



SHEFFIELD **BID**

**SECOND
TERM
PROSPECTUS
2021-2026**



OUR CITY CENTRE VISION

A vibrant city centre with a modern business, cultural, retail and leisure offer.

A city centre that attracts and retains a diverse range of skilled people.

Creating a destination of choice – as strong and inviting in the evening as it is in the daytime.

A safe, well-connected city centre that people of all ages, abilities and cultures can enjoy.

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“John Lewis has a long history of supporting the community in which we trade. Sheffield BID has helped to bring retailers together and attract visitors to the city from near and far. Together we are tackling all manner of environmental challenges with operational support from the BID. I believe the renewal of the BID is essential to the future wellbeing of the city centre, allowing the private sector to continue to play its part in ensuring the best possible environment in which to do business.”

**Patrick Duffy, Head of Branch,
John Lewis & Partners**





“Sheffield BID has supported my business during a difficult time where the stop/start nature of COVID-19 restrictions have been challenging and costly. The BID Clean Team has provided both a reactive and proactive level of service to clean waste that has been left by homeless and, through the BID Management Team, there has been a coordinated response to ASB which has helped deter unwanted activity in and around my business. BID security patrols have been directed to key hotspots which has included the area of High Street and acted as a deterrent in reducing ASB and crime. I look forward to Sheffield BID’s continued support in working with key partners, retailers and stakeholders to deter ASB and revitalise retail as we emerge from COVID-19.”

Steve Boulton, Director, Trade2Us

NEW BEGINNINGS

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.

In 2015, Sheffield's city centre BID was created through a ballot process for a five-year term, creating over £4.2m of investment to realise the ambition.

There are 328 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 third and fourth terms.

With our first term due to end on 31 July 2020, we launched our original renewal proposal earlier this year (March 2020) 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 mandate due to end between 25 March and 31 December to 31 March 2021. As a result, Sheffield BID's mandate was automatically extended.

We are now asking businesses to endorse a second term to build on the work of the past five years.



Please express your views and vote YES to maintain the momentum – let us take a step forward, not a step back.

Foreword

Since our inception in October 2015, Sheffield has come a long way. The city centre has changed enormously; our physical landscape is being refreshed bringing fresh opportunities to experience the city whether as a shopper, worker or visitor. The Heart of the City II is advancing, there is momentum around Fargate and Castlegate. There are plans for an exciting long-term regeneration around the Sheffield Midland Train Station. These collectively are a strong stimulus of transformation for all to enjoy.

At the street level, The Moor has driven growth in footfall and re-centred the gravity of the high street. New bars, shops and restaurants throughout the city centre have animated our street scene alongside the drumbeat of award-winning theatre productions, museum exhibitions and conferences that have brought greater numbers to our city.

Of course, there have been challenges. COVID-19 has cast a dark cloud over Sheffield which has at this time been longstanding and damaging, and is stubbornly not showing signs of disappearing anytime soon. The effects on our city is still only beginning to be revealed though the negative impacts are real and being felt across the city centre. The virus that travels through face to face contact has a disproportionate impact on the retail, leisure and hospitality services that are the beacon of our city centre. With

lockdown, the longer-term impact on health will be softened but the financial cost on our businesses and employees will mount and will not be soothed quickly. This is an acute time for our city centre community.

We continue to stay in close touch with our members, staying focused on their priorities, providing value for the levy that they pay. The priorities we hear continue to be around footfall, safety and cleanliness and our track record has aligned to address each of these factors.

A Business Improvement District is here to support the city through these challenging times, stronger, more resilient and as a community.

Our street teams help to create a visible and reassuring on the ground presence. This presence is exemplified by our Welcome Team who are instrumental in representing the BID on the streets, helping to navigate visitors and being a close at hand point of call for businesses. At all points, this has been a critical feature for our city centre community that has been hugely valuable during the COVID-19 pandemic as businesses have sought advice and clarity on business support and policy matters.

We all cherish a vibrant city centre, alive with people from across the City Region. We have brought new festivals and experiences to our city centre alongside supporting the organisers of existing successful events. Members tell us that the events calendar is full, diverse and rich; the challenge is to maintain, enhance the quality and build on the existing activities.

Like any city or town, Sheffield is changing. Despite some concern in various quarters about the impact of COVID-19 on cities, we will come through this and will continue to be a dominant economic entity in the region attracting investment, visitors and driving new ideas, cultural endeavours and experiences.



I am proud of what we have achieved. Over the coming years, I know we will do more to build on our successes of the previous five years to bring greater value to the city centre and our levy payers. Our bedrock is in place. We will continue to focus on the foundational qualities of safety and clean streets, and to drive an exciting activity programme that brings people from all parts of our city back to the centre as we emerge from COVID-19. Ultimately our goal is to drive improvements in Sheffield city centre.

Thank you for your ongoing support. We have achieved so much together. We are seeking your approval to build on this over the next five years.

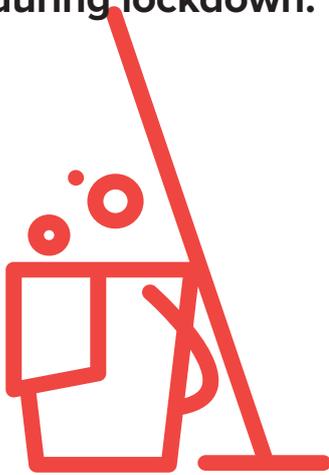
Diane Jarvis, Sheffield BID Manager

The unexpected happened

Sheffield BID has been a major contributor to creating a vibrant city centre for the last five years. When COVID-19 struck, like many businesses we had to adapt quickly to remain fully operational using finite resources to provide continuity and assurance to businesses.

800

hours spent maintaining a safe, clean environment during lockdown.



780

hours spent patrolling, checking premises and deterring opportunistic crime.



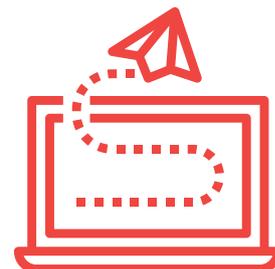
390

hours supporting local businesses, dealing with daily enquiries, sharing details of COVID grants and lobbying government for further assistance.



