



Report to Policy Committee

Author/Lead Officer of Report: Sarah Lowi Jones, Diana Buckley

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Report of: Kate Martin, Executive Director, City Futures

Report to: Economic Development and Skills Policy Committee

Date of Decision: 20th March 2024

Subject: Economic Recovery Fund Round 2 - update and consideration of its future

Type of Equality Impact Assessment (EIA) undertaken	Initial <input type="checkbox"/>	Full <input checked="" type="checkbox"/>
Insert EIA reference number and attach EIA	2646	
Has appropriate consultation/engagement taken place?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Does the report contain confidential or exempt information?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

Purpose of Report:

This report:

- i. provides an update on the second round of the Economic Recovery Fund (ERF2);
- ii. sets out proposed route to consider whether there should be any further rounds of funding;
- iii. seeks approval to change the project previously approved for 'Heeley Green and Newfield Green' with a project for 'Newfield Green and Gaunt Shopping Precinct', to be delivered in its place.

Recommendations:

The Committee are asked to:

- Note the progress in delivering the second round of funding.
- Note the intention to appoint an independent agency to conduct an evaluation of ERF2 and consider the future of ERF.
- Approve the proposed project for Newfield Green and Gaunt Shopping precinct in the ERF2 programme, in place of the previous proposal for Heeley Green and Newfield Green.

Background Papers:

[Sheffield Covid-19 Business Recovery Plan \(October 2020\)](#)

[Sheffield City Council One Year Plan \(2021/22\)](#)

[Form 2 Executive Report – Covid-19 Economic Recovery Fund \(03/11/20\)](#)

[Form 2 Executive Report – Sheffield Covid Business Recovery Plan: Phase 1 Recovery Delivery Programme \(09/06/21\)](#)

[Budget amendment approving the £2m allocation to build on the work of ERF \(02/03/22\)](#)

[Report to Economic Development and Skills Committee – 9th June 2022 – \(Economic Recovery Fund 2022-23\)](#)

[Report to Economic Development and Skills Committee – 19th October 2022 \(Decision to approve the second round of the Economic Recovery Fund\)](#)

[Economic Recovery Fund – Evaluation of Round 1](#)

[Report to Finance Committee – 11th September 2023 \(to approve the outcome of the scoring process\)](#) and [Report to Economic Development and Skills Committee – 13th September 2023 \(update\)](#)

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed.	Finance: Adrian Hart
		Legal: Rita Collins and Marcia McFarlane
		Equalities & Consultation: Ed Sexton
		Climate: N/A
	<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>	
2	SLB member who approved submission:	Kate Martin
3	Committee Chair consulted:	Cllr Martin Smith
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the SLB member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	

Lead Officer Name: Sarah Lowi Jones	Job Title: Economic Policy Officer
Date: 20/03/2024	

1. PROPOSAL

ERF2 to date – Update

- 1.1. The Economic Recovery Fund (ERF) is a unique, innovative grant fund that aims to support local economic recovery in district and local centres. The Fund's objectives are:
1. To help build the foundations for economic renewal across Sheffield by investing in communities and high streets, helping to build resilience to the cost-of-living crisis and future economic challenges.
 2. To make high streets and local centres feel safe and welcoming, so that residents want to spend time and shop there.
 3. To encourage businesses and groups to work together on ideas to improve their high streets, and bring new energy to those that already are.
 4. To support high street businesses to work with their communities and leave a lasting legacy of community infrastructure that can continue to thrive once projects are complete.
- 1.2. ERF was developed as part of the city's Covid [Business Recovery Plan](#). The first round of funding was launched in March 2021 and supported 26 projects, with grants of up to £50,000 (small) and up to £200,000 (large). A second round was launched in February 2023 and following a period of application, scoring and review a further twenty-three (23) projects were approved (by Finance Committee) and lead organisations for these projects were required to enter funding agreements with the council.
- 1.3. Of the 23 projects, 19 lead organisations entered funding agreements with the council for their projects. Three areas (Banner Cross, Hackenthorpe, London Road) could not secure a suitable organisation locally to act as lead. The Council undertook a procurement process, compliant with the Council's Contract Standing Orders, to appoint an accountable body that would be their delivery lead. The Council has entered into a service agreement with South Yorkshire Community Foundation (SYCF) who submitted the successful tender. SYCF are now working on behalf of the Council with those local teams.
- 1.4. One other proposal was approved for funding was later withdrawn by the lead organisation. The new proposal for that project is for decision in this report and details are set out below under the section '**Proposal for Gleadless Valley ERF**'.
- 1.5. Areas that were made an offer of grant funding are as follows and a summary of each project can be found in Appendix 1:

