

# DELIVERING CHANGE TOGETHER ... THE JOURNEY SO FAR

A guide to our activities and services



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CLEANER  
SAFER  
BUSIER  
EASIER  
TOGETHER

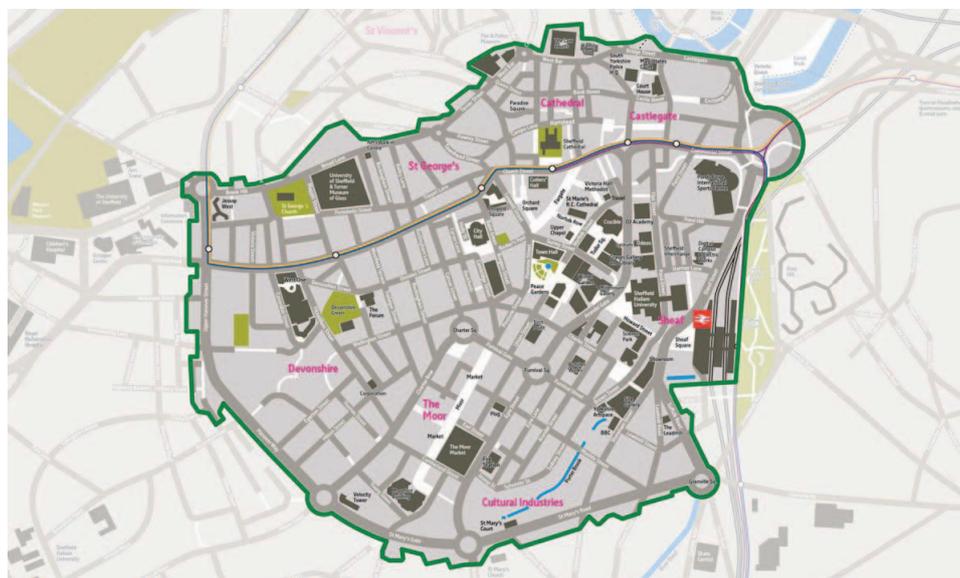
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Sheffield City Centre BID Limited (Sheffield BID) is a non-profit private company set up to administer the city centre business improvement district (BID). We are one of over 300 BIDs in the UK and are funded by a 1% annual levy on business rates applied to city centre properties with a rateable value of at least £40,000 per annum.

The city centre BID is a five-year programme which became operational in August 2015, following a successful ballot of local businesses.

Our purpose is collaboration, working together to create improvements with an annual investment of £800,000 collected through the levy. We also have a baseline agreement with Sheffield City Council that guarantees a fixed standard of local authority services.

The activities and services provided by Sheffield BID are additional to those supplied by Sheffield City Council or property owners. Through our five core themes of Cleaner, Safer, Busier, Easier and Together, our role is to enhance the cleanliness, safety, image and competitiveness of the city centre.



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# DEALING WITH THE GRIME... AND THE CRIME



## Clean Team

Sheffield BID provides a free graffiti removal service to those levy payers affected by graffiti and vandalism. Incidences of exterior graffiti at ground level, upper floor or roof level can be reported to the BID and our Clean Team will be on hand to respond to enquiries Monday to Sunday between the hours of 8.30am and 5.30pm.

Our Clean Team can provide a combination of over-painting, shot-blasting, high-pressure water or chemical removal depending on the surface being treated. We endeavour to remove or temporarily cover offensive graffiti on the same day it's reported.

All graffiti reported to Sheffield BID is evidenced and the details provided to South Yorkshire Police to assist future prosecutions.

We can help with security reviews and advice on how to prevent graffiti and vandalism as well as providing access to subsidised anti-graffiti coatings, shutter and street art.

Our Clean Team is also available to remove fly posters, clean up bird dirt and chewing gum or cut back over-grown foliage on privately-owned commercial property.

Each year the Clean Team undertakes an annual Spring Clean campaign to blitz the grot spots across the BID area and through this campaign all city centre businesses can access the services free of charge for the duration of the Spring Clean.

**To access graffiti removal and other cleaning services email [cleanteam@sheffieldbid.com](mailto:cleanteam@sheffieldbid.com)**

**To discuss graffiti prevention and enforcement email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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## Street Rangers

The BID's Street Rangers undertake an early morning cleaning service for Levy Payers. Two crews are on duty between 6am and 9am seven days a week on a scheduled clean-up of any sharps, needles, hazardous substances or detritus left by rough sleepers and late-night revellers. Levy Payers can also access a rapid-response service for problems that occur outside the scheduled cleaning times.