1

dedicated consumer channel aggregating content around essential retail, revised opening hours, delivery, click and collect and additional services: www.sheffieldcitycentre.com



40+

hours dedicated to supporting the reopening plan, working with the local authority and South Yorkshire Police.



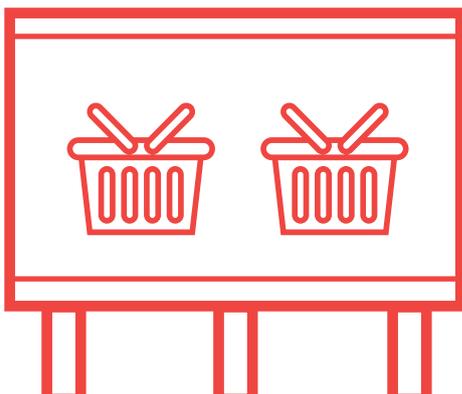
£400k

free marketing-spend for BID levy payers, secured from Sheffield-based My Geo rewards app to encourage people back to the city.



£200k

free large-screen advertising offered to independent businesses.



#SupportLocal

digital and festive marketing initiatives in collaboration with high street and independent businesses to promote city centre safety, encouraging people to shop locally.



AN OUTSIDE PERSPECTIVE



“Sheffield is an engine of economic growth for South Yorkshire and the city centre is a melting pot where people come together to enjoy the fantastic Sheffield Theatres, independent eateries and retailers in the Devonshire Quarter, and welcomes hundreds of thousands of visitors each year to world-famous festivals and events such as Doc/Fest and the World Snooker Championships. Sheffield BID plays a major role in supporting businesses and maximising the city centre’s potential. As our economy begins to recover from the impact of the coronavirus pandemic, the BID will be vital in revitalising Sheffield city centre and bringing visitors back to our high street. The BID’s profile-raising initiatives and on-the-ground support teams are more important than ever 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



“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 now 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 a catalyst for making the city centre a better place for people to live, work and enjoy.”

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

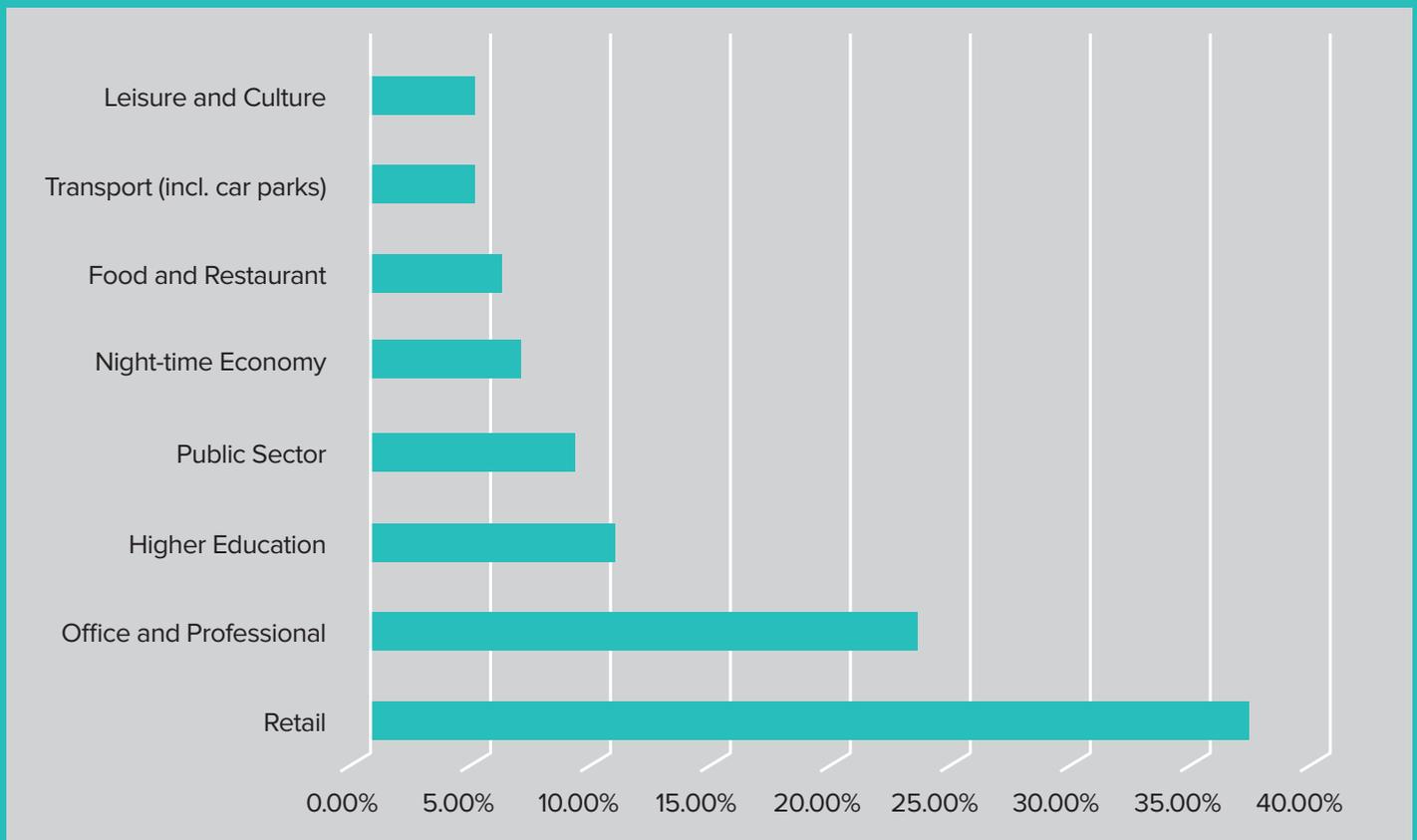


“It has been a pleasure to work with Sheffield BID on our social enterprise Just Works, which offers support and employment opportunities to people who have suffered homelessness, including former rough sleepers. We really do rely on organisations like the BID to support our programmes and hope to work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

THE BID IN PROFILE

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





The BID boundary

Sheffield BID operates within the defined boundary shown on the map, which includes streets either in whole or in part within the 'old' inner city centre ring road. A full street list (current in November 2020) is shown in the Appendix (page 50). Addresses are taken from the National Non-domestic Rates Database 2017 (NNDR).