Abbeydale	Newfield Green and Gaunt
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	Shopping Precinct ¹
Banner Cross	Hillsborough
Broomhill	Infirmery Road
Chapelton	London Road
Crookes	Lowedges
Darnall	Middlewood
Ecclesfield	Northern Avenue
Firth Park	Spital Hill
Greenhill	Stannington
Hackenthorpe	Walkley
Harborough Avenue	Westfield
	Woodhouse

1.6.

ERF is overseen by a Steering Group made up of Councillors, senior officers and four private/community sector representatives:

- Cllr Martin Smith (Chair of Economic Development and Skills Policy Committee – EDPS)
- Cllr Minesh Parekh (Deputy Chair of EDPS Committee)
- Cllr Henry Nottage (Group Spokesperson on EDSP)
- Diana Buckley (Director, Economic Development, Culture and Skills)
- Carl Mullooly (Head of Local Area Committee Team)
- Ben Morley (Head of Strategic Development and External Programmes)
- Javed Khan (Metro Bank)
- Shahida Siddique (Faith Star)
- Amy Tingle (City Cabs)
- Tom Wolfenden (Sheffield Technology Parks)

Proposed project for Gleadless Valley (Newfield Green and Gaunt Shopping Precinct)

1.7.

All but one of the ERF projects have now entered into funding agreements and are in delivery. Unforeseen circumstances caused one of the proposals (for Heeley Green and Newfield Green) to be withdrawn by its lead organisation. After discussion with them it was agreed the council would seek an alternative organisation to carry forward the project to ensure that the funding allocation could be spent in the local area. Despite enquiring with other local organisations none were able to take on that project.

1.8.

The Gleadless Valley Regeneration Team (part of the Council’s Housing and Neighbourhood Services) has responsibility for delivering the Gleadless Valley Master Plan. Given the overlap between the geography of the original proposal and the Master Plan area, this team were asked to support with finding a suitable local team. They, likewise, were not able to do so, but saw an opportunity to make a quick local impact to the retail area through developing and delivering a project internally.

¹ Original project For Heeley and Newfield Greens was withdrawn – the new proposal for decision in this report replaces that.

1.9.

The proposal was scored by the ERF Steering Group on 7th March 2024, who recommended it be considered for approval by the Economic Development and Skills Policy Committee.

1.10.

The project would be led by the Council's internal Gleadless Valley Regeneration Team, which requested a funding allocation of £120k to deliver the project across the two retail areas (Newfield Green and Gaunt Shopping Precinct) in place of Newfield Green and Heeley Green. Being an in-house team, a funding agreement is not needed for this allocation. The team would, in collaboration and partnership with the local businesses and others, aim to deliver a range of physical improvements to the area, commission new public art and deliver a number of events and animating activity (see appendix 1 'summary of projects'). The proposal has been developed and discussed with the relevant Members, who are broadly supportive.

ERF2 to date – Update continued

1.11.

ERF2 Delivery

The first quarterly claims process was completed in January with the second underway currently. Regular (monthly) meetings are held with each project to check progress, offer support and guidance with any issues and maintain oversight of the budget position. Good relationships have been built across all projects and while each is unique and groups are at different stages, good progress is being made by grant recipients across the board. To date, as a programme, the following progress has been made:

1.12.

