



Sheffield**BID**
Business Improvement District

BID BULLETIN

DELIVERING CHANGE TOGETHER

OCTOBER 2017

New city centre gift card set to launch

A unique gift card scheme is being launched by Sheffield BID

The Sheffield Gift Card will be a pre-loaded visa card which can be purchased as a gift for friends and family.

Recipients can then choose to spend the card (in full or in part) at participating businesses, including restaurants, cafes, shops, salons, attractions and venues.

Any business which already accepts Visa card payments will be able to register to accept the card.

Cards will be available to purchase online via a dedicated website and can be loaded with anything from £5 to £500.

The cards have been designed by local artist Matt Cockayne (who designed

Hendophant for the Herd sculpture trial).

Diane Jarvis, BID Manager said:

"This project will help increase trade in the city centre, helping us to compete against nearby retail destinations, such as Meadowhall, and online shopping sites such as Amazon, Apple and Google Play.

"It is an opportunity to lock in spend into the city centre economy, attracting new customers and more business.

"A place gift card scheme for Sheffield city centre will provide a highly efficient sales and marketing tool. It will also enable our independent businesses – who could otherwise not afford a card programme - to benefit from more visits, new customers and additional sales."

It's free and easy to get involved!

Any city centre businesses interested in accepting the gift card as payment can contact the BID office to register their tills ahead of the Christmas launch. For further information, email enquiries@sheffieldbid.com



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This is Sheffield ... at Christmas

As part of our Christmas Campaign to help drive footfall, a new guide to what's on over the festive season will be hitting the streets w/c 13th November.

Over 60,000 copies will be distributed across the city.

Santa's POST OFFICE

This Christmas there is a new addition to the seasonal festivities courtesy of Sheffield BID.

Definitely one for the children, families can visit Santa's very own Post Office on Chapel Walk (next to Dr Martens).

In this magical interactive environment children can write a letter to Santa and meet his Elves. Once the letter is posted, Santa's magic map will show the journey it takes to Lapland.

Opening times

Santa's Post Office will open every Saturday and Sunday, 11am to 4pm starting Saturday 18th November until Saturday 23rd December plus every Thursday from 23rd November, 4pm to 7pm.

Santa's Post Office will also be open all week Monday 18th December to Saturday 23rd December (11am until 4pm / 7pm Thursday).



Santa Claus is coming to town

Sheffield city centre has a variety of Christmas events taking place this year.

On 16th November the ever-popular Christmas market arrives.

This market has grown from just a small handful of participants to an entire Christmas experience of 50 cabins.

Santa's Grotto is at the heart of the event with the much-loved Sleigh Bar and the traditional German sausage grill.

The Christmas cabins cover Fargate, Town Hall Square and Peace Gardens.

Then on 19th November the Sheffield Christmas lights switch on and The Moor Christmas party take place.

For the lights switch on there'll be entertainment, markets, rides and grotto with special guests from 5.30pm in the Peace Gardens.

The Moor's famous Christmas Party is full of festive splendour! The Moor will be bringing festive cheer once again with real reindeer, live Nativity, traditional music, Father Christmas, funfair rides, giveaways and lots more seasonal delights.

HELP US HELP

This Christmas, help us to help people living on Sheffield's streets. Businesses are working with homeless charities in the city to find out what items are most needed, and they've arranged several drop-off points for people to take their donations. **Visit the website to find out what donations are needed and where to drop them off:** www.helpushelp.uk

Help us Help will also have a cabin at the Christmas Market on Fargate from Thursday 30th November to Wednesday evening on the 6th December with more about the campaign and the charities they support.

New BID Board

At the BID Company's Annual General Meeting on 26th October, Company Members voted on the appointment of new Board representatives.

We are now pleased to confirm that the following individuals have been appointed to serve the BID as non-executive directors until October 2019 when the Board will once again rotate.