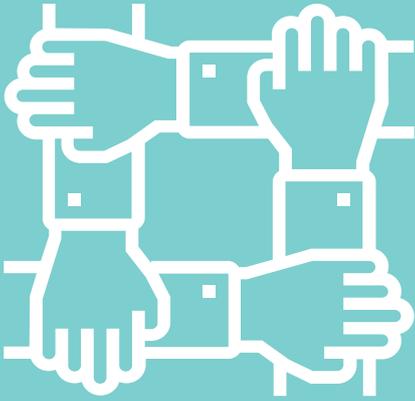
Sharing best practice

We are members of The BID Foundation, the not-for-profit industry organisation that supports Business Improvement Districts across the UK. In addition, Sheffield BID is a founding member of the NBG (Northern BIDs Group) which provides leadership and a unified voice for major city BIDs in the North of England.



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. Taking account of the impact of COVID-19, this will be reduced to 0.5% for all BID levy payers in the first year of term two.

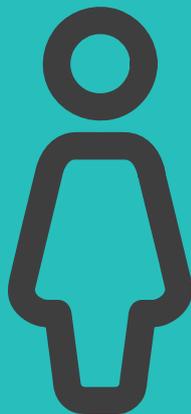
Benefits of a BID



Creates an environment where many businesses, regardless of sector, work together for mutual benefit.



Increases visitor numbers and dwell time through additional events and experiences.



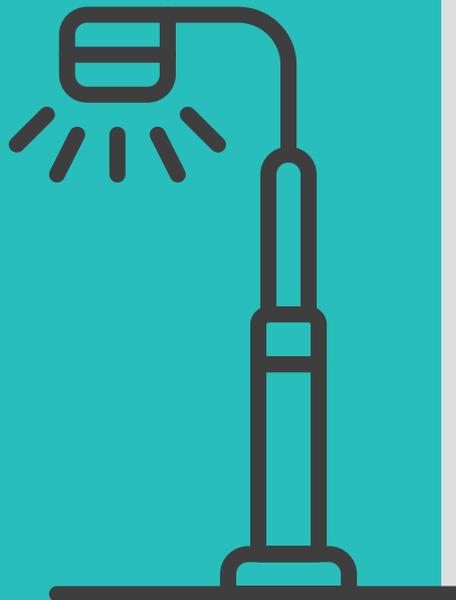
Unlocks extra spend through city centre marketing campaigns.





Leverages match-funding for major events, cultural activities and large-scale projects.

Secures a fixed standard of services from the Council through a baseline operating agreement.



Offers an alternative to other potential schemes that a local authority may consider (such as a late-night levy).



A message from our Chair

I am delighted to be appointed Chair of the Sheffield BID Board at the start of an exciting new phase: building on the successes of our first term and looking forward to another five years.

In October 2015 local Sheffield businesses grasped the opportunity to launch a new business-led initiative to help create better trading conditions in the city centre. It was not a new concept, but it was a fresh approach for Sheffield to rebuild and grow the city centre. In October 2015 it was a brave decision; in March 2021 it will be an essential one.

In our first term we have invested over £4m to help make the city safer, cleaner and more vibrant. The BID team deal with cleaning jobs nobody else wants to do; we deter and handle on a daily basis instances of anti-social behaviour; we are a visible community face on the city streets for businesses and visitors alike; we invest in major festivals,

summer visitor trails, seasonal and festive enhancements that bring additional visitors to our streets. We are making a difference that locks further revenue into the city from the additional vibrancy that benefits all of us.

I have been a director of the BID since 2017 and I am pleased to have played a part in this mission. Five years in the lifetime of a city is a blink of an eye and so I am proud of what we have achieved, the relationships that have blossomed, the partnerships we can build on. There is a considerable need going forward to build on this and think afresh about what Sheffield can be beyond COVID-19.

As we build a better, brighter city, Sheffield BID has a critical role to play. I am asking you to endorse our plan for the next five years and vote YES!

