

A business improvement district for



Sheffield City Centre

Final consultation

2021-2026



One of 328 BIDs across the UK, Sheffield BID works with over 500 businesses and non-levy payer contributors to support improvements to Sheffield City Centre.

Sheffield BID's first term was due to end 31 July 2020. To enable the BID to continue to a second five-year term, a ballot was scheduled between March and April 2020 in accordance with the Business Improvement District (England) Regulations 2004.

We launched our new business plan earlier this year (10 March) at a time when we could not have foreseen the fast-changing nature of the COVID-19 outbreak. Given the unprecedented circumstances in which we all found ourselves, the BID renewal ballot was halted.

Section 79 of the emergency Coronavirus Bill extended any current BID mandates due to end between 25 March and 31 December to 31 March 2021. This means that Sheffield BID's first term was automatically extended until then.

Like many businesses, we have taken steps to reorganise our operations to ensure that we can continue to serve the BID area until a renewal ballot outcome can be achieved.

The challenges of the city centre are complex and have been further accelerated by COVID-19. Sheffield BID is well placed to help deal with these challenges, tackling day to day environmental issues and raising the profile of the city through innovative partnerships to bring about a positive step-change.

Our principle aim is to improve the city centre for the benefit of all.

In the wake of COVID-19 we are now reconsulting with businesses regarding our second term.

In October 2020 we resurveyed a cross-section of businesses about the future of the Sheffield city centre BID. This was the first step in a process that will see all eligible businesses balloted in February 2021.

We are of course entering the renewal phase at a very difficult time for businesses. We full appreciate that, whilst there is strong sentiment for the work of the BID to continue, businesses are facing significant financial headwinds. With this in mind, we have listened to businesses and we have revised the percentage levy that will be payable in the first year. Through existing reserves, other income and accrued provision for deferred activities, we are confident we can deliver core services and a realistic programme of activities within the first year of a second term.

We are now seeking further feedback of all those businesses that would be required to pay the BID levy to help shape a new business plan for the next five years.

Please feedback before 5pm on 10 December.

Key dates

- A Notice of Ballot will be issued by the ballot holder Sheffield City Council to voters on 13 January 2021.
- Ballot papers will be posted w/c 25 January 2021.
- Our renewal (postal) ballot will be held between 29 January and 25 February. This will allow you to vote on Sheffield BID's proposed programme for the next five years (as set out in a Business Plan to be published and sent to you in the New Year).
- The results of the ballot will be announced on 26 February 2021.
- If successful, a second five-year term will run from 1 April 2021 to 31 March 2026.

Process

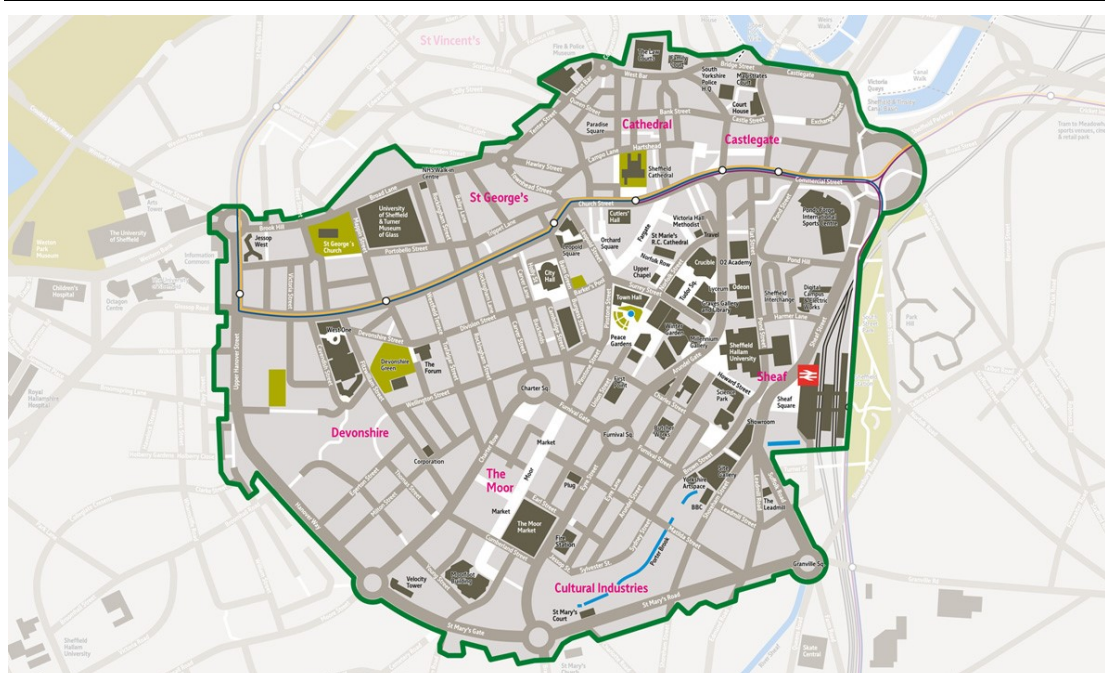
Before we send you a new business plan in January, we want to be confident that we have got the programme right.

We have set out what we believe a second term should cover based on the earlier survey and our ongoing discussions and interactions with BID levy payers since March 2020.

If the vote is successful, as the business ratepayer, you will be eligible to pay the BID levy which is charged at 1% on properties with a Rateable Value of £40,000+. These are the thresholds defined within the BID rules of the current term. There are no plans to alter the threshold. The BID levy will be held at 1% for the duration of the second term with no annual inflationary increase. However, the levy will be reduced to 0.5% for all businesses in the first chargeable year with payment deferred to 1 August 2021.

