

Cliffhanger 2016

Sheffield city centre will be transformed into a playground for outdoor adventure when the Cliffhanger Festival returns this July, with a new city centre location and free entry for everyone

Cliffhanger, one of the largest festivals in the City's event calendar, is back in Sheffield 9th - 10th July. And for the first time will be held across various locations in the heart of the city.

The move to the city centre is possible thanks to support from Sheffield BID.

BID Manager Diane Jarvis, says:

"Cliffhanger has developed into one of Sheffield's most outstanding and unique events. Sheffield BID is delighted to be able to enhance this major event and to help grow an already strong fixture in the events calendar.

"It's fantastic that the BID's investment can bring Cliffhanger into the city centre to really drive the benefits for our businesses and city centre users. It's particularly important that the city centre is a part of the Outdoor City experience.

"The BID's Busier programme is about enhancing the city centre's image as a vibrant destination, boosting visitor numbers and driving economic growth. Cliffhanger can deliver on all three of these outcomes."

Sheffield is the UK's leading destination for people seeking outdoor adventure, city culture and rural escapes and relocating the festival to the centre of the Outdoor City brings that all together on one stage.



Councillor Leigh Bramall, Deputy Leader at Sheffield City Council said:

"Sheffield is the perfect playground for lovers of outdoor adventure and the perfect host for Cliffhanger, we sit within the Peak District and have an abundance of parks, woodlands and green spaces right on our doorstep and this has driven a strong outdoor economy in the city.

"Moving the festival to the city centre creates further opportunities for businesses to tap in to that and reap the benefits of an event of this scale, and makes it more accessible for all those who want to attend.

"And this year we are able to host the event free of charge which will attract even more people to try something new, show off their skills and, for some, take their first steps to leading more active lifestyles and adventurous hobbies."

Cliffhanger, formerly held at Millhouses Park and now in its 10th year is one of the most anticipated events on the UK outdoors calendar.

Reward Health is also back for 2016, continuing its sponsorship for the second year.

Sheffield Hallam University is also sponsoring the event.

Busier • Together • Cleaner • Safer • Easier

BID update



Since Sheffield BID became operational in October last year, we are now starting to make our presence felt in the city centre. Specifically, our role is as a catalyst for change, facilitating collaboration between public and private sector businesses and tackling problems in the city centre that are often deemed too hard to solve.

Our core goal is to work Together to make Sheffield City Centre cleaner, safer, easier to access and navigate and, critically, busier - to increase footfall, improve vibrancy and economic growth. These goals remain at the heart of everything the BID does.

As we approach the end of our first year, we have introduced cost saving initiatives to provide a return on investment for Levy Payers and an update on some of these is given in this bulletin.

Please do make sure you keep up to date with all the latest Sheffield BID news on the website and by signing up to our Twitter and Facebook pages.

If you're not already a Company Member, membership is open all year round to Levy Payers and details can be found on the BID website.

There is no doubt there is a lot of work to do over the next four years, and if there is something you think we could be addressing, then get in touch and tell us. It is your money and your BID so make sure you make the most of it.

I would like to thank the many individuals and businesses that have given the BID in-kind support this year, we are very grateful for your contributions and continued enthusiasm for the BID in Sheffield.

Diane Jarvis
Sheffield BID Manager

Introducing Suzy Brain England

Suzy Brain England has been appointed the new Independent Chair of Sheffield BID. Suzy brings a wealth of experience to the BID, having chaired and served on boards in a variety of sectors including enterprise, finance, health and housing.

Suzy is the former chair and regional director of the Institute of Directors in Yorkshire. In 2009 she was named Non-Executive Director of the Year in Yorkshire and received an OBE in the Queen's Birthday Honours for public service. In April this year Suzy was appointed as a Trustee and Chair Designate of the environmental charity Keep Britain Tidy.

Suzy holds a series of high profile directorships across private and public sector as well as running her own successful business. She is currently Chair of the Board at Derwent Living and non-executive director at Barnsley NHS Foundation Trust Hospital.

Commenting on her appointment Suzy said "The BID is a fantastic opportunity for Sheffield businesses to control a significant investment in the areas they believe will improve Sheffield City Centre. My task is to ensure that the delivery of the BID achieves maximum value for the £4.2m investment over the next four years."



Busier ...

ReNew's success bolstered by BID investment

Sheffield BID and ReNew Sheffield are working together to encourage meanwhile uses of empty buildings, transforming them into new pop-up shops, business start-ups and community projects.

Diane Jarvis, Sheffield BID Manager says "empty properties spoil the city centre and act as a magnet for anti-social behaviour. Meanwhile uses are a way of putting a vacant space back into good use for the benefit of the whole community until a permanent solution is found.