Christmas Activity

There were events and/or illuminations across ten areas of the city during the Christmas period 2023 that were funded by ERF. These were held in the following areas and were well received by businesses and well attended by residents:

- Manor Park (22nd November)
- Walkley (28th November and 16th December)
- Hillsborough (30th November)
- Woodhouse (9th December)
- Greenhill (9th December)
- Firth Park (9th December)
- Ecclesfield (17th December)
- Westfield (18th December)
- Hackenthorpe – Christmas lights
- Broomhill – shop front Christmas trees

1.13.

Orders for Street Furniture

A key focus in this first part of the delivery period has been to undertake site visits to develop and finalise orders for new street furniture on Highways land. To date orders have been submitted to Amey for 13 areas and include items such as: banner brackets, bins, benches, commando sockets (to enable electricity supply from lamppost columns), planters, signage, trees,

new planting beds and planting, and community notice boards. Some installations have been completed and others are scheduled for completion over the coming weeks.

1.14. **Welcome Event**

A Welcome Event for all projects was held on 17th January in order to bring teams together, allow them time to meet and make connections that will help them support each other during the delivery of their projects. Alumni of ERF1 projects presented their experience, achievements and learning and there was a question-and-answer session as well.

1.15.

The focus was on bringing people together and networking rather than sharing large amounts of information and the event was very well attended and positively received. Several projects requested future events so that learning and experiences can be shared during the delivery period, which will be scheduled (likely before summer break and in mid to late Autumn).

1.16. **Resource Library**

It has been the intention since the outset that the learning and experience from ERF1 is shared with those delivering ERF2 projects. For several months the team have been working to collate information in some key categories to support teams in receipt of funding. This written information is being offered alongside online question and answer sessions. This will continue to be developed and added to in the coming months.

1.17.

It is hoped that these resources, although non-official, will be useful not only to ERF project teams but also to other Council teams looking to undertake place-making activities with local businesses and communities.

1.18. **In the next period**

The project team will continue to work with, support and oversee delivery in each project area; continuing to work with teams to submit any remaining orders to Amey over the coming months.

1.19.

To date, a number of events have been scheduled in several areas for the next period (details to be confirmed in some cases):

- Spring Trail and Makers Market (Firth Park, 23rd March)
- Easter Bonnet Market and Parade (Woodhouse, 30th March)
- Spring Trail and Easter event (Westfield, 30th March)
- Easter event and trail (Ecclesfield, 30th March)
- Easter event and trail (Hillsborough, date TBC)
- St George's Day market and parade (Woodhouse, 27th April)
- Spotlight on independent businesses event (Crookes, 11th May)
- D-Day commemoration event (Chapelton, June day TBC)
- Eid celebration (London Road, June day TBC).

1.20.

In total through the course of delivery it is anticipated that over 600 individual elements will be delivered in ERF2 (this counts each item, e.g. sets of banner brackets). These intended outputs (though these may vary during the delivery period) are summarised below by type. While this table gives

an account of the things in ERF that are easily counted, the broader outcomes, qualitative impacts and value of ERF will be captured through an evaluation of ERF2.

ERF2 Outputs by Type	Example activity	Est. no.
Streetscene installations (highway)	e.g. bins, benches, lamppost banners, notice boards	186
Street Art	Shutter fronts, utility cabinets, murals	75
Greening	e.g. planters, herb garden, orchard/tree planting, wildflowers	32
Events	Range from markets to community events focused on high street benefit	47
Marketing and promotion	e.g. branding, promotion and advertising (leaflets, student engagement, local magazines)	49
Shop front/place improvement/decoration (private/other)	e.g. shop front improvements, Christmas and other decorations,	209
Business Network Development	e.g. formalisation of business groups, training and development	42
Other	e.g. youth engagement/activities, borrow bank, volunteer recruitment and training	37

1.21.

The ERF delivery period will run to the end of December 2024 for most projects, although for some projects this is extended to March 2025 to allow a full 12 months of delivery time (if they entered into a funding agreement later).

1.22.