If successful, 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 and the BID arrangement will be wound up by 31 March 2021.

BID boundary



The map indicates the BID area which is based on the former inner-city ring road.

About BIDs

A Business Improvement District is a business-led partnership commonly referred to as a BID. It is defined by a specific geographical area where businesses work together by investing in agreed services and projects that improve the 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 partnerships and collaboration for the benefit of local businesses who pay the levy.

With 328 BIDs operating in the UK, a BID is a recognised model of commercial place management. It can also be used to leverage additional investment, grants and match-funding.

Services and projects are additional and not a replacement for the local authority's management of the high street or the public realm.

The existence of a BID does however guarantee a fixed standard of services from the Council through a baseline operating agreement.

We want your views

Operating as a BID, we are required by law to ballot our levy payers every five years. This enables businesses to decide, collectively, whether they want to carry on paying for the work we do. Our first renewal ballot will be held at the end of January 2021.

Below are details of the draft programme. We need to be confident that we have got this right so please let us have your feedback by 10 December 2020 so that we can take account of your views in our next proposal.

Your priorities

Sheffield BID is a means to bring together all sectors of the city to work towards a common goal. A second term will allow us to keep in place the services and projects that BID members now clearly take for granted. There is so much more that we can do together to support a vibrant economy as the city recovers from the catastrophic affects of the global pandemic.

From discussions with businesses and the earlier survey, the following priorities have been identified.

1. **Increased footfall.** Tackling issues around rough sleeping, begging, cleanliness, parking costs, vacant premises, public transport links are all seen as barriers to footfall. Encouraging visitors and office workers back to the city centre safely.
2. **Tackling the rising levels of anti-social behaviour.** Providing a visible street presence, retail crime deterrents and a strategy for dealing with empty premises which are attracting higher levels of anti-social behaviour.
3. **Greater levels of inward investment.** Encouraging meanwhile use to stimulate longer-term investment. Attracting a greater choice of retailers and brands and providing more incentives for independents.
4. **Rebuilding capacity.** Collaborations to help strengthen the city offer within decimated industries.

5. **Marketing and promotion.** Increasing the amount of opportunities for businesses to promote themselves locally and to cross-trade. Retaining the local pound and encouraging residents in.
6. **Pride and a sense of place.** Activities that create social purpose and greater social benefits to those working in and using the city centre.

BID activities

Our mission will to be deliver in four key areas:

Maintained

Welcoming, clean and safe for staff, visitors and our local community.

Daily operational support and a multi-disciplinary street team that amplifies a visible and reassuring presence on the ground.

1. Providing additional cleansing, sanitation and graffiti removal through the BID's Clean Team. Resources manage detritus and clean areas affected by anti-social behaviour.
2. Investing in levels of security that accurately reflect the expectations of our BID levy payers. Our Security Team operates between 10pm and 6am seven-days a week to help deter criminality after dark.
3. Our Welcome Team assists visitors, keeps businesses informed and is the BID's eyes and ears on the street, reporting environmental issues and anti-social behaviour.
4. Providing (and increasing) supported employment opportunities within our Clean Team to help people break the cycle of rough sleeping, providing a sustainable route out of homelessness.
5. Investing in the public realm.

Vibrant

Enhancing the visitor experience with diverse events, festivals and culture.

1. Working with partners to rebuild the city's capacity to deliver a distinct calendar of events.
2. Supporting local and regional partners with longer term placemaking.
3. Working with partners to bring empty spaces and vacant units back into meanwhile use.
4. Supporting arts, culture and local community projects that benefit the city centre.
5. Enhancing the Christmas experience through festive animation and additional activities.

Connected

Bringing in people. Bringing in business.

1. Reconnecting working life. Initiatives that promote wellness for city centre employees, enhance the sense of place and reflect aspirations and growth that will appeal to future workforces.
2. Improving the connection between residents and the city centre business community.
3. Working with businesses to promote and increase accessibility within the city centre for people with access needs including autism and dementia.
4. Developing opportunities for businesses to work together for mutual benefit through collaborative, business and seasonal campaigns.
5. Providing footfall and business intelligence.

Sustainable

Building resilience and investment

1. Supporting the city centre with a mobile-first digital strategy that caters to the demands of changing generations.
2. Supporting inward and indigenous investment.
3. Working with skills providers to create business opportunities.
4. Promoting smarter car parking and sustainable transport choices that improve the visitor experience and drive footfall.
5. Utilising the influence of the BID to generate additional investment for new projects in the city centre.

The next five years

Sheffield BID needs to continue developing its role as a catalyst in the city centre. There is currently no other organisation equipped to do the work that your investment pays for. The BID is a catalyst for making the city centre a better place for people to live, work and enjoy.

Feedback

Have we got the priorities right for another five-year term? Are there other issues we should be addressing or projects we should be delivering?

Please let us have your views by 10 December

You can do this in one of several ways.

Email our BID Manager Diane Jarvis on **diane.jarvis@sheffieldbid.com** or telephone the BID office on **0114 339 2015**.

Alternatively, please feel free to share your views with the BID Director(s) who represents your sector on the Sheffield BID Board. We will be happy to put you in touch.

Retail: Patrick Duffy, John Lewis and Amanda Phillips, Moor Management. Amanda is Chair of the BID Board

Office & Professional Services: Simon Nevill, Arup and John Baddeley, Wake Smith Solicitors. John is Deputy Chair of the BID Board

Night-time economy: Mark Hobson, Corporation

Independent business: Nick Beecroft, HLM Architects

Food & Restaurant: Kane Yeardley, True North

Leisure & Culture: Dan Bates, Sheffield Theatres

Education: Dan Lally, Sheffield Hallam University and Sarah Want, The University of Sheffield