Amanda Phillips, Centre Manager, The Moor







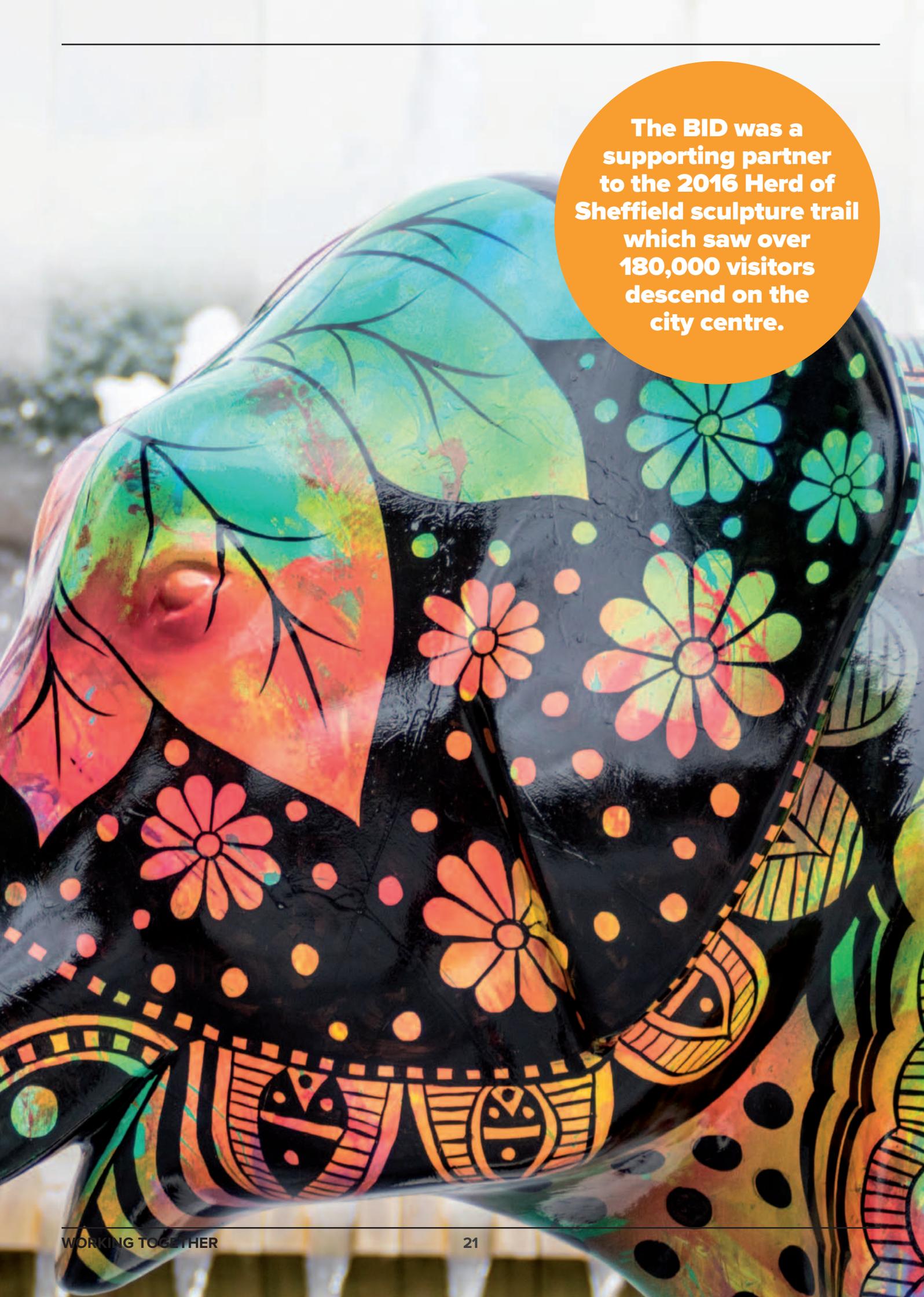
OUR FIRST TERM

Working together to make a busier, safer, cleaner and more accessible city

“With the difficulties that most city centres have faced and the now even greater need for a professional team to protect the business interests of companies trading within the city centre, I would strongly support the renewal of the BID programme.

Now is the time to build upon the successes the BID programme has delivered in the first term and as a group, we can all further benefit from the initiatives to keep Sheffield city centre ‘open for business’.”

**Clive Hester, Joint Managing Director,
Atkinsons of Sheffield**



The BID was a supporting partner to the 2016 Herd of Sheffield sculpture trail which saw over 180,000 visitors descend on the city centre.

We brought **Sheffield Bricktropolis** to the city. The Lego-inspired visitor trail attracted over 25,000 visitors in 2018 and 2019, and was delivered in partnership with over 40 businesses. Since the first trail, businesses across retail, hospitality, culture and transport have worked together through Sheffield BID to deliver another six interactive events to animate the city centre, adding additional colour and vibrancy to the city programme.



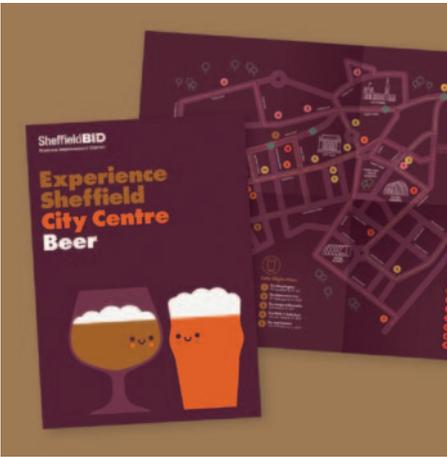
More than 90 retail, hospitality and leisure businesses have helped us lock spend into the local economy by signing up to the **Sheffield City Centre Gift Card**, whilst many more regularly take part in initiatives such as restaurant week and fashion week.





We have funded resources to support key partners in maintaining Sheffield's long-standing **Purple Flag** accreditation in management of the evening and night-time economy.

Together we have celebrated the best of retail through the **Sheffield City Centre Retail Awards** and lent our support to **Best-Bar-None**, which showcases the responsible operation of licenced premises.



Our Clean Team is a collaboration between Sheffield BID and the Cathedral Archer Project's social enterprise, **Just Works**. Providing additional cleaning and sanitisation our team tackles the many challenges of everyday use in a busy city centre, whilst providing supported employment to people who have suffered homelessness, including former rough sleepers.

Help us Help, the city-wide campaign initially funded by Sheffield City Council and Sheffield BID, helps people develop a greater understanding of the situation in Sheffield, providing clear options of how their money or their time can be best used to support people on the streets.

From the introduction of mobile CCTV and body worn cameras to SmartWater initiatives we have worked with **South Yorkshire Police** and local businesses to disrupt anti-social behaviours from alcohol-related disorder to knife-enabled crime.

We have funded 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 improve the visitor experience. We are committed to promoting diversity and equality of opportunity for all.

Sheffield BID connects people, businesses and organisations. It has forged productive partnerships to the benefit of our city centre since 2015.



“Smoke BBQ enters its 7th year in Sheffield and what a year. We’ve found the support from the BID in connecting business across the city invaluable. Sheffield BID’s initiatives to keep the city centre safe and clean help keep it a place to be enjoyed by locals and visitors to the city. Events throughout the year have created visitor attractions that benefit businesses and now, more than ever, the BID’s unique position to support the city centre is essential.”

**Sean Gregory, Director,
Smoke BBQ**



Sheffield BID connects with key partners for the greater good of the city centre and its communities.



A diverse range of festivals such as Cliffhanger, the Fringe at Tramlines, Off The Shelf, Sheffield Makes Music, Classical Sheffield, Global Soundtracks, the SHAFF Adventure Film Festival and the No Bounds music festival have all benefited from BID support.