Independent Evaluation

While ERF was intended at the outset to be a short-term, one-round only programme after the announcement of the second round, questions have regularly been raised as to whether further rounds of funding will be made available. An independent evaluation will be undertaken which will look at the objectives and outputs of ERF, as well as considering whether further rounds of ERF funding should be made available. This will be completed by a supplier to be appointed through a procurement process.

1.23.

It is envisaged that this work be split into two parts – the first being an evaluation of the second round of funding (and anything not captured in the evaluation of the first round). This would broadly cover:

- the objectives and purpose of the Fund and whether these are appropriate and have been met
- the processes and decision-making, timescales and quality of communications
- the impact of the changes made between the first and second rounds of funding
- the outputs, outcomes, impacts and value of the Fund – whether in sum the Fund has delivered what it set out to.

1.24.

The second part of this work would consider the question of what, if

anything, could follow the second round of ERF and the purpose, shape and form that could take in order for it to respond to the changed context. The ERF was established as a response to the Covid-19 pandemic and now operates within the context of a cost-of-living crisis. It was also established before Local Area Committees were in place and before key strategic documents were developed (such as the City Goals, Local Plan, Council Plan). Therefore, this review should take into account:

- the broader economic and social context of now and the immediate/medium-term future
- the local and national policy context
- other local place-making and grant funding programmes specifically aimed at to retail areas (across the country and beyond)

1.25.

It is suggested that it will be important also to consider questions such as:

- How far the ERF as a model of ‘collective grant funding’ is a good way of investing in local high streets – as opposed to direct investment by local authorities or others
- How far the emphasis on collaboration, local leadership and engagement of businesses is right
- How far the distinction between broader business vs community benefit is helpful or desirable
- What levels of grant funding are desirable and what types of funded activity have the greatest impact and value
- What supportive infrastructure a grant fund needs to operate successfully and how can administration and bureaucracy be minimised from both the perspective of the funding organisation and the funding recipient
- If any future funding was to be made available what a fit for purpose model could look like and what should it aim to achieve
- How far should indices of deprivation (or other measures and criteria) guide investment decisions vs the kind of competitive process that ERF has followed

1.26.

Committee may wish to comment on the timing of this work, alongside the process to involve Members in these discussions and development of any potential proposals, given the broader budget setting cycle. Should Councillors wish to allocate budget for a future round of funding in the financial year 2025-26 it will be important to have this evidence and any findings available at the time any options are considered.

1.27.

A suggested timetable for the evaluation and consideration by Councillors is outlined below:

Appointment of a supplier	April 2024
Commencement of research (including the potential for public consultation)	May 2024
Draft report and findings	July 2024
EDS Committee briefing and workshops	August 2024
Report to EDS Committee with options on any	October 2024

- 1.28. Councillors are invited to comment on this approach and offer any suggestions that could be incorporated into the evaluation requirement and plan for engaging Elected Members, and the public.

2. HOW DOES THIS DECISION CONTRIBUTE?

- 2.1. The Economic Recovery Fund was a key project of the city's Business Recovery Plan and contribute to the following strategic priorities that sit within it:

- Stimulating demand in the local economy
- Opening our city and district centres safely and securely
- Stimulating investment in culture to help rebuild confidence and visitor numbers

- 2.2. The Fund will directly deliver against the following outcomes and actions in the Business Recovery Plan:

- Our places, in the city centre, district centres and in local neighbourhoods, adapt to the changing economy
- Visitors and residents will be able to visit, learn about and enjoy the cultural, leisure and green spaces that Sheffield is renowned for.
- Businesses have the confidence, information, support and infrastructure they need to operate through and beyond the current crisis, to adapt to changing circumstances
- Business failure rates amongst profitable and productive companies are minimised and good quality jobs are safeguarded.
- Opportunities to rebuild and renew our economy whilst becoming a cleaner and more sustainable city, are seized.