Whilst other towns and cities have successfully introduced similar programmes there is one significant difference with Sheffield BID's scheme. This is a supported employment initiative that gives on-the-job training to people from the Cathedral Archer Project's Back to Work Group. These are people who were once rough sleepers themselves. Recruits to the team are given an opportunity to get back to work, earn the national living wage and receive additional training in areas such as conflict management, health and safety and customer service.

**For details email [streetrangers@sheffieldbid.com](mailto:streetrangers@sheffieldbid.com) or call 0114 312 2375.**



## A dedicated Police Sergeant

Levy Payers can access a dedicated BID funded police resource. Businesses can get day-to-day remedial advice from South Yorkshire Police via the BID, raising concerns directly with Sergeant Matthew Burdett at Snig Hill Police station.

Sergeant Burdett works very closely with the City Centre Neighbourhood Policing Team to pass on intelligence from the business community.

**For details email [police@sheffieldbid.com](mailto:police@sheffieldbid.com)**

# DETECTING ANTI-SOCIAL BEHAVIOURS



## Mobile cameras and security equipment

Sheffield BID operates several high-tech mobile cameras with 360 rotation which are deployed around the city centre to monitor areas that experience higher incidences of anti-social behaviour. Body worn cameras are also available on loan to our Levy Payers in a consumer-facing environment to enhance customer security and deter anti-social behaviour. Knife wands have also been distributed to late bars and clubs. The BID has also invested in improvements to the retail crime radio network, ensuring that all users can now access a digital network with many benefits over the original analogue system.

**For details email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

## Help Us Help

The BID funds the collaborative Help Us Help campaign, which is changing behaviours by encouraging people to give to the charities and organisations who can support and help those in need on the streets. Since the campaign launched, the Drug and Alcohol Coordination Team (DACT) – who manage the campaign – have reported a 48% fall in reported begging on the streets.

**For information visit [www.helpushelp.uk](http://www.helpushelp.uk)**

## Rough sleeper patrols

The BID Sergeant organises daily, early morning rough sleeper patrols where PCSOs move on the problematic sleepers who are often the same people that are begging.

**For details email [police@sheffieldbid.com](mailto:police@sheffieldbid.com)**

## Security training

We regularly provide safety-related training such as dealing with major incidents (including anti-terror training) and conflict management.

**To ask about future training events email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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# ENHANCING THE VISITOR EXPERIENCE

**Sheffield BID works to enhance the visitor experience through activities that animate the city centre and increase vibrancy. We bring people together to create new momentum and deliver measurable change through marketing and promotional activities.**

**We market the retail and leisure offer to higher spending visitors outside of Sheffield using seasonal and leisure campaigns (delivered through digital and mobile marketing) to ABC1 consumers in addition to engaging with students, residents, employees and investors.**

**The local pound is equally important and Sheffield BID operates a city centre Gift Card to help lock in spend into our local economy.**



## Making the city centre busier, inclusive, more accessible and easier to get around

We help to make the city centre busier through footfall initiatives that increase visitor numbers, dwell time and spend. We provide additional entertainment, interactive experiences and marketing campaigns that improve the profile of the BID area.

You may be familiar with some of our more high-profile investments such as The **Herd of Sheffield** sculpture trail (180,000 visitors), the outdoor festival **Cliffhanger** (45,000 visitors annually) and more recently the official **Fringe at Tramlines** (70,000 visitors).





Our own events include the twice-yearly **Dine Sheffield** restaurant week and the annual **Style Sheffield** fashion showcase. In the summer of 2018 we launched **Sheffield Bricktropolis**, a stunning spectacle featuring 21 world landmark monuments, capital buildings and skyscrapers made of LEGO-bricks and hosted by venues around the city. Bricktropolis also featured many interactive experiences and fringe activities. Attended by over 25,000 visitors, Sheffield Bricktropolis is set to become an annual event with an exciting new theme already planned for 2019.

Each Christmas we deliver the hugely successful interactive experience of **Santa's Post Office** which attracts around 15,000 visitors. More recently we have invested in enhancing the Christmas offer with several amazing additions to create a trail of light and magic during the 2018 festive season.

We have been a regular sponsor of **ReNew Sheffield**, bringing arts-based business to vacant units and commercial spaces. We have also provided funding for the street art initiative **Feature Walls** which created 13 street murals, as well as helping to enhance events such as **Sheffield Makes Music** (part of BBC Music Day), **SHAFF Adventure Film Festival** and **Magical Books** (part of Off The Shelf).

