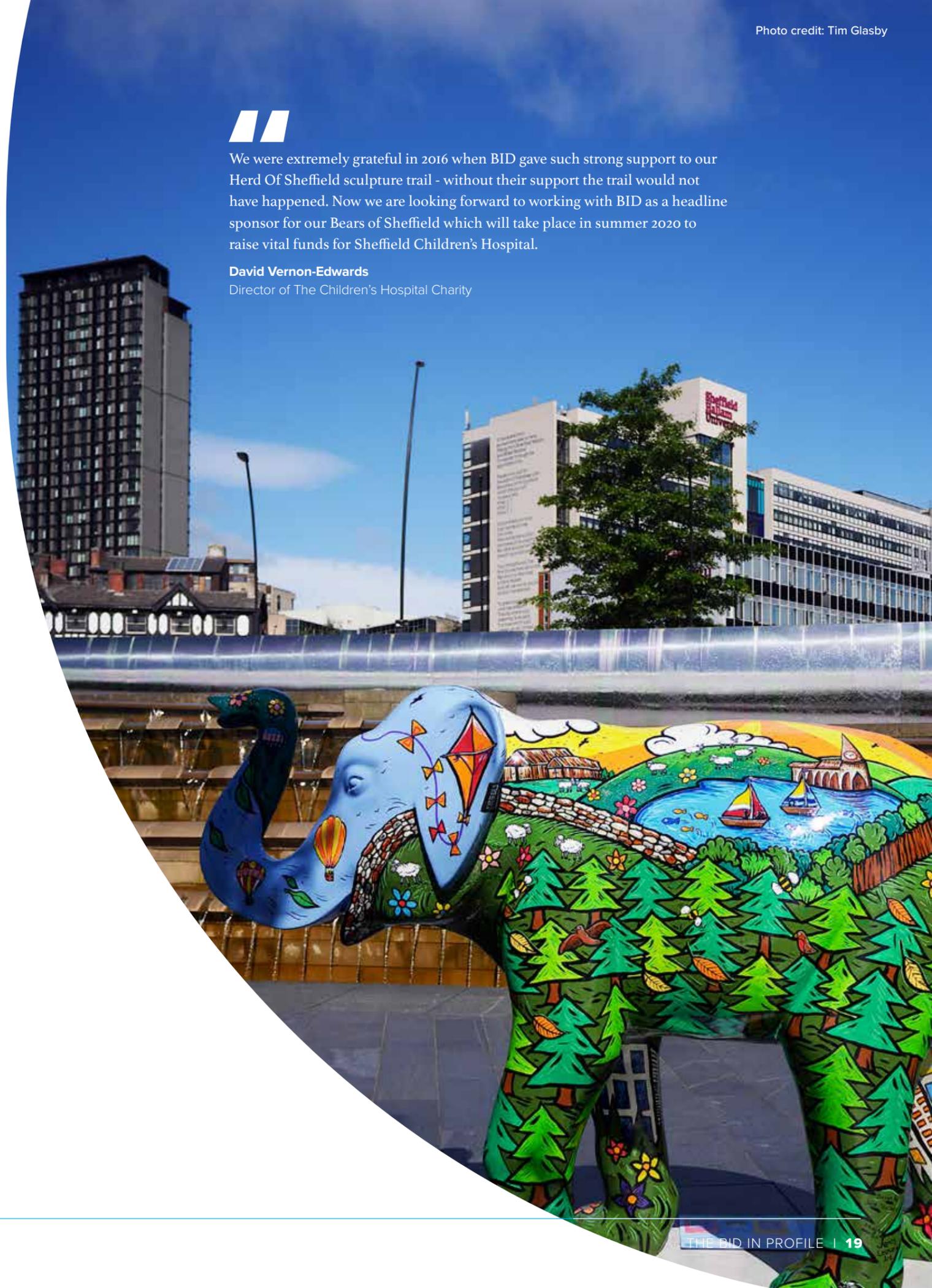
So that this work can continue I am asking you to endorse this business plan by voting yes to five more years of Sheffield BID.

**Suzy Brain England OBE,
Chair – Sheffield BID Board**



We were extremely grateful in 2016 when BID gave such strong support to our Herd Of Sheffield sculpture trail - without their support the trail would not have happened. Now we are looking forward to working with BID as a headline sponsor for our Bears of Sheffield which will take place in summer 2020 to raise vital funds for Sheffield Children's Hospital.

David Vernon-Edwards
Director of The Children's Hospital Charity



BENEFITS OF THE BID

1. Creates an environment where many businesses, regardless of sector, work together for mutual benefit.
2. Increases visitor numbers and dwell time through additional events and interactive experiences.
3. Unlocks extra spend through city centre marketing campaigns.
4. Leverages match-funding for major events, cultural activities and large scale projects.
5. Secures a fixed standard of services from the Council through a baseline operating agreement.
6. Offers an alternative to other potential schemes that a local authority may consider (such as a late-night levy on the night-time economy).



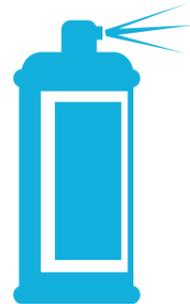
230,000+
the number of people who participate in our annual visitor trails



50,000+
visitors assisted by the BID Buddies since Sept 2018



4,900
environmental, cleansing and ASB reports passed to partner agencies in the past 12 months



500+
the number of hours spent removing graffiti vandalism each year



£1m+
the amount of match-funding leveraged since 2015



£900,000
the estimated value of business cost savings to BID members (in total)

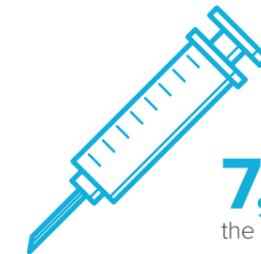


21,000+
the number of cleaning jobs our Street Rangers perform for BID members each year



700+
enquiries dealt with on behalf of BID members each year

1,160m
visitors to BID-funded events

7,200
the average number of needles that we safely dispose of annually

04.