Sheffield BID has been a regular funding partner to ReNew Sheffield, a collaboration between the Council, the universities and private-sector partners to bring arts-based business to vacant units and empty commercial spaces.



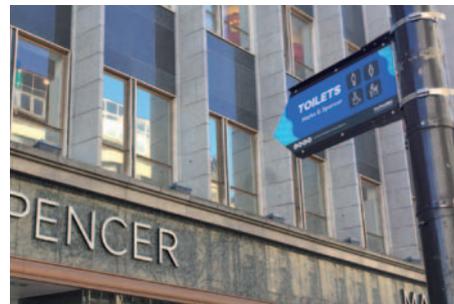


“Millennium Gallery has been delighted to repeatedly work with Sheffield BID. We’ve partnered on a number of BID initiatives (such as the Lego-themed Sheffield Bricktropolis) which have given a real boost to the vibe in Millennium Gallery, not to mention additional visitor numbers. The BID has a regular programme of activity to help bring people into the city, and we love joining in with events that draw new audiences into our venue.”

Jennifer Cocker, Director of Finance and Resources, Museums Sheffield



16 artistic feature walls across the centre were made possible by support from The Arts Council, The University of Sheffield and Sheffield BID.



We helped partners such as Millennium Gallery open-up to evening visitors for nights of exploration and interaction through a programme of Live Lates.



We have match-funded a city centre mobility scheme with Sheffield City Council, implemented a community toilet initiative with local businesses and delivered a network of 13 outdoor lifesaving defibs with Westfield Health Charitable Trust.



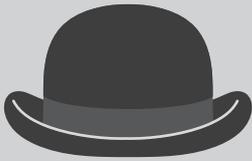
On the ground we are part of a multi-disciplinary support team working alongside City Centre Management, South Yorkshire Police, the Business Crime Reduction Partnership, Community Safety and other agencies for the collective good of the city centre and those who use it.

£100k+

additional income generated from sponsorship.

£0.5m

estimated annual value of business cost savings to BID members.

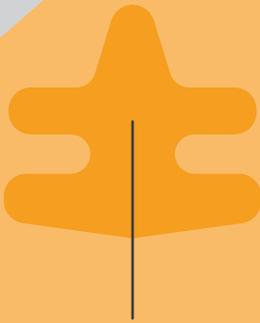


55,000+

visitors assisted by the Welcome Team since Sept 2018.

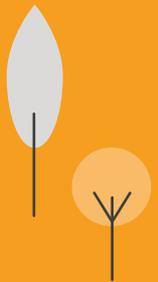
1.2m

visitors to BID-funded events including major festivals and interactive experiences.



4,900+

environmental, cleansing and ASB reports passed to partner agencies in the past 18 months.



21,000+

cleaning jobs our Clean Team performs for BID members each year.

Dine
SHEFFIELD
RESTAURANT WEEK

Style
SHEFFIELD
FASHION WEEK

ALIVE
AFTER
FIVE

SHEFFIELD
BRICKTROPOLIS

LAVS
Lavatory & Ablution Venue Scheme

Mobile
Sheffield

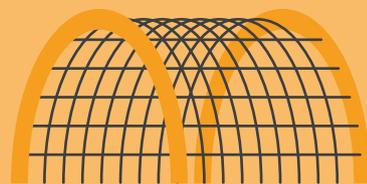
SHEFFIELD
PULSEPOINTS

£4.2m

reinvested in city centre projects and services over five years.

500+

hours spent tackling graffiti vandalism each year.



£1.1m

the amount of match-funding leveraged since 2015.



250,000+

people participated in our visitor trails.



WHAT COMES NEXT

COVID-19 is rewriting the rules and the challenges faced by city centres are accelerating.

In the wake of the pandemic, our earlier consultation has been revisited. A consultation survey was issued to a cross-section of businesses in September 2020 with a 25% response. The process was reinforced through individual meetings, phone calls and daily interactions with BID businesses. A final consultation document was published in November 2020 and details of the draft business plan shared with all voter contacts (correct at November 2020) for comments in December. In total, over 76% of our electorate has engaged with us.

Reset. Recover. Rebuild. Transform.

Four updated themes will build on the success of the projects we delivered in our first term.

MAINTAINED

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

VIBRANT

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

CONNECTED

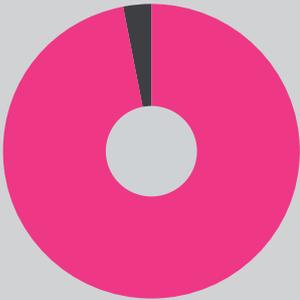
Bringing in people. Bringing in business.

SUSTAINABLE

Building resilience and investment.

Survey highlights

How you valued our first term activities:



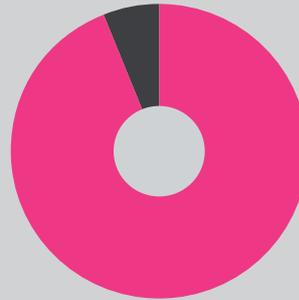
97%

of respondents value the importance of a visible presence through the BID's street teams.



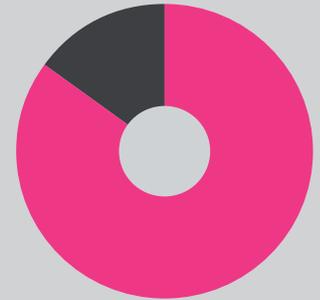
100%

of respondents value the importance of the Street Rangers (now consolidated into the Clean Team) with 97% identifying a direct benefit to their business.



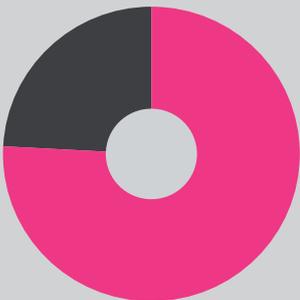
94%

value the importance of the Clean Team's graffiti removal and early morning hotspot cleans, with 91% identifying a direct benefit to their business.