### Free public access Wi-Fi

Sheffield BID successfully campaigned for free public Wi-Fi and, in November 2017, Sheffield City Council and Idaq Networks Ltd announced a 10-year deal to deliver free high-speed Wi-Fi internet access in the outdoor areas and public buildings of Sheffield city centre. The phased roll-out of the Sheffield Free Wi-Fi network commenced May 2018.

**For details visit [www.sheffieldfreewifi.co.uk](http://www.sheffieldfreewifi.co.uk)**

The deal also means that businesses in Sheffield City Centre will now benefit from access to superfast broadband. No access to fast broadband was something that the Centre for Cities previously cited as a barrier to investment.





**We sponsor activities, ideas and events that bring people and trade opportunities to the city centre. We make it easier for people to access and navigate the city centre through provision of wayfinding initiatives such as visitor guides and on-street concierge.**

### **BID Buddies**

Sheffield BID now operates a team of city hosts called the BID Buddies. Our friendly street buddies are additional to Sheffield City Council's own ambassador team. They provide welcome, orientation and reassurance to visitors. 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.

**For details email [bidbuddies@sheffieldbid.com](mailto:bidbuddies@sheffieldbid.com) or call 0114 553 9244.**

The BID Buddies are available to support events, conferences and business meetings for levy paying businesses. To discuss the team supporting an event, please contact the BID office.

**For details email [manager@sheffieldbid.com](mailto:manager@sheffieldbid.com) or call 0114 339 2015.**

### **Welcome packs**

There are many great festivals, music and sporting events happening in the city centre. To capitalise on major events by promoting local businesses and driving visitor spend during high profile events, we produce a bespoke Visitor Welcome Pack which our BID Buddies hand out to those arriving in the city centre.



## Community toilets

The Lavatory & Ablution Venue Scheme (LAVS) is the BID's community toilet initiative. LAVS permits anyone to use the toilets of participating premises whether they are a paying customer or not, providing access to clean, safe toilets in convenient locations. All the LAVS locations provide male and female toilets, accessible toilets and baby changing facilities. The facilities at the Moor Market include specially equipped Changing Places toilets for people with more complex disabilities. Levy Payers who are part of the scheme receive a quarterly grant towards the upkeep of their toilets, branded marketing materials and two outdoor street signs.

**If your business would like to be participate in LAVS email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

## Access to mobility equipment

In partnership with Sheffield City Council we fund a city centre mobility scheme – Mobile Sheffield – delivered by mobility experts Clark & Partners. Getting around easily is an everyday challenge for people with limited mobility. Mobile Sheffield operates out of the Moor Market and helps those with mobility issues get from A to B.

**Visit [www.mobilesheffield.co.uk](http://www.mobilesheffield.co.uk) for details.**

## Life-saving defibrillators

Sheffield BID launched Pulsepoints in association with Westfield Health Charitable Trust and supported by the Yorkshire Ambulance Service. Through the Pulsepoints initiative we installed life-saving defibrillators at over 10 outdoor locations across the city centre, providing access to this equipment 24 hours a day, 7-days a week.

If your business owns a defibrillator that you'd like to locate outdoors, Sheffield BID will install it free of charge outside your premises in one of our defibrillator cabinets. Levy Payers who are part of this scheme also receive outdoor street signage.

**For details email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

## Quids in... car parking

Parking is at a premium in the city centre and free parking often serves to increase the volume of search traffic which has a negative effect on the visitor experience. As part of Alive After Five, Sheffield BID promotes the fixed-rate Sound as a Pound campaign whereby on-street parking and Council-owned car parks cost £1-£2 to park from 4.30pm and £1 all day Sunday.

**For details visit [www.sheffafter5.com](http://www.sheffafter5.com)**

## 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 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.

Whilst both initiatives pre-date the BID, we take part in the judging panel for Best Bar None and are an award sponsor each year. 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 on behalf of the Council and local businesses.

**For details email [police@sheffieldbid.com](mailto:police@sheffieldbid.com)**

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# RAISING THE CITY CENTRE'S PROFILE

## Working together through collaboration

Sheffield BID provides a collective voice for over 500 businesses in Sheffield city centre. Through collaboration with local businesses we support projects that invest in the development and promotion of the BID area.