OUR FIRST TERM

DELIVERING CHANGE TOGETHER

Since 2015 we have focused on delivering change in partnership and collaboration. Here are just some of the organisations we've worked with to add value to your investment.



We represent BID members at a range of city forums and take an active role in lobbying the local authority, transport operators, the police and other agencies. To assist BID members, we chair forums to resolve area-specific issues. We represent members at a range of other city committees attended by partners including Sheffield City Council, Marketing Sheffield, Business Sheffield, South Yorkshire Police, the Drug & Alcohol

Community Team, the Sheffield Brand Partnership, Sheffield City Region and Transport for the North. And we actively engage with local councillors and MPs. Our Board Directors are also involved in established sector groups such as the City Centre Retailers Forum and Unight Sheffield (which represents Sheffield's night time community).

MAKING THE CITY CENTRE BUSIER

Our events and promotions are strategically planned to animate the city centre and boost visitor numbers. Promoting a vibrant destination to those who visit, work and study here, as well as helping consumer businesses through tough trading times.

We promised to ...

- Create a strong marketing programme to raise the profile of the city centre with seasonal retail and leisure campaigns.
- Provide additional funds to support existing events that boost business.
- Establish new events during quieter trading periods which increase footfall and spend.
- Champion start-up businesses and to deliver initiatives that support independent businesses.
- Bring empty units back into temporary use.
- Develop a digital strategy that includes WIFI, social media and mobile applications to improve the visitor experience.
- Promote cultural, shopping, dining and leisure activities to stimulate the early-evening economy post 5pm.

We delivered ...

- **Two new major festivals.** Cliffhanger and the Fringe @ Tramlines (with annual funding for both). Together the festivals attract an additional 110,000 visitors each year.
- **Two annual visitor trails.** Sheffield Bricktropolis and The Sheffield Christmas Trail were inspired by our original investment as supporting partner to the Herd of Sheffield sculpture trail, designed to encourage families to explore many different parts of the city centre. Over 237,000 visitors have participated in these activities so far.
- **An uplift to the existing Christmas offer.** Investment in the hugely successful Santa's Post Office attracts over 10,000 participants each year and new 3D light installations enhance the Christmas Lights Switch-on.
- **Support for enhancements to existing events.** Off The Shelf, Sheffield Makes Music (part of BBC Music Day), Classical Sheffield, Global Soundtracks, the SHAFF Adventure Film Festival and the No Bounds Music Festival have all benefited from support from the BID.

- **Seasonal campaigns.** A series of visitor guides showcase the independent offer, Sheffield in the Evening, in the Spring and Summer and at Christmas, together with 200 Years of Shopping at Chapel Walk and The Heart of Independent Sheffield – a guide to the Devonshire Quarter. These are complemented by our popular restaurant guide, ale trail and club guides. To date, over 300,000 guides have been distributed across Sheffield as well as Leeds, Manchester and Nottingham.
- **Alive After Five.** A strategy to bridge the gap between the day and night-time economies with signature events such as Dine Sheffield's twice-yearly Restaurant Week, the annual fashion week of Style Sheffield, shopping events and a coordinated digital marketing campaign (#SheffAfter5) to promote everything that happens in the early evening.
- **Meanwhile use.** Funding for ReNew Sheffield to support more than 15 business start-up projects in meanwhile premises including an initiative at Castlegate. Our own activities have sought to transform vacant units by hosting Santa's Post Office and interactive LEGO-workshops (part of Sheffield Bricktropolis) through temporary agreements for empty premises.
- **The Sheffield Gift Card.** Designed to lock in spend into the local economy with almost 90 city centre venues now accepting the Card as payment.
- **Free city centre WIFI.** Lobbying for free public-access WIFI resulting in the Council agreeing a 10-year deal with IDAQ Networks for Sheffield Free WIFI, a gateway project that lays down the foundation to a digital city.



MAKING THE CITY CENTRE CLEANER

We've provided operational support to BID members to raise standards to help make the city centre trading environment noticeably cleaner and more attractive.

We promised to ...

- Enhance existing cleaning services by cleaning up key gateways, the night-time economy environment and cigarette-related litter.
- Provide a free, external graffiti-removal service.
- Add seasonal colour to city centre thoroughfares with street art and banners.

We delivered ...

- A free graffiti removal service operating seven days a week through the BID's Clean Team together with crime-prevention advice from South Yorkshire Police, graffiti prevention measures such as mobile cameras and deterrents including the "Bag a Tagger" Crime Stoppers campaign.
- An annual spring clean campaign to purge graffiti grot-spots, opening-up the service to all city centre businesses.
- This work is complemented by volunteer litter picks and participation in Keep Britain Tidy's Great British Spring Clean.

- An additional early-morning clean-up team, the BID Street Rangers; a supported-employment initiative that clears up the mess left by rough-sleepers and late-night revellers whilst providing the living wage to people who once found themselves homeless and are now getting their lives back on track with meaningful employment.
- Investment in the University of Sheffield's Feature Walls initiative which created 13 street murals to brighten up city centre streets.
- A colourful and seasonal advertising programme on street-furniture and lamp-posts that advertises and promotes BID-funded events to drive visitor participation.
- Daily operational issues resolved by a dedicated BID Operations Manager concerning the hygiene impacts of streetscape works, litter removal, environmental hazards and other cleaning requirements.