"Through its Busier work programme the BID focuses on achieving higher footfall, city centre vibrancy and economic growth. Investment in projects that reduce empty retail, void spaces and redundant buildings helps to make the city centre more enjoyable, more social, healthier and easier to get around. Our investment in ReNew is just one example of how we can achieve this."

Professor Vanessa Toulmin, Director of City & Cultural Engagement at the University of Sheffield is also Chair of ReNew. She says: "ReNew is helping city centre transformation by bringing together landlords of empty buildings with creative professionals and entrepreneurs



The Alternative Information Centre and Gallery on Charles Street

who want to get their businesses off the ground. We are giving new, independent businesses the opportunity to test their ideas, whilst at the same time adding variety, colour and new life to our city centre streets".

New businesses helped by the ReNew scheme with support from Sheffield BID include: The Sheffield Makers in the Winter Garden, the Foodhall on Eyre Street and The Alternative Information Centre and Gallery on Charles Street.



**SHEFFIELD
MAKES MUSIC
FRIDAY 3 JUNE**

A DAY OF FREE MUSIC AROUND THE CITY

Sheffield Makes Music

BBC Music Day returns bigger and better for 2016 on Friday, 3rd June

Sheffield has a proud heritage of making and enjoying music from the whole musical spectrum. On BBC Music Day, 'Sheffield Makes Music' will showcase the best and most diverse mix of talent in public spaces, with over 20 planned events across the city which will be free of charge to attend.

With support from the BID, Sheffield Makes Music will suit every taste, from grime lovers to jazz aficionados, and there will be a few surprises along the way.

BID Manager Diane Jarvis says: "Sheffield BID is delighted to be able to invest in the scaling up of local events to help deliver a fantastic BBC Music Day in Sheffield city centre. Sheffield has an outstanding music scene which we can leverage to help drive business growth and the visitor economy. This is a great opportunity to once again profile Sheffield's creativity and spirit at a national level."

For details about individual events visit www.sheffieldbid.com

Busier ...

It's almost time for the stampede!

The first of The Herd of Sheffield elephants was unveiled last month for the start of the World Snooker Championship and attracted some celebrity attention. "SnookHerd" was signed by all of the top 16 snooker players.

The sculpture will be part of a 120-strong herd of elephants hitting the streets this summer as part of a sculpture trail brought to the city centre by The Children's Hospital Charity in partnership with Wild in Art.

Sheffield BID is the supporting partner to The Herd which starts in July and is expected to bring thousands of visitors into the city centre in what is normally a quieter trading period.

There are still plenty of opportunities for your business to get involved by providing offers and promotions to visitors through the official Herd App.

If you'd like to play an active part in making The Herd of Sheffield a success this summer, please email clare@herdofsheffield.com



Alive after 5

Sheffield BID is planning to transform the early evening economy

We know there is huge commercial opportunity that lies in closing the gap between Sheffield's daytime and evening offers. So we're developing a project "Alive after 5" to bring about a significant step-change in the local economy. This requires participation from many of our businesses to help create an attractive offer to consumers, residents, employees and visitors.

If we can collectively work together to make Sheffield "Alive after 5" with a package of offers that is attractive, the BID will use a heavy-weight marketing campaign to drive footfall, dwell time and spend.

It will take time to close the gap between the daytime and night-time economies, but we are confident that with the right support, the long-term commercial impact of Alive after 5 will help retailers, restaurants, bars, theatres and other leisure facilities see increases in revenue. And over time we can develop a compelling early evening offer that caters to a far wider demographic.

Sheffield-based We Are have been appointed marketing partner to help deliver Alive after 5. We will shortly be announcing an event for businesses to come along and input into the development of this initiative.

If you'd like to know more, please email enquiries@sheffieldbid.com

Safer ...

Business **crime reduction** partnership

Anti-terror training

Project ARGUS

Following demand from city centre businesses, Sheffield BID will host a third Project ARGUS training event in June.

Project ARGUS is a NaCTSO* led initiative, which asks businesses and organisations to consider their preparedness for a terrorist attack. The training guides participants through a simulated multi-media attack which identifies the measures that can assist in preventing, handling and recovering from such an incident. It explores what is likely to happen in the event of a terror attack. It highlights the importance of being prepared and having the necessary plans in place to help safeguard staff, visitors and assets.

The session also includes a module on the use of firearms by terrorists.

The Project ARGUS training is an opportunity for businesses to assess how prepared they are for any major incident and the more likely scenarios such as natural disasters or accidents.

Date: 7th June 2016

Time: 12 noon (for a 12.30 start)

Venue: Sheffield City Hall

Refreshments: A light lunch will be available

The event is free of charge and lasts for approximately two hours. There are a limited number of places still available.