## Alive After Five

This is a collaborative idea based on the dual principles that the UK early evening economy is an important driver of tourism, leisure and business growth within cities. And that the revitalisation of the High Street requires creative and cultural regeneration projects that capitalise on the attraction provided by the night time economy. This means extending economic, social and cultural activities beyond day and through into the night to develop a vibrant early evening economy. We manage a co-ordinated seasonal retail and leisure campaign and a web-based city centre presence highlighting events, experiences and local offers and promotions, which all businesses can get involved in.

[www.sheffafter5.com](http://www.sheffafter5.com) #sheffafter5

Over 53,000 post-5pm offers and activities have been promoted and more than 480 early evening experiences marketed since we launched Alive After Five in October 2016.

For details email [social@sheffafter5.com](mailto:social@sheffafter5.com)





## Style Sheffield

Each Spring, through Alive After Five, we bring fashion fever into the city centre with our take on Fashion Week. Independent boutiques and high-street brands deliver a week of VIP shopping, demonstrations and fashion shows, as part of a collaborative platform to showcase fashion in the community and the diversity of the city centre retail offer.

**For details visit [www.stylesheffield.com](http://www.stylesheffield.com) or email [manager@sheffieldbid.com](mailto:manager@sheffieldbid.com)**





## Dine Sheffield

Part of Alive After Five, this twice-yearly showcase of the vibrant restaurant culture is based on the tried and tested "Restaurant Week" first launched in New York. Dine Sheffield is a fortnight celebration with amazing savings on a variety of menus. And over 50 of the city centre's favourite eating places serve up fixed price offers to promote the outstanding diversity of our vibrant food offer.

To get involved visit [www.dinesheffield.co.uk](http://www.dinesheffield.co.uk) or email [manager@sheffieldbid.com](mailto:manager@sheffieldbid.com)

## Sheffield Gift Card

Designed to lock in spend into the city centre economy, the gift card is a pre-loaded debit card which can be used at more than 80 participating businesses here in the city centre. The card works in the same way to a store gift card but can be redeemed at a wide range of retailers, restaurants, leisure and entertainment venues. It's free and easy for businesses to get involved.

Customers can buy the card online at [www.sheffieldgiftcard.co.uk](http://www.sheffieldgiftcard.co.uk) or in person at Unit 1, The Winter Garden, Surrey Street.

For details email [info@sheffieldgiftcard.co.uk](mailto:info@sheffieldgiftcard.co.uk)

Through the Sheffield Gift Card platform, the BID can also deliver corporate incentive cards for your employees.

For details email [corporate@sheffieldgiftcard.co.uk](mailto:corporate@sheffieldgiftcard.co.uk)



**We distribute visitor guides throughout Sheffield and the city region, as well as Leeds, Wakefield, Huddersfield and Manchester.**

### Freshers' Week

More than 60,000 students live in Sheffield and with an influx of new students each September, retailers, with support from Sheffield BID, come together to show off the city centre's fantastic shopping, food and drink, and entertainment offer. Businesses provide exclusive discounts and experiences in a bid to inspire students to discover the city centre, and to encourage return visits throughout their time studying in Sheffield. Bars and restaurants also help provide a full evening offer for visitors.

**For details about the next Student event email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**



### Experience Sheffield visitor guides

From a showcase of all that's unique and independent in Sheffield city centre to seasonal variations that promote some of the great things happening in the city during the summer, in the evening and at Christmas, our regular visitor guides are designed to encourage people to experience the city centre, explore different parts and discover hidden gems and unique stories. Our place specific guides such as 200 years of Shopping at Chapel Walk to the entrepreneurial spirit of the Devonshire Quarter, promote Sheffield's heritage through the eyes of our local businesses.

**To get your independent business featured in the showcase independent guide, email [manager@sheffieldbid.com](mailto:manager@sheffieldbid.com) for details.**

**Ho Ho Ho!**

What's that we hear? "Ho ho ho" and the sound of bells and hooves can only mean one thing - Santa Claus is coming to town! Santa and his elves are making time in their busy schedule to sprinkle some magic on Sheffield's city centre.

Santa's grotto at the Christmas market on Fargate is open from Wednesday 16th November-Sunday 24th December. 10am-6pm.

Enjoy breakfast with Santa in Moorfields, west of the city on Sunday 10th December. To book, email [808@moorfields.co.uk](mailto:808@moorfields.co.uk) or telephone 0114 2721516. A donation from each booking will go to St Luke's Hospice.