MAKING THE CITY CENTRE SAFER

We have invested in people and initiatives to help make the city centre a more secure environment, day and night.

We promised to ...

- Provide a friendly face to the city through the provision of additional ambassadors and an additional police presence.
- Review policies on anti-social behaviour with the aim of reducing street culture such as drinking and begging.
- Develop a better link between daytime and night-time economies through information sharing.
- Encourage more businesses to make use of the City Centre Retailers Against Crime (CCRAC) radio network.

We delivered ...

- A dedicated Police Sergeant's post to provide additional support, advice and solutions around issues such as retail crime, vandalism, begging, street-drinking and other anti-social behaviour.
- An early morning rough sleeper patrol by a PCSO.
- An increase of two city centre ambassadors as part of the existing Council team, which later gave way to investment in our own team of "City Hosts" who provide support to both businesses and visitors. Known as the BID Buddies, the team are Sheffield BID's "eyes and ears" on the street, engaging with businesses as well as reporting environmental issues and anti-social behaviour.
- Funding for the Help us Help campaign to encourage people to give to the charities that support people on the streets rather than to the individuals themselves.
- Support for a multi-agency partnership to tackle the growing number of users of the substance known as Spice, chairing a series of meetings involving the Council's Drug & Alcohol team, South Yorkshire Police and local businesses.
- Anti-terror and major-incident training through Project Argus, involving more than 300 businesses.
- The installation of 13 outdoor defibrillators through the PulsePoints initiative and first aid training.
- An upgrade to the CCRAC radio network to ensure that both day and night businesses benefit from digital rather than analogue handsets, improving consistency of technology, better connectivity and coverage, and making further benefits available through access to the Business Crime Portal to share information.

- Provision of high-tech mobile cameras to monitor known hot spots and deter anti-social behaviours.
- Body-worn cameras loaned to retail, leisure and hospitality businesses to enhance customer security and deter anti-social behaviour. Knife wands have also been distributed to late bars and clubs.
- SmartWater® - a high-tech traceable liquid issued to selected night-time premises who undergo training to become an accredited SmartWater® venue. Used as a deterrent, trained staff can tag those involved in serious offences such as assaults.
- Help and advice on security measures to prevent criminal damage to business premises through a Crime Prevention Officer.
- Additional support for the city centre's Purple Flag status and the Best Bar None accreditation scheme to ensure best practice and high standards in the night-time economy.



One of the main concerns for our staff was that they felt intimidated entering and leaving the building due to the groups of people congregating around the doorways. Staff across the organisation have noticed the improvements, feeling safer and more confident in entering the office due to the reduced number of incidents. I would like to thank Sheffield BID for the work they have done in cleaning the area. It has made a real difference. You have listened to our concerns, provided regular communication and implemented an appropriate solution to make the area safer.

Lucie Barlow
The Good Things Foundation



MAKING THE CITY CENTRE EASIER TO ACCESS AND NAVIGATE

We've 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 user experience. We are committed to promoting diversity and equality of opportunity for all.

We promised to ...

- Review existing wayfinding and to enhance this to make it easier for visitors to find their way around.
- Champion parking and transport initiatives which deliver benefits to businesses.
- Support established disability groups in their plans to improve city centre access.

We delivered ...

- A team of City Host's known as the BID Buddies to provide visitor reassurance, wayfinding and customer service.
- The Sound as a Pound and Quids In car parking campaigns to promote the special 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 car parks.
- Partnerships with our public transport providers and commercial car park operators to offer incentives specifically for BID-events.

- A series of visitor guides to help people explore all parts of the city centre. From This is Sheffield at Christmas to Experience Sheffield in the Summer, our guides focus on delivering information about what's on, what to do, where to go and how to get here, making it easier for people to engage with the city centre as a leisure destination.
- A pop-up living city guide and visitor hub which is home to the BID Buddies. This concept space transforms at key points in the retail and cultural calendar to showcase the best of the city centre.
- A community toilet initiative known as the Lavatory & Ablution Venue Scheme (LAVS) which permits anyone to use the toilets of participating venues. LAVS provides access to clean, safe toilets with male and female facilities, accessible toilets and baby changing facilities. The scheme also signposts facilities with specially-equipped Changing Places.
- Mobile Sheffield, in partnership with the Local Authority to fund a new city centre scheme for people with limited mobility.

05.

THE NEXT FIVE YEARS

SHAPING THE FUTURE TOGETHER

The high street is experiencing seismic change impacting on city centres.

The challenges facing the high street are well documented and that means that we must evolve to survive. High streets in five years' time will look and feel very different and we have the opportunity now to shape ours even more. And so, against this backdrop it is vital that Sheffield BID continues to work with local and regional partners to do all we can to support Sheffield city centre. Working together to INVEST EVEN MORE.

As a major city centre BID, we've worked hard to measure our performance and success so far.

And, after almost five years of hard work in April 2020 we will ask our businesses to re-endorse our plan for a further term.

The next five years (2020-2025)

The city centre is being regenerated bringing a period of unprecedented opportunity. This renaissance will transform Sheffield in the long term. There is still much room for improvement if businesses are to thrive in

today's challenging climate. The short-term perspective is equally important to care for the commercial environment to the benefit of our members.

The city has changed and grown over the past five years and so too has Sheffield's city centre BID. Here, we outline the priorities for a renewal of Sheffield BID based on opinion and feedback from businesses.