- **John Baddeley**, Director, Wake Smith Solicitors (*re-elected 2017*)
- **Daniel Bates**, Chief Executive, Sheffield Theatres and City of Sheffield Theatres Trust (*re-elected 2017*)
- **Nick Beecroft**, Director, HLM Architects
- **Gail Gibbons**, Chief Executive, Sheffield Futures
- **Ben Gilligan**, Director of Public Transport, South Yorkshire Passenger Transport Executive
- **Tom Holmes**, Head of Branch at John Lewis, Sheffield (*re-elected 2017*)
- **Mark Hobson**, Managing Director, Corporation Nightclub
- **Richard McGloin**, Director, Sheffield Hallam University
- **Simon Nevill**, Associate Director, Ove Arup Limited (*re-elected 2017*)
- **Dr Kate Platts**, Finance Director, The Sheffield College
- **Amanda Phillips**, Moor Management, Jones Lang LaSalle
- **Dr Sarah Want**, Director of Regional Engagement and Partnerships, The University of Sheffield
- **Kane Yeardley**, Managing Director, True North Brew Company

Remaining board members who were not subject to rotation at the AGM are:

- **Superintendent Shelley Hemsley**, South Yorkshire Police
- **Councillor Mazher Iqbal**, Sheffield City Council

Chapel Walk

We're helping businesses through a difficult trading period whilst the renovation of Fargate House takes place

Fargate House is to be converted into luxury post-graduate student accommodation. In the long term the results will be positive for businesses, but in the interim it will cause disruption to local traders.

The BID is working closely with businesses to improve access, lighting, signage and empty unit dressing to help maintain footfall during the works.

Diane Jarvis, BID Manager said, "Sheffield BID exists to support city centre businesses. We have several Levy Payers on Chapel Walk and we will be taking steps to support the vibrancy of this unique little street, helping to minimise the impact of any adverse effects cause by the renovation works."



Street Rangers

Just a reminder that our Street Rangers are contactable on streetrangers@sheffieldbid.com or 0114 312 2375 for Levy Payers' premises affected by waste and detritus from rough sleepers or night time revellers. The Christmas cleaning schedule will operate up to and including Christmas Eve and will resume on 27th December. The service will not operate on New Year's Day.

Clean Team

Graffiti removal is undertaken by our Clean Team. They will be working until 22nd December and will resume service again 27th December (excludes New Year's Day). The Clean Team can be contacted by emailing cleanteam@sheffieldbid.com.

Sheffield Dashboard

The BID is currently testing a new CRM system for the benefit of our levy payers. It is a long-term project that we will be rolling out shortly.

The new CRM will system will provide levy payers with:

- A **"window"** into the BID – what's happening, what benefits am I getting, what impact is my levy having?
- A **"sense of community"** – a chance to feel engaged.
- Easy access to **"city intelligence"** such as footfall, car parking data and events information.
- **Synchronisation** with the Council's data with regular updates.
- An individual account of the services that each business is using, and the value of those services.

Levy payers will be issued with their own unique login details over the next few weeks.

Two additional ambassadors

The BID has financed the addition of two extra city centre ambassadors to compliment the current provision provided by the Council.

The Council's current provision provides 14 Ambassadors working 7 days a week. Monday to Saturday 07.30 to 20.00 and Sunday 07.30 to 18.00. The new Ambassadors, Will Brunton and Jamie Dean, will be available for tasking by the BID between 08.00 to 20.00 hrs Tuesday to Thursday and 12.00 - 22.00 Friday and Saturday. Thus, providing an extended service on Friday and Saturday nights.

New digital platform

Sheffield BID is funding a feasibility study into a new digital platform for the city centre.

The work is being delivered in collaboration with Business Sheffield and GWD (Good with Devices), a Sheffield based digital company.

The study will investigate the harnessing of beacons technology with a city centre "app" to provide real-time information - where to shop, eat, park, stay and visit etc.

A "rewards-based" app of this nature offers yet another opportunity to position Sheffield as a city of innovative technology; to help give visitors a reason to keep returning; and businesses an even more compelling reason to situate themselves in the city centre.

Sector update: Office

Sheffield-based Commercial Property Partners has encountered a 133% rise in office rentals in Sheffield city centre. From August 2016 to July 2017 the firm effectively secured a total of 116,378 sq. ft. of offers and lettings inside the city centre, including the letting of 36,000 sq. ft. of office space in Derwent House.

2017 has seen the total take up of offices so far to be more than 320,000 sq. ft., surpassing the long-term average of 305,000 sq. ft. Developments such as St Paul's Place and the newly built Acero have cemented Sheffield city centre's reputation as a location for quality office space.

IN BRIEF ...



The UK's third biggest airline to invest in the city centre

Popular airline Jet2 is set to touch down in Sheffield City Centre, creating 40 skilled IT jobs.



Europe's largest catering equipment supplier opens new store in Sheffield city centre

Nisbets is set to open a new store in Sheffield city centre, taking 6,500 sq. ft. in what was the former Curry's store at Redvers House on Union Street.



Office sector increases

2017 has seen a huge increase in the popularity of office space in Sheffield city centre, according to recently released figures