- 2.3. In the Sheffield City Council Plan 2024-28 (Together We Get Things Done) ERF2 fits strongly under the following two Strategic Outcomes and three priorities:

2: Great neighbourhoods that people are happy to call home

- High quality neighbourhoods which are clean, green, resilient and safe, and where people can live healthy lives
- Work with communities to improve the places and spaces that make neighbourhoods great places to live and be active

4: A creative and prosperous city full of culture, learning, and innovation

- Drive growth by supporting Sheffield's dynamic business base and building its global reputation

3. HAS THERE BEEN ANY CONSULTATION?

- 3.1. The delivery of the second round of ERF funding has been carried out in consultation with the ERF Steering Group and Economic Development and Skills Policy Committee. No public consultation has been required.

4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

4.1. Equality Implications

4.1.1. An Equality Impact Assessment was completed for the September 2023 reports and there are no substantive updates to that. The main risks around ERF and equality, diversity and inclusion remain:

- Different sections of local communities feeling that they can be part of and are welcome to participate in the development of projects.
- Ensuring project teams consider accessibility issues in their communications and project delivery (for example in event delivery).
- That focus and efforts promised in proposals are followed through into delivery and sustained throughout that period.

4.1.2. An action plan was identified to mitigate these risks and an update on those is set out below:

Action No	Description	Progress
1.	Ensuring projects considered inclusion as part of their proposals (which was scored alongside sustainability and legacy statements) and brief guidance on what to consider was included on the application form.	Complete
2.	Embedding expectations around running projects in an open and inclusive way, with accessibility issues considered, as part of the Funding Agreement each project will sign.	Complete
3.	The project team will ask each project about their specific EDI actions regularly as part of the monitoring process and encourage teams to take this into account during the delivery of their projects.	Ongoing – being picked up in regular meetings
4.	A training session on EDI and accessibility will be offered as part of the induction process for all projects.	Amended – instead building EDI and accessibility into other training sessions
5.	The evaluation team will be asked to evaluate (where this is possible) EDI impacts of ERF projects individually and as a programme.	In progress (specification being developed)
6.	Any central communications delivered will take into account the make-up and needs of the target	Ongoing – also included accessibility and inclusivity as part

	audience.	of the communications training for ERF projects
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4.1.3. These actions and any arising issues relating to EDI will be reviewed by the ERF Steering Group regularly. The central team will look to add any new actions relating to equality and inclusion into this action plan.

4.2. Financial and Commercial Implications

4.2.1. The £2m funding identified for ERF Round 2 is the Council's own funding from the New Homes Bonus and was agreed by Council during the budget-setting process in February 2022. Therefore, there are no outside sources, special conditions or clawbacks to take into account.

4.2.2. The table below gives the ERF2 budget headings and figures as they currently stand:

Table: ERF2 – Budget Headings – As at 1st April 2023

Funding streams

District Fund (£1.25m available)	£1,232,873
Flexible Fund (£200k available)	£167,649
Match fund (allocated)	£105,000
Match fund (not yet allocated - includes ERF1 underspend of £130k)	£255,944
	£1,761,466

Other

Business Information Officers (committed in ERF1 - rolled over as still in delivery)	£303,000
SYCF - Accountable Body and Delivery Fee	£36,847
	£2,101,313

Project costs

Staffing and internal fees	£165,000
Comms costs (not incl. officer time)	£15,000
Application Development Workers	£32,687
Evaluation	£50,000
Support and training for projects	£10,000
Contingency	£50,000

TOTAL	£2,424,000
Variance	£Nil

4.2.3. **Summary of ERF Balances – 01st April 2023**

ERF1 Balance	£424,000
ERF2 Balance	£2,000,000
Total ERF Balance 01st April 2023	£2,424,000

- 4.2.4. The amount of the grant awarded for successful projects will not be increased in the event of any overspend by the recipient in its delivery of the funded activity. Each project will need to manage activity within the allocation they are awarded. All projects include their own contingency and ongoing monitoring will be required to ensure this risk is minimised.
- 4.2.5. The payment of the Funding under the terms of the funding agreement is believed to be outside the scope of VAT unless otherwise agreed, but if any VAT shall become chargeable the payment of the Funding shall be deemed to be inclusive of all VAT and SCC shall not be obliged to pay any VAT over and above the agreed funding allocation.
- 4.2.6. The allocation for the proposed Newfield Green and Gaunt Shopping Precinct is within the overall ERF budget so does not impact on overall forecast spend.