A consultation survey was issued to a cross section of businesses in May 2019. Of the 498 businesses surveyed, 30% responded. The consultation process has been reinforced by individual meetings, phone calls to local businesses and head offices, and daily interactions with BID businesses. A final consultation document was sent to all eligible businesses (at the time of data capture) in November 2019. This was sent to local contacts and Head Office voters or their agents for comment. In total, over 60% of our electorate has engaged with us.

SURVEY HIGHLIGHTS

How you value our activities so far



YOUR BUSINESS PRIORITIES

High priorities

- Additional police support – **85%**
- Sustainable transport and travel initiatives – **79%**
- Enhanced street cleaning – **79%**
- Business crime reduction – **77%**
- Marketing to local-residents – **70%**
- Appearance (maintenance, greening and dressing) – **69%**

Medium priorities

- Marketing to visitors and tourists – **61%**
- Enhancing the quality of existing events – **53%**
- Meanwhile use of vacant units – **52%**
- Enhancing the Christmas offer – **52%**

Lower priorities

- Increasing the number of events and festivals – **41%**
- Business cost savings – **39%**
- Employee benefits – **27%**
- Wayfinding schemes – **25%**
- Training, workshops and customer service initiatives – **24%**



85%
Additional police support



61%
Marketing to visitors and tourists



41%
Increasing the number of events and festivals

THE NEXT FIVE YEARS

Sheffield BID will focus on three themes to deliver your priorities; Safe, Clean & Maintained; Vibrant & Promoted; and Connected & Accessible.

These themes build on the success of the projects we delivered in our first term. At the same time, there is flexibility for us to continue to innovate, to incorporate some new activities and to respond to the changing needs of different sectors.

From discussions with businesses and the earlier survey, our objectives will be to ensure the city centre is:

- Attractive, clean and green.
- Has a more visible on-street presence.
- Able to retain the local pound, encouraging more residents in.
- Bustling and vibrant, particularly during quieter trading times.
- More accessible, with sustainable travel choices and improved connectivity to meet the demands of generational change.



SAFE, CLEAN & MAINTAINED

Improving coordination and management of the commercial environment.

Understandably, the top priority for many of our members is a safe environment in which to operate. An environment in which crime and business disruption is mitigated and staff, customers and visitors feel safe and welcomed. The appearance and atmosphere of the area is also important to businesses with wider benefits to the local community.

The BID will contribute to a safer and cleaner city centre. The extra footfall driven by the annual events calendar and Premier League football reinforces the importance of the BID, ensuring the city centre is an inviting and vibrant location on busy days.

Existing projects that will continue

A dedicated police sergeant. Funding an additional police post ensures that Sheffield BID has access to a first-line Police supervisor who can facilitate the tasking of police officers and PCSOs to support the priorities of the BID area. This is additional to statutory policing and enables Sheffield BID to quickly escalate place-related issues to South Yorkshire Police and for intelligence from the business community to be relayed via the BID Sergeant to the neighbourhood police team. The BID Sergeant works closely with other partners on multi-agency plans to identify persistent offenders and vulnerable individuals on the streets. Our BID Sergeant also has sustained involvement in Sheffield's purple flag status, ensuring the good work in the evening economy continues to be showcased.

City Hosts - BID Buddies. The recognisable BID Buddies have quickly become a valued city centre resource. Their on-street presence, assistance and advice, adds to the safety and friendliness of the city centre 363 days a year. This team is the BID's "eyes and ears" on the street. They identify, log and report issues such as graffiti, fly posting, flooded roads, blocked gullies, abandoned vehicles and vandalism daily. They use a street management app on their mobile phones to send reports to relevant agencies to fix. This starts a process that measures the response time against our baseline agreements with the local authority and other agencies. Opportunities to extend the service into the evening with Late Night Buddies will be explored.

Street Rangers. There are many challenges of everyday use in a busy city centre and a well-presented and clean environment remains critical to the overall experience, appeal and economic success. Sheffield BID's Street Rangers play an invaluable role in helping to keep exterior business premises free from detritus and litter. This is a seven-day service which includes an early morning cleaning round of the known hotspots followed by a scheduled deeper clean of specific zones and supported by a rapid-response call out service. As well as providing extra cleansing and sanitisation, our Street Rangers remove sharps, needles and hazardous substances, thereby supporting both a cleaner and safer environment.

The continuation and expansion of this service adds a valuable feature to the management of Sheffield city centre, one that not only benefits the businesses who need the Street Rangers' help but also improves the environment for those living, working and studying in the immediate vicinity.

We plan to consolidate our graffiti Clean Team and Street Rangers into one unified street team who will continue to tackle environmental issues affecting business premises.

Projects that we will enhance

Building resilience. We will offer regular open briefings around city centre security issues and the prevention of criminal activity in partnership with South Yorkshire Police. We will continue to provide regular counter-terrorism training on how to prepare for and respond to major incidents. We will provide live updates around protests and major events when they impact on businesses. Our members are offered free security training on crime prevention, conflict management and personal safety.

Sheffield BID will continue to invest in additional deterrents and security equipment such as mobile CCTV and SmartWater®. We will also work with partners to identify solutions for designing out crime and vulnerability such as boarding up vacant premises which create a "broken window" effect and exacerbate anti-social behaviours.

New projects that we will develop

A greener city. Sheffield BID will explore opportunities for collaboration and innovation in helping businesses to clean up their operations. Clean Air initiatives, renewable energy, recycling and greening projects to enhance the appearance of the city centre will be part of our work.