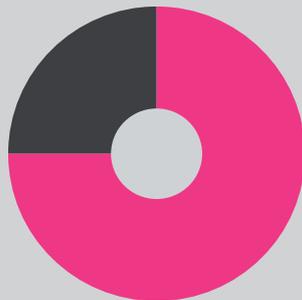
85%

highlighted the importance of additional deterrents to tackle anti-social behaviours.



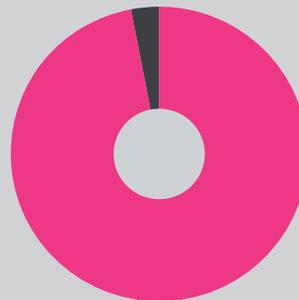
76%

stressed the importance of creating an experience in the city centre, citing BID campaigns, visitor trails and interactive experiences as creating a positive step change in the event programme.



75%

see the value of our city centre visitor hub on the high street.



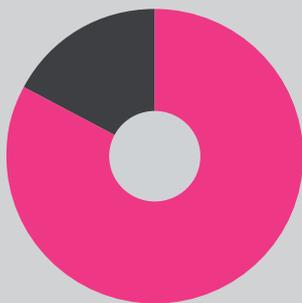
97%

see the value of a business improvement district for the city centre.

Your business priorities

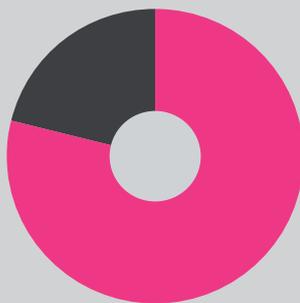
Additional consultation has been undertaken to review changing priorities in the wake of COVID-19.

Your priorities:



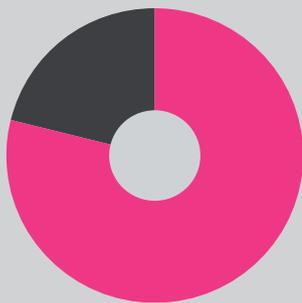
83%

Reducing business crime and anti-social behaviour.



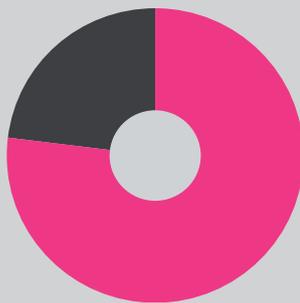
79%

Enhanced street cleaning.



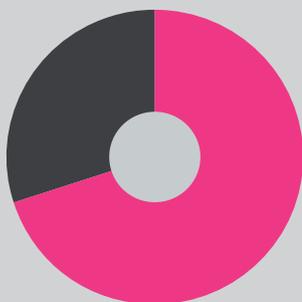
79%

More marketing and advertising opportunities for businesses.



77%

Increasing visitor footfall.



70%

Greater inward investment and meanwhile use of empty premises.

Our objectives:

Based on the priorities identified and additional feedback from business discussions, working collaboratively, our objectives will cover:

- **Increased footfall.** Tackling issues around rough sleeping, begging, cleanliness, parking costs, vacant premises and public transport links all of which are barriers to footfall. Encouraging visitors and office workers back to the city centre safely.
- **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.
- **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.
- **Rebuilding capacity.** Collaborations to help strengthen the city offer within decimated industries.
- **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.
- **Pride and a sense of place.** Activities that create social purpose and greater social benefits to those working in and using the city centre.

MAINTAINED

We understand that our businesses want real security improvements to make their streets safer. Government budget cuts, a reduction in policing numbers, an upsurge in anti-social behaviour and changing policing priorities are all factors that leave our city centre communities vulnerable to a downturn in economic prosperity that can rapidly lead to urban decline.

“One of the main concerns for staff was they felt intimidated entering and leaving the building because of people congregating around the doorways. Our staff have noticed the improvements and are now feeling safer and more confident because of the reduced number of incidents. I thank Sheffield BID for the work done to support us. It has made a real difference. You listened to our concerns, provided regular communication and implemented an appropriate solution.”

**Lucie Barlow,
The Good Things Foundation**



Sheffield BID is part of an established and solid Business Crime Reduction Partnership (BCRP). We have taken an innovative approach to crime reduction incorporating major societal issues. We have raised counter terrorism awareness across business communities, invested in high-tech mobile CCTV, introduced body cams, knife wands and SmartWater to deter anti-social behaviours, embedded an early morning rough sleeper patrol and provided conflict management training.

We are navigating a complex landscape of crime reduction and urban risk management by investing in levels of security that accurately reflect the expectations of our BID levy payers.

Working with Sheffield City Council, South Yorkshire Police and Community Safety partners, along with national platforms such as National Business Crime Solutions (NBCS), we will work to show the positive impact we have on addressing the fear of crime as well as contributing to a reduction in business crime and anti-social behaviour.



Through continued exploration of business needs, we can pivot our response to business crime to address local priorities and target the areas of most concern by identifying and supporting solutions.



We commit to continue and improve:

- Operational support and a multi-disciplinary street team that amplifies a visible and reassuring presence on the ground and has direct contact with Police, PCSOs and CCTV.
- Utilising BID resources as part of business crime and anti-social behaviour reduction plans.
- Providing additional cleansing, sanitation and graffiti removal through the BID’s Clean Team. Resources manage detritus and clean areas affected by anti-social behaviour.
- Investing in levels of security that accurately reflect the expectations of our BID levy payers. Our SIA-Security Team operates 10pm and 6am seven-days a week to help deter criminality after dark at peak times of the year.
- 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.
- Providing supported employment opportunities within our Clean Team to help people break the cycle of rough sleeping, creating a sustainable route out of homelessness.

VIBRANT

Our standout events and immersive visitor experiences are free and inclusive to all and have helped bolster the credentials of the city centre events calendar, offering a point of differential to many visitors.

The BID funds events for everyone – from bears and elephants to Christmas and Lego trails, and music for every taste.