Why not visit Santa's every year from Office on Chapel Walk (next to Dr Martens). In this magical, ornate, atmospheric building can write a letter to Santa and see his elves. Once the letter is posted, Santa's magic step will show the journey to Lapland. Open every Saturday and Sunday. 11am-6pm starting 16th November and 23rd December plus every Thursday from 23rd November 4pm-7pm. Santa's Post Office will also be open 18th-23rd December (11am-6pm / 7pm Thursday).

**Santa's POST OFFICE**

**Picnic shopping at the Moor Market**

When picnic weather comes to Sheffield, there's nowhere better to pick up goodies than the Moor Market. Home to around 90 independent businesses under one roof, the market has everything you need to prepare a perfect meal to enjoy outside with friends - from fresh fruit to continental cheese to fancy beer. Grab your basket!

**3 great city centre picnic spots:**

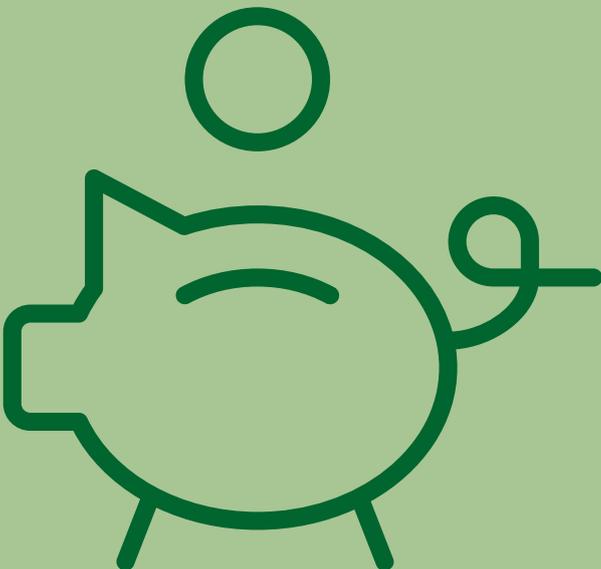
1. Peace Gardens - one of the prettiest places in town, with its fountains and flowers
2. Devonshire Green - a big expanse of green, just off Division Street
3. Finner Brook Park - this beautiful riverside spot is a bit of a secret, hidden behind a car park.

Please remember to take your rubbish and leave it with you!

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# DELIVERING BUSINESS COST SAVINGS

**Our Clean Team has spent over 1,300 hours removing graffiti vandalism whilst our Street Rangers have undertaken over 30,000 cleaning jobs, delivering an estimated cost saving to businesses of almost £700,000 since the BID came into operation.**



## **Savings advisory service**

Sheffield BID can arrange a free, no-obligation health check for businesses seeking to reduce costs across a range of services such as utilities, telecoms, trade waste, stationery, insurance, pest control and more.

In partnership with the national procurement group for BIDS, Meercat Associates, our aim is to provide local businesses with an opportunity to make a monetary return on the levy they pay to the BID. To date, Meercat has achieved savings over £15m on core costs and works with over 25,000 levy payers throughout the UK.

**[For details email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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## **Trade waste**

Sheffield BID partners with Viridor to deliver a commercial waste collection and recycling service to help save money, reduce the amount of waste to landfill and contribute to improving the appearance and cleanliness of the city centre. Businesses can access the service at an exclusive rate specifically for Levy Payers.

**[For details email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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## **BID Handy Man**

Through our partnership with Meercat Associates, we have access to fully-vetted and price-controlled tradesmen who are on call to fix your maintenance problems in a low cost and efficient manner. Whatever the issue, whether its building repairs, plumbing, decorating or joinery you could save up to 20% on a whole range of handy man services.

**[For details email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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# ADVOCACY

# SHARING BEST PRACTICE

## **An influential voice for business**

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.

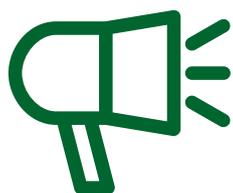
Sheffield BID is one of the largest business groups in Sheffield. Representing over 400 of the city's biggest businesses as well as independent traders who fund the BID. This, combined with a 78% in favour vote at our original ballot, provides a strong mandate to champion business issues and get things done. In practice, the focus of our work varies considerably, from the strategic (capital projects, inward and indigenous investment) to the operational (cleansing, loading bays, A-boards, bin disputes, street begging, rough sleepers, scaffolding, peddlers, noise and pollution, etc).

The BID's management team, our independent Chair and Board of non-exec Directors sit on the board of many different stakeholder organisations and steering groups, meeting regularly with local businesses, council leaders, local MPs and other senior figures in Sheffield.