Ensuring it leads by example to support the city's Clean Air objective, Sheffield BID uses electric vehicles and will continue to emphasise the need for its suppliers to use renewable and clean energy options at outdoor events.

VIBRANT & PROMOTED

Enhancing the visitor experience with diverse events, animations and compelling marketing campaigns.

Existing projects that we will continue

Events. In the first term of Sheffield BID we increased the breadth of the city's event calendar with strategic investments, collaborations with cultural partners and new innovative family-focused events. From the outdoor climbing festival Cliffhanger and the official Fringe at Tramlines to the high-profile Sheffield Bricktropolis and the Sheffield Christmas Trail to the interactive experiences such as Santa's Post Office and the Little Eggsplorers Easter Hunt, none of these would be possible without Sheffield BID.

Our stand-out events are free and inclusive to all and have helped bolster the credentials of the city centre calendar, offering a point of differential to many visitors.

We will maintain these types of events and build on the quality of our existing programme to ensure our investments continue to drive economic benefit to both our members and the wider community.

Projects that we will enhance

Animation. It is almost universally accepted that the cities we love most, the ones we wish to visit, spend time and money in, are those cities that seem to be a thriving hive of activity. They are those cities that successfully manage to harness the twin powers of both economic and cultural force. During times of change, arts and culture are perfect vehicles to engage people in important conversations about citizenship, heritage and local identity. Arts and cultural activities help link the daytime into the early evening and night-time economies. We will look for opportunities to work more closely with cultural organisations, to attract new investment and a wider range of visitors to the area, as well as increasing loyalty among existing users.

In 2020 we will be a supporting partner to The Bears of Sheffield – a trail of over 60 individual sculptures (and 100 mini-sculptures) from local and national artists, providing a platform for business collaboration and an unforgettable local and national impact on the city centre.

Marketing and promotion. We've published differentiated visitor guides, implemented high profile marketing campaigns such as our twice-yearly restaurant week Dine Sheffield and the annual fashion showcase of Style Sheffield. We've celebrated the best of retail through the inaugural Sheffield City Centre Retail Awards introduced in 2019. We've locked spend into the local economy with the Sheffield Gift Card which is now accepted by more than 90 businesses.

Our own concept space on the high street acts as a visitor hub and live city guide, regularly transforming to represent seasonal events in the cultural and retail calendar, connecting people with local businesses, promoting what's on in the city centre, highlighting where to shop, eat and visit.

We aggregate social content and boost digital engagement on our own channels www.sheffafter5.com and www.sheffieldcitycentre.com (which also includes a searchable directory of BID levy payers).

All these are areas that businesses see as a continuing priority within the overall promotion of the city centre locally. Transforming the Christmas offer also emerged as an additional priority.

New projects that we will develop

Enlivening key office areas around the city centre with vibrant and seasonal activities will be a focus in our second term.

There is also a clear mandate from the retail sector to help improve Sunday footfall.



CONNECTED & ACCESSIBLE

Bringing in business and bringing in people.

Existing projects that we will continue

The BID Buddies are our dedicated and visible representatives on the streets, providing reassurance to the local businesses and information and customer service to visitors.

Continuing with and developing the BID sector and area forums, tasking groups and panels to enable better connectivity amongst levy payers, authorities and other stakeholders.

Working with businesses to promote and increase accessibility within the city centre including people with access needs, autism and dementia.

Existing projects that we will enhance

Strengthening links with key partners to enhance the city centre commuting experience and influence future proposals.

We have already formed strong relationships with the city's public transport providers and private car park operators to help offer discounts and incentives. We

will work closely with our partners to promote smarter car parking and sustainable transport choices to change perceptions, behaviours and improve the visitor experience.

The free-to-access city centre WIFI enables us to support the stability of the high street with a mobile-first digital strategy that caters to the demands of changing generations.

We will continue to develop greater links and promotions between our retail, leisure, hospitality and commercial sectors, encouraging those who work, live and study here to use the city centre.

We will create more opportunities for BID businesses to network and cross-trade with each other.

New projects that we will develop

We will provide a loyalty-based marketing platform from which all levy payers can connect with and attract new customers.

TAKE ACTION AND VOTE YES!

The first term of Sheffield BID comes to an end on the 31 July 2020.

If you'd like to see our activities continue, you need to vote YES. This is your city, your business, your BID. Currently, there is nothing to replace the BID or the additional investment it generates.

If the BID is not re-elected, our investment and support will disappear, so please make your vote count. The ballot takes place between 31 March and 30 April 2020. Full details of how to vote can be found on page 43 and information about the ballot process and the BID rules are on page 42.

Say 'YES' to ...

- A minimum of £4 million ring-fenced investment into Sheffield city centre to deliver projects and initiatives you have identified as a priority and which you can get involved in to benefit your business.
- A team dedicated to responding to your business needs, who work on your behalf to improve your commercial environment.
- A dedicated resource to rapidly respond to cleaning and maintenance issues affecting your business.
- A dedicated police resource to facilitate the tasking of additional resource to support BID priorities.
- Safety training and security advice for your business and employees.
- Marketing campaigns to promote your business and to encourage local people to come into their own city centre more regularly.
- Events to support your business sector, influenced by your sector needs.
- Big city events, including two major festivals and seasonal interactive visitor trails.
- A voice for your business to get your views heard by a range of audiences.



06.

ACCOUNTABILITY

MEASURING PERFORMANCE

Throughout our first term, we have regularly evaluated the impact of the BID's activities with direct feedback and data supplied by our businesses on an event/project basis and which is used to evaluate the direct impact of our activities on those businesses.