We commit to continue and improve:

- Working with partners to maintain and enhance the city's capacity to deliver a diverse calendar of events that support day-time, early evening and night-time economies.
- Supporting local and regional partners with longer term placemaking.
- Working with partners to bring empty spaces and vacant units back into meanwhile use.
- Supporting arts, culture and local community projects that benefit the city centre.
- Facilitating strategic investments in the public realm to encourage inward investment, animating public spaces and improving the city's ambience at night to help increase the diversity of visitors during the day and after dark.
- Enhancing the Christmas experience through festive animation and additional activities.

New projects we will develop:

- Investment in community projects and grant making. We will create opportunities to use profits generated from our additional revenue streams to reinvest into arts, culture and local community projects that benefit the city centre.

“We were extremely grateful in 2016 when Sheffield BID gave such strong support to our Herd of Sheffield sculpture trail – without their support the trail would not have happened. We are looking forward to working with the BID as a headline sponsor for our Bears of Sheffield which takes place in summer 2021 to raise vital funds for Sheffield Children's Hospital.”

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



CONNECTED

Our campaigns are designed to connect people and businesses, promoting accessibility and inclusively to all. They are purposefully planned to help visitors experience the best that our city centre has to offer.

“City centre businesses have faced unprecedented challenges in 2020. Sheffield BID has provided unwavering support throughout the pandemic in the shape of help and advice and lobbying Government for support. It has placed a particular emphasis on hospitality – a sector that has suffered more than many in light of the pandemic. The BID’s initiatives to keep driving footfall into the city centre have to be commended. They’ve continued to push for cheaper parking and their drive to make the city centre a safer and cleaner place deserves particular praise. I would strongly support the renewal of the BID programme.”

**Adrian Bagnoli, Co-owner,
Cubana Tapas Bar & Restaurant**

We commit to continue and improve:

- Developing opportunities for businesses to work together for mutual benefit through collaborative, business and seasonal campaigns which drive footfall, retain the local pound and encourage additional spend.
- Improving the connection between residents and the city centre business community.
- Working with businesses to promote and increase accessibility within the city centre for people with access needs including autism and dementia.
- Strengthening links with key partners to enhance the city centre commuting experience and influence future proposals.
- Providing footfall data and business intelligence.

New projects we will develop:

- Connectivity and accessibility have moved beyond the boundaries of getting to and moving around Sheffield city centre. Reconnecting working life with urbanity has emerged as a new priority for many businesses post-COVID.
- Initiatives that promote wellness for city centre employees, enhance the sense of place and reflect aspirations and growth that will appeal to future workforces have emerged as additional priorities that will form part of our work.



SUSTAINABLE

An enhanced programme of work that creates an environment for businesses to succeed and one which encourages people of all ages, abilities and cultures to use the city centre for a variety of different reasons.

“The role of universities in their local communities has never been more important. Sheffield Hallam University is proud of its civic role and wants to be a beacon for what a university can do both for and with its local business community. We also believe in the power of collaboration to continually improve our city centre, making it a cleaner, safer, more accessible and vibrant place to be for both our UK and international students.”

**Professor Sir Chris Husbands,
Vice-Chancellor, Sheffield Hallam University**

We commit to continue and improve:

- Supporting the city centre with a mobile-first digital strategy that caters to the demands of changing generations.
- Promoting smarter car parking and sustainable transport choices that improve the visitor experience and drive footfall.

New projects we will develop:

- Supporting inward and indigenous investment.
- Working with skills providers to create new opportunities for businesses.
- Supporting a greener city. Exploring opportunities for collaboration and innovation in helping businesses to clean up their operations to support climate change. Clean Air initiatives, renewable energy, recycling and greening projects will be part of our work. Ensuring it leads by example, 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.
- Utilising the influence of the BID to generate additional investment for new projects in the city centre.

Take action and vote YES!

**The current term of
Sheffield BID ends on 31 March 2021**

**If you want 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 rescheduled ballot takes place between
29 January and 25 February 2021.
Full details of how to vote can be found
on page 49 and information about
the BID rules are on page 47**

ACCOUNTABILITY

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. This 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.

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 of a Business Improvement District is governed by legislation (part 4 of the Local Government Act 2003) and the Business Improvement Districts 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 full support of Sheffield BID's renewal business proposal and has formally approved this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of Sheffield BID's intention to reschedule a renewal ballot on 20 October 2020.

As required by the legislation, Sheffield BID will enter into a legal arrangement through a Memorandum of Understanding with the local authority 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 which details the contractual arrangements for the collection and enforcement of the BID levy.

Your representatives lead the Sheffield BID

Under the Articles of Association, the Sheffield BID Board comprises elected members who voluntarily support Sheffield BID as non-executive directors.

They are a collection of leaders and influencers from the key business sectors who provide strong governance, strategic direction and ensure oversight and scrutiny of the delivery of the business plan.

The directors all live, work or have local business interests in the city centre.

As a minimum, the board 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 at least one board director in their number and any budgetary requirements approved by the full board.

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

1. Retail: Amanda Phillips, Centre Manager – The Moor, Jones Lang LaSalle (Chair)
2. Professional Services: John Baddeley, Director, Wake Smith Solicitors (Deputy Chair)
3. Leisure/Culture: Dan Bates, Chief Executive, Sheffield Theatres
4. Independent business: Nick Beecroft, Director, HLM Architects
5. Retail: Patrick Duffy, Head of Branch, John Lewis
6. Night-time economy: Mark Hobson, Managing Director, Corporation Nightclub
7. Office: Simon Nevill, Associate Director, Ove Arup Limited
8. Sheffield City Council: Cllr Mazher Iqbal, Cabinet Member for Business & Investment
9. Education: Dan Lally, Head of Business Engagement & Growth, Director, Sheffield Hallam University
10. Transport: Tim Taylor, Director of Customer Services, South Yorkshire Passenger Transport Executive
11. Education: Dr Sarah Want, Director of Regional Engagement and Partnerships, The University of Sheffield
12. Food/Restaurant: Kane Yeardley, Managing Director, True North Brew Co

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 company membership and voting rights.

