

Alive after 5

A strategy to help deliver the BID's Busier mandate of generating additional footfall, creating vibrancy and improving the economic prospects of the City Centre

It 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 towns and 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.

It involves many stakeholders to achieve a common goal through both social and economic contribution.

The goal of Alive after 5 is to maximise value to BID Levy Payers by creating a significant step-change in the local economy by August 2020. This means extending economic, social and cultural activities beyond day and through into the night. It involves closing the gap between Sheffield City Centre's daytime and evening offer to develop a vibrant early evening economy that generates and sustains footfall and increased spend from existing and new visitors post 5.00pm.

Contributing to the development of the economy in this way means also means balancing this with the demands of public safety and quality of life through effective partnership working and engagement with residents and businesses.

In order to close the gap, the project is reliant on working collaboratively with local businesses – from retail, car park operators, food and restaurant, licensed and leisure – to create a package of offers that is attractive to a wider demographic.

Commitment from retailers to extend opening hours one evening per week and subsidised car-parking incentives are highly-desirable. However, a simple extension of shopping hours is unlikely to work but piloting a different sort of evening retail experience, such as night markets and street animation, combined with joint promotion of a new evening "offer" between retailers, restaurant operators and entertainment offers an alternative way to revitalise the City Centre.

Phase 1 of this project is now in development and businesses are invited to contact Charlotte Hill at our marketing agency We Are to find out how to get involved.

Email charlotte.hill@thisisweare.com for details.



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Busier • Together • Cleaner • Safer • Easier

Busier ...

The Herd finally arrived!

A herd of 58 elephant sculptures and the 72-strong Little Herd descended on Sheffield on 11 July for this much-anticipated public art event.

The elephant sculptures, each uniquely decorated by artists, can be spotted around the city centre and Sheffield's parks and other open spaces, creating one of the biggest mass participation art events to support fund-raising for The Children's Hospital Charity.

The Little Herd will be on display in selected indoor venues until 30 September. The main Herd will stay in

the City until 5 October after which they will be auctioned to raise money for the Charity.

From the outset, Sheffield BID has been a partner to the Herd and we've supported the vision that, as well as raising funds for the fabulous charity, it is a driver for new visitors and increased spend to support the local economy over the quieter summer trading period.

We will be monitoring and reporting back on the economic contribution that The Herd is making to Sheffield.



And so did Cliffhanger 2016 ...

Despite the rain, an estimated 30,000 visitors attended the Cliffhanger and British Bouldering Championships earlier this month (9-10 Jul). Early indications from the exit survey suggest over 50% of these were new visitors to the City Centre. Live streaming was watched by over 10,000 people from around the world.



Working Together ...

For a Cleaner and Safer City Centre



A tag too much

In our first year of operation we have provided a graffiti removal service to Levy Payers. The focus, however, remains very much on prevention and enforcement.

15% of the properties we clean are being retagged within a matter of weeks (or often days). The War on Graffiti continues and, over the past month, our BID-funded police sergeant has secured the arrest of four graffiti taggers. One has been dealt with by restorative justice and two are scheduled to appear before the Magistrates Court. One is charged with 60 counts of damage.

Sheffield BID will provide an impact statement to the Court on behalf of the business community.

In partnership with South Yorkshire Police

Our BID-funded police sergeant continues to address specific priorities of anti-social behaviour, street drinking, criminal damage and retail crime. Since the BID became operational, Sergeant Matthew Burdett has worked to increase the police presence in the city centre and is now responsible for a team of eight city-centre PCSOs. And, in response to the growing demands from our Levy Payers five special police officers are being trained to deal with retail crime offences. With this increase in capacity, a renewed patrol plan is being developed.

Some of our Safer projects in this first year include:

A review of the legislative impact of the current Designated Public Place order (which allows police officers to seize alcohol from anyone they believe is, or is likely to be, involved in alcohol related anti-social behaviour, crime or disorder). The legislation is due to be revoked in 2017 and will be replaced by a Public Space Protection Order (PSPO). This will provide additional powers for both police and council officers to impose fines or process people for offences under the new legislation.

Sergeant Burdett is working with partners to evidence priority issues that should be included in the consultation process for obtaining the PSPO.

A review of the locations of the 80+ council-owned CCTV cameras within the city centre to consider whether these are adequately located to provide the most efficient coverage. This review is designed to increase the efficiency and resilience of the monitoring centre, improve public safety and offer reassurance. It will facilitate quicker responses to or assessments of incidents, and assist in the identification of offenders and offences.

A project is also underway to look at linking Levy Payer's own security cameras to South Yorkshire Police.

If successful, this will allow premises to report incidents to the police such as suspicious packages or devices, public order incidents or protests. The police would be able to patch into the premise CCTV system, evaluate the situation and provide advice or deploy the correct resource to that situation. Cameras could also be monitored in the case of a building evacuation in regards to a major incident or an act of terrorism. Access to premise archives would also allow the police to download footage of shop-lifting and public-order offences remotely. Retailers and business owners would be able to report incidents online with a time and date reference for the police to investigate remotely, saving time and providing more accurate crime figures.

News in brief ...

BID **cams** on the street

Last month Sheffield BID took delivery of two custom-built mobile cameras. And we've wasted no time in putting the first camera into operation. It's currently monitoring Fitzalan Square where we are experiencing problems with graffiti and a high incidence of street drinking and anti-social behaviour.

The BID's cameras provide 360-degree rotation, and footage can be magnified up to 30 times to help in identifying and prosecuting offenders. This high-tech equipment - which is managed for the BID by South Yorkshire Police - is the first of this type to be installed in the city centre.

Sheffield BID Manager Diane Jarvis says:

"The installation of the state-of-the-art cameras is a good example of successful partnership working. Part of the remit is to ensure that the city centre is a safe and secure place, and these cameras will be a huge asset in achieving that aim and a useful tool in both crime prevention and detection.

"Many people welcome the idea of monitoring systems in their neighbourhood, town or, in this case the city centre. However, these cameras are not a substitute for city centre policing.

"They are being used to monitor specific areas to support a reduction in anti-social behaviour and environmental crime".

Great Exhibition of the North

Sheffield BID has pledged support to the City's bid to host the Great Exhibition of the North in July 2017.

If successful, the city centre will benefit from £5m of government funding to deliver the Exhibition and a further £5m of match funding through commercial partnerships.

This £10m festival will be celebration of arts, culture and design, set to take place in July and August 2018.

City leaders, including the Council and both universities, have thrown their weight behind Sheffield's bid to host the Exhibition.

The Great Exhibition of the North offers a multitude of opportunities to deliver on a number of the BID's strategic objectives.

The bid to host is being led by the Culture Consortium and the outcome will be known in October.

Company Member Forums

As we enter into a second operational year, the BID Company will host a schedule of Company Member forums. These meetings will take place four times a year and will specifically focus on the direction of the BID, its strategies and more generally developments taking place in the City Centre.

Feedback from Company Members through the Members' Forum will enable Sheffield BID to be the voice of business in a number of areas. The purpose of the Members' Forum is also about improving communication. If you are already a Company Member, you will automatically receive an invitation to attend.

If you haven't applied for Membership, join us now!

Find out how at www.sheffieldbid.com/membership