To book a place please email enquiries@sheffieldbid.com

**NaCTSO is the National Counter Terrorist Security Office.*

Many of our Levy Payers already know that we fund a police sergeant for the BID area. If your business has concerns about anti-social behaviour such as begging or street drinking, criminal damage or retail crime please contact Sergeant Matt Burdett at police@sheffieldbid.com



Crime prevention

Visits from a Crime Prevention Officer can be arranged at any time through the BID office or by contacting Sergeant Matt Burdett at police@sheffieldbid.com

Cleaner ...

BID “Spring Clean” assists 103 businesses



Managing the vandalism

Sheffield BID offers a free graffiti removal service to Levy Payers. As part of a recent purge on graffiti, a total of 103 privately-owned commercial properties were cleaned, including major retailers such as Debenhams and Primark, and a large number of independent businesses.

Voluntary Action Sheffield received the free service. Rachel West, Facilities and Building Manager at VAS, said, “Graffiti is a growing problem in Sheffield City Centre and as a conference venue attracting visitors from all over the country it is important to us that our building looks its best. When our building was targeted, I contacted Sheffield BID who promptly arranged for the graffiti to be removed – this saved me so much time in trying to organise this myself.”

Prevention and enforcement

It is inevitable that without effective prevention and enforcement measures in place, properties will be retagged. This is not street art but unsightly scrawls on the walls, cryptic codes and often meaningless proclamations.

As part of the service, businesses receive crime prevention advice from South Yorkshire Police.

VAS received a visit from BID Police Sergeant Matt Burdett. Rachel said, “Acting on his advice, our building is now more secure from further graffiti attacks. The service I received from everyone was friendly, professional and the response time was extremely quick.”

Current services available to Levy Payers to support the management and prevention of graffiti-based vandalism include:

- Crime Prevention visits from South Yorkshire Police
- Security and lighting reviews
- High-tech mobile cameras for persistently targeted businesses
- Surface protection: subsidised anti-graffiti coatings; commissioning of painted murals or “street art” (a proven, effective deterrent)

We evidence all graffiti reported to the BID and provide details to South Yorkshire Police.

If you're affected by graffiti, please contact the BID office on 0114 339 2015 or email graffiti@sheffieldbid.com.

Together ...

Reducing business costs – new BID efficiencies partner

Penistone-based Business Cost Saving has been confirmed as the preferred supplier to Sheffield BID and will be on hand to assist businesses improve profits through savings on utilities, telecoms and insurance.

Business Cost Saving works with all types and sizes of businesses and may be able to help you reduce your business running costs. The team of cost saving specialists can remove the hassle factor, saving time and money in a number of areas. The service is completely free, without obligation and 100% of all savings are passed on. As part of Sheffield BID, Business Cost Saving, which has access to some of the most competitive wholesale tariffs in the UK, could help offset some of your BID levy and maximise your profits.

Could this benefit your business?

The BID's offer is simple – a no catch cost review. At worst you get a free "health check" for your cost base and at best our partner will find extra profit within your business.

If you'd like to take advantage of this service, please contact Gemma or Michael at Business Cost Saving on 01226 611511 or email hello@businesscostsaving.co.uk for a call back.

Voluntary sector contribute to Sheffield BID

Local voluntary organisations and charities attended an information event in May to discuss ways in which the voluntary sector can support and get involved with Sheffield Business Improvement District (BID).

Almost 30 local organisations attended the meeting which explored ideas in which the sector can contribute to and strengthen the city centre initiative that is focused upon improving Sheffield city centre.

BID Manager, Diane Jarvis, said, "Through its 'Together' objective, the BID is a focus point for ideas and collaboration between all city centre businesses across all sectors.

"We recognise the importance of the charity and voluntary sector in bringing people together, supporting communities and providing solutions to a great many social issues, and for this reason, this group can play an important role within the BID".

Discussions, facilitated by Gail Gibbons, CEO of Sheffield Futures, included connections between the business and voluntary sectors, sharing knowledge, volunteering, increased engagement with marginalised communities, and city centre events.

Susan White, Chief Executive at Voluntary Action Sheffield said, "This joint event helped to identify lots of good opportunities in which our sector and the BID can work in partnership for the benefit of people in Sheffield, and for mutual benefit. We are setting up an action group to take these ideas forward."

Become a Company Member

The BID's Action Plan is being delivered by Sheffield City Centre BID Limited and you need to become a member of the Company to influence how money collected through the BID is invested. Company membership is FREE to all BID levy payers so please do join if you haven't already done so. Find out more by visiting www.sheffieldbid.com/membership