Sheffield BID employs a BID Manager who is responsible to the Board and who will oversee the delivery of the projects and services in this business plan. 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 Manager is funded through the "Maintained" programme budget.

Communications

The BID team can be contacted by either phone or email and the Board is 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 produces an Annual Report and audited accounts each year.

Outline budget

	£	2021/22	2022/23	2023/24	2024/25	2025/26	5-year total	% over 5 years
INCOME								
Reserve c/f from term 1		82,500					82,500	2%
Debtors falling due		194,000					194,000	5%
Forecast levy income		375,814	784,576	792,422	800,346	808,349	3,561,507	86%
Voluntary contributions		20,000	20,400	20,808	21,224	21,649	104,081	3%
Other income		40,000	40,000	40,000	40,000	40,000	200,000	5%
Total		712,314	844,976	853,230	861,570	869,998	4,142,088	100%

EXPENDITURE

Programme expenditure

Maintained		225,000	225,000	225,000	225,000	225,000	1,125,000	27%
Vibrant		200,000	250,000	250,000	250,000	250,000	1,200,000	29%
Connected		80,000	90,000	90,000	90,000	90,000	440,000	11%
Sustainable		60,000	70,000	70,000	70,000	70,000	340,000	8%

OPERATING COSTS

Collection fee		19,200	19,200	19,200	19,200	19,200	96,000	2%
Overheads/running costs		61,224	62,448	63,697	64,971	66,271	318,612	8%
Bad debt provision		37,581	78,458	79,242	80,035	80,835	356,151	9%
Contingencies		11,274	23,537	23,773	24,010	24,250	106,845	3%
Reserve a/c		18,034	26,333	32,317	38,354	44,442	159,480	4%
Total		712,314	844,976	853,230	861,570	869,998	4,142,088	100%

Finance notes

- Based on past performance an assumed collection rate of 97% has been applied to the projected levy income. Additional provision is ringfenced for bad debt in line with the Operating Agreement between Sheffield BID and the billing authority Sheffield City Council.
- Figures include a 1% forecast growth in the levy income year on year to reflect changes in the National Non-Domestic Rates List (NNDR).
- Overheads include staffing, legal, insurance, accounting, audit and other administration costs involved in running the BID. These are kept within the industry's recommended threshold of 20%.
- Individual project costs will be directed to one or a combination of the four work streams. Decisions on budget allocations will be approved by the BID Board and evidenced in board minutes.
- A contingency for expenditure has been applied at 3% of the annual levy income. Redistribution of unspent contingency funds will be agreed by the BID Board.
- Voluntary contributions are based on annual cash contributions from non-levy paying businesses. Other income is based on sponsorship agreements in place for monetisation of specific campaigns and events.
- Further income may include other cash contributions, 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.
- To take account of the impact of COVID-19 on businesses, the 1% levy will be reduced to 0.5% for all BID levy payers in the first year of term two. It will automatically return to 1% at the start of our second financial year.
- Any change to the BID boundary or further changes to the levy rate will require an alteration ballot.

Levy rules

Term

- The second term of Sheffield BID will be five years from 1 April 2021 to 31 March 2026.
- Each operating year will run from 1 April to 31 March.
- The first-year levy will be payable by 1 August 2021 to take account of the impact of COVID-19.
- In subsequent years the levy will be payable on 1 April.

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 50.

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 first year of the new BID term, the levy rate to be paid by each hereditament will be calculated annually at 0.5% of its rateable value using the 2017 National Non-Domestic Rates list (NNDR).
- From the second year onwards, 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 inflation charged on the levy.
- The maximum contribution from any single hereditament will be capped at £18,000 per annum.
- Any business with multiple hereditaments using the same trading name and whose annual combined

BID levy liability exceeds £40,000 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 the 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 are made in the annual budget.
- Collection of the BID levy carries the same enforcement weight as 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 business 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 business 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 year one and 1 April in years two to five 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.
 - Charitable hereditaments providing education or healthcare as a primary function will be considered for further relief or exemption on a case by case basis. The liable party must submit a written request to the BID Company and until the Company accepts any such application the BID levy shall remain payable.

Exemptions

- Those hereditaments whose primary purpose is the full-time education of children under the age of 16 will be exempt from the BID levy. Hereditaments classified in the NNDR list as advertising rights, hospitals, surgeries or hotels will also 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 prescribed in the Non-Domestic Rating (Collection and Enforcement, Local Lists) Regulations 1989 made under the Local Government Act 1988, 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.
- Discounts, refunds or exemptions to the BID levy for micro-entity businesses facing adverse financial hardship (due to the impact of Coronavirus) will be considered on a case-by-case basis at the absolute discretion of the BID Board. The liable party must submit a written request to the BID Company and until the BID Board accepts any such application the full BID levy shall remain payable.
- Charitable organisations that are subject to relief on their business rates liability, will pay 60% of the levy that would otherwise apply.

Make your vote count!

- The ballot holder is Sheffield City Council. The Council's electoral services team will issue a Notice of Ballot on 13 January 2021.
- Ballot papers will be posted on 27 January 2021.
- The postal ballot will take place between 29 January and 25 February 2021.
- Voters must return ballot papers by 5pm on 25 February 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 26 February 2021.

If the ballot is successful, Sheffield BID will start a second term on 1 April 2021. Irrespective of how or whether you voted, the BID levy is mandatory on all eligible business rates payers.

If the ballot is not successful, all activities and resources funded by Sheffield BID will stop on 31 March 2021.



**Vote for a
further five years
of investment
from Sheffield
BID**

Appendix 1 – 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

J

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

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

Y

York Street
Young Street

Dine
SHEFFIELD
RESTAURANT WEEK

Style
SHEFFIELD
FASHION WEEK

ALIVE
AFTER
FIVE

SHEFFIELD
BRICKTROPOLIS

**BREARLEY
BEAR'S**
EASTER EGG HUNT

LAVS
Lavatory & Ablution Venue Scheme

Mobile
Sheffield

SHEFFIELD
PULSEPOINTS

SHEFFIELD
**CHRISTMAS
TRAIL**

S

SHEFFIELD **BID**

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