This has been complemented by visitor exit surveys for specific events and campaigns. On an on-going and informal basis, the team discusses with our levy payers, both individually and in a series of groupings, the delivery of the programme and receives feedback on an almost daily basis. During a second term, and with many established services and mature projects now firmly embedded, Sheffield BID will ensure that the overall impact of the BID is independently assessed annually. The evaluation will be tailored to the evolving programme and will include research into levy payer and consumer perceptions as well as economic impact analysis.

Governance

The establishment and governance of a Business Improvement District is governed by legislation (part 4 of the Local Government Act 2003) and the Business Improvement District (England) Regulations 2004.

The BID proposer

The BID proposer is Sheffield City Centre BID Ltd, a not-for-profit company limited by guarantee, set up in 2015 (registered in England and Wales, company number 9601967). The Company will deliver the renewed business plan should the BID be voted in for a second term.

Sheffield City Council is in support of Sheffield BID's renewal business proposals and has approved this business plan in line with the legislation. The Secretary of State for Communities and Local Government has been notified of Sheffield BID's intention to hold a renewal ballot.

As required by the legislation, Sheffield BID will enter into legal arrangements through a Memorandum of Understanding with Sheffield City Council as follows:

- A baseline agreement will set out the minimum service standards to be delivered by Sheffield City Council along with any additional, discretionary services provided by the Council within the BID area.
- An operating agreement with details of the contractual arrangements for the collection and enforcement of the BID levy.

The Sheffield BID Board

Under its Articles of Association, the Sheffield BID Board comprises elected directors who voluntarily support Sheffield BID as non-executive directors. The directors all live, work or have local business interests in the city centre.

The Board is responsible for the strategic and financial management of the BID. As a minimum, it meets on a quarterly basis. The split of representation on the board represents the sector breakdown of levy paying businesses.

From time to time, working groups will focus on specific projects. These groups will have a least one Board Director in their number and any budgetary requirements will be approved by the full board.

Our current directors (correct at the time of printing) are:

1. **John Baddeley**,
Director, Wake Smith Solicitors
2. **Daniel Bates**,
Chief Executive, Sheffield Theatres and City of Sheffield Theatres Trust
3. **Nick Beecroft**,
Director, HLM Architects
4. **Patrick Duffy**,
Head of Branch, John Lewis
5. **Gail Gibbons**,
Chief Executive, Sheffield Futures
6. **Mark Hobson**,
Managing Director, Corporation
7. **Simon Nevill**,
Associate Director, Ove Arup Limited
8. **Amanda Phillips**,
The Moor Centre Manager
9. **Mark Swales**,
Chief Estates and Facilities Officer,
Sheffield Hallam University
10. **Tim Taylor**,
Director of Customer Services, South Yorkshire
Passenger Transport Executive
11. **Dr Sarah Want**,
Director of Regional Engagement and
Partnerships, The University of Sheffield
12. **Superintendent Delphine Waring**,
South Yorkshire Police
13. **Kane Yeardley**,
Managing Director, True North Brew Co
14. **Clr Mazher Iqbal**,
Cabinet Member for Business & Investment,
Sheffield City Council

The role of Board Chair will be reviewed at the start of the BID term and then biennially. The Board presently engages an independent chair to add additional scrutiny and oversight to the Company's governance and operations.

At two-yearly intervals one third of the longest serving directors (since their last appointment) retire by rotation.

The rules concerning the election of Board Directors and Company Membership are covered in the Memorandum and Articles of Association. At the start of the new term, the BID Company will seek a variation to these rules to simplify its company membership and voting rights.

Sheffield BID employs a full time BID manager who is responsible to the Board and who will oversee the delivery of the projects and services in this business plan.

Day to day management

Our BID Manager is supported by an administrator and both are resourced from within the BID Company's overhead for delivery and running costs. This covers the oversight and delivery of all projects across the three key areas. A proportion of the BID Manager's time is also spent on running the BID Company encompassing good governance e.g. stakeholder communication, performance monitoring, financial management and additional revenue generation.

An operations supervisor will be funded through the budget for Safe, Clean & Maintained. A project manager will be funded through a 50% contribution from each of Vibrant & Promoted and Connected & Accessible themes.

Communications

Our BID Manager and other members of the team can be contacted by either phone or email and the Board are always open to hearing your feedback or ideas. We will continue to issue regular newsletters and updates to keep you informed of projects and services. We will also communicate via social media including Facebook and Twitter.

Annually, with your bill, you will receive information on how your levy has been spent.

Sheffield BID will produce an Annual Report and audited accounts each year.

OUTLINE BUDGET

	£	2020/21	2021/22	2022/23	2023/24	2024/25	5-year total	% over 5 years
INCOME								
Reserve c/f		70,000					70,000	
Forecast levy income		781,950	781,950	781,950	781,950	781,950	3,909,750	
Voluntary contributions		10,000	10,000	10,000	10,000	10,000	50,000	
Other income		40,000	40,000	40,000	40,000	40,000	200,000	
Total		901,950	831,950	831,950	831,950	831,950	4,229,750	
EXPENDITURE								
Programme expenditure								
Safe, Clean & Maintained		330,000	300,000	300,000	300,000	300,000	1,530,000	36%
Vibrant & Promoted		250,000	230,000	230,000	230,000	230,000	1,170,000	28%
Connected & Accessible		170,000	150,000	150,000	150,000	150,000	770,000	18%
OPERATING COSTS								
Collection fee		19,200	19,200	19,200	19,200	19,200	96,000	2%
Overheads/running costs		97,750	97,750	97,750	97,750	97,750	488,750	12%
Contingency		23,000	23,000	23,000	23,000	23,000	115,000	3%
Reserve a/c		12,000	12,000	12,000	12,000	12,000	60,000	1%
Total		901,950	831,950	831,950	831,950	831,950	4,229,750	100%