**To raise an issue with us email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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**We are members of the national BID Foundation and a founding member of the Northern BIDS Group which includes Manchester, Liverpool, Leeds, York, Newcastle and Sunderland BIDs.**



**Since 2015, the BID team has dealt with over 1,800 enquiries relating to city centre issues.**

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# GET INVOLVED

**As well as providing services to our Levy Payers we also use many of our B2B businesses to support delivery of our projects. If you'd like to join our growing database of preferred suppliers, please get in touch to discuss how we can work more closely together.**

**[For details email manager@sheffieldbid.com](mailto:email_manager@sheffieldbid.com)**

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## **Become a Company Member**

Being a company member enables you to influence how Sheffield BID invests the money it receives from businesses. Your representative will be entitled to vote on resolutions presented at Annual General Meetings (and any other members' meetings that may be held). You may appoint a proxy to vote on your behalf if the appointed representative is unable to attend one of the meetings.

As a member, your representative will be entitled to stand for election to the Board (one third of which will rotate on a bi-annual basis) thereby becoming a director of the Company. The Company is a private company limited by guarantee. Members guarantee that if the Company becomes insolvent, the members will contribute towards the repayment of creditors. If you opt to become a member of the Company, your liability under the guarantee is limited to maximum of £1.00.

**To apply for company membership visit [www.sheffieldbid.com/membership](http://www.sheffieldbid.com/membership)**

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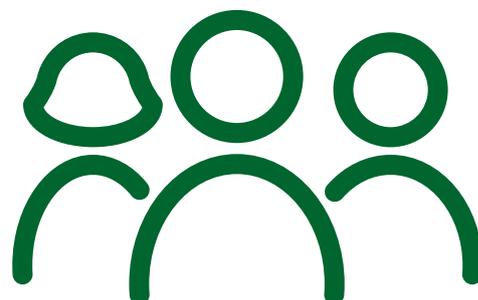
## **Get access to Solomon**

We offer all Levy Payers access to the BID's Place Dashboard, known as Solomon. This is a communications tool that allows you to view a timeline of interactions, jobs and events between your organisation and Sheffield BID. You can also keep up to date with BID campaigns and major events where you might need to plan to manage the impact on your business. You can access a whole host of useful information about the city centre including footfall data. In addition, you can post details of any events, offers or promotions that you wish to share through the dashboard with other BID businesses.

This interactive dashboard has been designed to boost local knowledge, enhance your relationship with Sheffield BID and bring all BID businesses together into a single online community.

**[To request a log in email enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)**

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# CONTACTS

Sheffield City Centre BID Ltd  
Sheffield Technology Parks  
Arundel Street  
Sheffield S1 2NS

0114 339 2015

enquiries@sheffieldbid.com / manager@sheffieldbid.com

www.sheffieldbid.com

 @SheffieldBID

 /SheffieldBID

Auditors: Hodgson & Oldfield LLP

## Teams on the Street

BID Police Sergeant – police@sheffieldbid.com

Clean Team – cleanteam@sheffieldbid.com

Street Rangers – streetrangers@sheffieldbid.com

BID Buddies – bidbuddies@sheffieldbid.com

## Sheffield BID Board

Suzy Brain England OBE, Independent Chair

Diane Jarvis, BID Manager, Sheffield City Centre BID Ltd  
(non-voting member)

Kate Platts, Finance Director, Sheffield College

Tom Holmes, Head of Branch, John Lewis & Partners

Amanda Phillips, The Moor Management, Jones Lang  
Lasalle

Kane Yeardeley, Managing Director, True North Brew Co

Mark Hobson, Managing Director, Corporation

Ben Gilligan, Director of Public Transport, South Yorkshire  
Passenger Transport Executive

CLlr Mazher Iqbal, Sheffield City Council

Superintendent Shelley Hemsley, South Yorkshire Police

Richard McGloin, Director, Sheffield Hallam University

Sarah Want, University of Sheffield

Dan Bates, Chief Executive, Sheffield Theatres and City of  
Sheffield Theatres Trust

John Baddeley, Director, Wake Smith Solicitors Ltd

Simon Nevill, Associate Director, Ove Arup

Nick Beecroft, Director, HLM Architects

Gail Gibbons, Chief Executive, Sheffield Futures



**Sheffield BID**  
Business Improvement District

Members  
of:

EST. 2016  
**NORTHERN**  
BIDS GROUP

**PROUD MEMBER OF**  
THE BID FOUNDATION