Finance notes

- Based on past performance an assumed collection rate of 97% has been applied to the projected levy income.
- A contingency for expenditure has been applied at 3% of the annual levy income and rounded to the nearest thousand. Redistribution of unspent contingency funds will be agreed by the BID Board.
- No annual inflationary rise will be made to the levy.
- Overheads include staffing, legal, insurance, accounting, audit and other administration costs involved in running the BID and these are kept within the industry's recommended threshold of 20%.
- Individual project costs will be directed to one or a combination of the three work streams. Decisions on budget allocations will be approved by the BID Board and evidenced in board minutes.
- Other income is based on annual cash contributions from non-levy paying businesses and sponsorship agreements in place for monetisation of specific

campaigns and events. Further income may include revenue from our own fundraising efforts and other grants received. This is variable income year on year and therefore not applied to this budget.

Variation policy

- The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities.
- Any change to the BID boundary or to the levy rate would require an alteration ballot.

LEVY RULES

Term

- The second term of Sheffield BID will be five years from August 2020 to July 2025.
- Each financial year will run from 1 August to 31 July.

BID boundary

- The BID levy will apply to all eligible hereditaments located within the Sheffield inner ring road (commonly known as the 'old' ring road).
- A list of streets included in the BID boundary can be found at page 44.
- Any disputes about inclusion within the boundary will be decided by the BID Company.

Levy

- The Local Government Act 2003 and the Business Improvement District Regulations (England) 2004 enable the Local Authority to issue a bill for a BID levy.
- Hereditaments with a rateable value of £40,000 or more will be liable for payment of the BID levy. For the duration of the BID term, the levy rate to be paid by each hereditament will be calculated annually at 1% of its rateable value using the 2017 National Non-Domestic Rates list (NNDR).
- No account will be taken of any future rating revaluation during the term of the BID.
- The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extension and refurbishment where the hereditament had no entry in the 2017 list.
- There will be no annual inflation charged on the levy.
- The maximum contribution from any single hereditament will be capped at £15,000 per annum.
- Any business with multiple hereditaments using the same trading name and whose annual combined BID levy liability exceeds £60,000 will have its total contribution capped at this sum.
- If you would like to know the rateable value of your premises, please refer to your rates bill or check voa.gov.uk.

Collection

- Under BID regulations, Sheffield City Council is the billing authority responsible for collection of the levy.
- The levy income will be collected each year in a single instalment, kept in a separate ring-fenced account and transferred to Sheffield BID on the basis outlined in an operating agreement.
- Sheffield City Council will charge a collection fee for this service. Sheffield BID is also charged summons and liabilities costs that are incurred when chasing non-payers. Provision for these costs is made in the annual budget.
- Collection of the BID levy carries the same enforcement weight as the collection of business rates.

Liable party

- The liable party to pay the BID levy will be the business ratepayer for each eligible hereditament.
- Where the hereditament is empty or untenanted, the property owner will be liable for the BID levy with no void period and will be entitled to vote in a ballot.
- The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area, even if the ratepayer did not vote in the ballot.
- Likewise, any new rateable property created during the term of the BID will be subject to the BID levy.
- At the start of each financial year, liability will be adjusted accordingly for any changes in ratepayer, appeals, additions or removals.



Chargeable period

- The levy will be charged according to chargeable day procedures.
- It will be calculated for each hereditament on an annual basis.
- It is to be paid annually in advance, in full; the payment date being 1 August in all financial years or within 14 days of a demand notice being served, whichever is the later.
- There will be no adjustments of the BID levy during the year and no refunds will be paid during a financial year.
- If a business ceases to be liable for the BID levy, it will be removed from the billing list at the start of the next financial year.

Exemptions

- Hereditaments classified in the NNDR list as schools, hospitals, surgeries or hotels will be exempt from the BID levy.
- Any disputes as to these definitions will be decided by the billing authority.

Reliefs and discounts

- The BID levy will not be affected by the small business rate relief scheme. Exemptions, reliefs or discounts described in the NNDR (Collection and Enforcement, Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- The discretionary relief that charities can apply for aligned to business rates will not apply.
- Businesses who already pay service charges to landlords will not receive a discount. Instead, the levy percentage has been held at 1% with no further increase for the duration of the term.
- Charitable hereditaments providing education or healthcare as a primary function will be considered on a case by case basis. The liable party must submit a written request to the BID Company for a discount, refund or exemption. Unless and until the Company accepts any such application the full BID levy shall remain payable.

MAKE YOUR VOTE COUNT!

Vote for a further five years of investment from Sheffield BID

- The ballot holder is Sheffield City Council. The Council's electoral services team will issue a Notice of Ballot on 19 March 2020.
- Ballot papers will be posted on 30 March 2020.
- The postal ballot will take place between 31 March and 30 April 2020.
- Voters must return ballot papers by 5pm on 30 April in the pre-paid addressed envelope.
- Businesses who are liable for multiple hereditaments will receive a ballot paper for each hereditament. All ballot papers in this respect must be returned in the SEPARATE pre-paid envelopes.
- The ballot will be successful if the following criteria is met:
 - More than 50% of businesses who vote must be in favour, AND
 - Of the businesses who vote, more than 50% of the rateable value must be in favour
- The result of the ballot will be announced on 1 May 2020.

If the ballot is successful, Sheffield BID will start a second term on 1 August 2020. Irrespective of how or whether you voted, the BID levy is mandatory on all eligible business ratepayers.

If the ballot is not successful, all activities and resources funded by Sheffield BID will stop on 31 July 2020.

LIST OF ALL STREETS IN THE BID AREA

A

Abney Street
Aldine Court
Angel Street
Arundel Gate
Arundel Lane
Arundel Street

B

Backfields
Badger Lane
Bailey Lane
Bailey Street
Bakers Hill
Balm Green
Bank Street
Barker's Pool
Bells Square
Bethel Walk
Bishop Street
Black Swan Walk
Boden Lane
Bolton Street
Bowdon Street
Bramall Lane Roundabout
Bridge Street - Partial
Brittain Street
Broad Lane
Broad Street West
Brook Hill
Broom Green
Broomhall Street (partial)
Broom Walk
Broomspring Close
Broomspring Lane - Partial
Brown Lane
Brown Street
Burgess Street

C

Cadman Lane
Cambridge Street
Campo Lane
Canning Street
Carver Lane
Carver Street
Castle Green
Castle Square
Castle Street
Castlefolds
Castlegate
Cavendish Court
Cavendish Street
Chapel Walk
Charles Lane
Charles Street
Charlotte Lane
Charter Row
Charter Square
Cheney Row
Church Street
Clay Lane
Commercial Street
Concourse Way
Congress Street
Convent Place
Convent Walk
Conway Street
Cross Burgess Street
Cumberland Street

D

Dene Lane
Devonshire Lane
Devonshire Street
Division Lane
Division Street
Dixon Lane
Duke Lane

E

Earl Street
Earl Way
East Parade
Egerton Close
Egerton Lane
Egerton Street
Egerton Walk
Eldon Court
Eldon Street
Esperanto Place
Evans Street
Exchange Gateway
Exchange Place
Exchange Street
Eyre Lane
Eyre Street

F

Fargate
Figtree Lane
Fitzalan Square
Fitzwilliam Gate
Fitzwilliam Lane
Fitzwilliam Street
Flat Street
Forge Lane
Fornham Street - Partial
Froggatt Lane
Furnival Gate
Furnival Square
Furnival Street

G

Gell Street
George Street
Glossop Road - Partial
Granville Square
Grinders Hill

H

Hallam Lane
Hanover Way
Harmer Lane
Hartshead
Hartshead Square
Hawley Street
Haymarket
Headford Gardens
Headford Grove
Headford Mews
Headford Street
Hereford Street
High Court
High Street
Hodgson Street
Holland Street
Holly Lane
Holly Street
Holy Green
Howard Lane
Howard Street

I

Jessop Street
Jew Lane

K

King Street

L

Lady's Bridge
Leadmill Road
Leadmill Street
Leavy Greave Road - Partial
Lee Croft
Leopold Square
Leopold Street

APPENDIX

M

Mappin Street
 Market Place
 Mary Street
 Matilda Lane
 Matilda Street
 Matilda Way
 Meetinghouse Lane
 Millennium Square
 Milk Street
 Milton Lane
 Milton Street
 Moore Street Roundabout
 Moorfoot
 Mortimer Street
 Moseley Lane
 Mulberry Street

N

New Street
 Newcastle Street
 Newton Lane
 Norfolk Row
 Norfolk Street
 North Church Street

O

Orange Street
 Orchard Lane
 Orchard Square
 Orchard Street

P

Paradise Lane
 Paradise Square
 Paradise Street
 Park Square
 Paternoster Row
 Penton Street
 Pepper Lane
 Pinfold Street
 Pinstone Street
 Pitt Close
 Pitt Lane
 Pitt Street

Pond Hill
 Pond Street
 Pool Square
 Portland Lane
 Portobello
 Portobello Lane
 Portobello Street

Q

Queen Street

R

Regent Street
 Regent Terrace
 Rockingham Close
 Rockingham Gate
 Rockingham Lane
 Rockingham Street
 Rockingham Way

S

Scargill Croft
 Sheaf Street
 Shoreham Street - Partial
 Shude Hill
 Sidney Street
 Silver Street
 Silver Street Head
 Sims Street
 Snig Hill
 South Lane
 St George's Terrace
 St James' Row
 St James' Street
 St Mary's Gate
 St Mary's Road
 St Mary's Square
 St Paul's Parade
 St Paul's Square
 St Peter's Close
 Suffolk Lane
 Suffolk Road
 Surrey Lane
 Surrey Place
 Surrey Street

Sylvester Gardens
 Sylvester Street

T

Tenter Street
 The Moor
 Thomas Street
 Townhead Street
 Trafalgar Street
 Trippet Lane
 Tudor Square

U

Union Lane
 Union Street
 University Square
 Upper Hanover Street -
 Partial

V

Vicar Lane
 Victoria Street

W

Wheats Lane
 Wilkinson Lane
 Wilkinson Street - Partial
 Waingate
 Watsons Walk
 Wellington Street
 West Bar - Partial
 West Bar Green - Partial
 West Hill Lane
 West Street
 West Street Lane
 Westbank Lane
 Westfield Terrace

X**Y**

York Street
 Young Street

Z

**BREARLEY
BEAR'S**
EASTER EGG HUNT

Dine
SHEFFIELD
RESTAURANT WEEK

LAVS
Lavatory & Ablution Venue Scheme

Mobile
Sheffield

SHEFFIELD
PULSEPOINTS

SHEFFIELD
BRICKTROPOLIS

SHEFFIELD
CHRISTMAS
TRAIL

Style
SHEFFIELD
FASHION WEEK

SHEFFIELD CITY CENTRE BID LIMITED

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