4.3. Legal Implications

- 4.3.1. The Council has no specific powers or duties to deliver economic regeneration. The Council is able to undertake this activity by virtue of Section 1 of the Localism Act 2011. This provides Local Authorities with a “general power of competence” and allows them to “do anything that individuals generally may do”. This power is subject to any other obligations or limitations in law that might be relevant, however none have been identified here to prevent use of the general power of competence.
- 4.4.2. The Finance Committee’s decision approved (on 11 September 2023) the council entering a funding agreement with the lead organisation for Heeley and Newfield Greens project area. By accepting the recommendation in this report that relates to Newfield Green and Gaunt Shopping Precinct, the Committee agree changes to the project area as set out in this report, and notes that the internal council team (Gleadless Valley Regeneration Team) will lead that project.
- 4.4.3. Where the council’s internal team is the lead organisation for the project area, the council cannot use the standard grant agreement because the council is unable to lawfully contract with itself. Instead, the Council’s standard internal processes will be used to ensure professional delivery and accountability for the project.

4.5. Climate Implications

- 4.5.1. An Initial Climate Impact Assessment was undertaken and the overall impact of ERF proposals is thought to be carbon neutral, with some potential for modest positive impacts. This is still the position, therefore the main areas in which impact is expected include:
- The installation of bike racks in some areas and encouraging local people to use active travel where possible.
 - Increasing the number of double aperture bins so that recycling is an option for pedestrians passing through the public highway.

- Greening of local public spaces (through, for example, the delivery of planting schemes and installation of trees).
- The consideration of use of resources in the delivery of events (avoiding single use plastic, for example and encouraging active travel to events).
- The offer of training on climate awareness/sustainability for all successful projects.

4.5.2.

The evaluation team will be asked to consider the impact of ERF projects individually and collectively (where possible) as part of this piece of work.

5. ALTERNATIVE OPTIONS CONSIDERED

5.1. Regarding the proposal for Newfield Green and Gaunt Parade alternatives have been considered as follows:

- The Gleadless Valley Masterplan Team have led on local engagement to try and identify an alternative lead organisation for this project, however none were forthcoming.
- Consideration was given to procuring an organisation that could act as an accountable body and project delivery partner for this project, however, this was felt to be undesirable given the clear synergies of delivering ERF in this area alongside the broader Gleadless Valley Masterplan.

6. REASONS FOR RECOMMENDATIONS

6.1. The ERF Steering Group and the team leading the Gleadless Valley Master Plan are aligned in wanting to see allocated money spent in this area. There is high confidence in the team's ability to make a success of the project and commitment to delivering these outputs and outcomes within the delivery period for the project. There are significant synergies to be gained from delivering ERF in an area that will be undergoing significant change in its housing stock and an opportunity to support the retail areas in those locations so they feel that they have a stake in and can benefit from that wider investment.

Appendix 1 – ERF2 Project Summaries

Abbeydale Road

'Independent Abbeydale' seeks to give the area a fresh new identity, with improvements to the public realm and shop fronts; a programme of events; and a marketing campaign including lamppost banners.

- **Identity & Branding - New area identity to move away from dated 'Antiques Quarter'**
- **Events**
- **Shop Front Improvements - shutter art**
- **Public Realm improvements - Benches, bins, noticeboard**

Banner Cross

The Banner cross team will bring new life to their high street and deliver a campaign to re brand the area as part of new marketing activity. They'll also deliver new benches and banners as well as proposed welcome signs to increase the sense of pride and identity of the area.

- **Brand/Marketing/banners**
- **Shop front Christmas trees**
- **Public realm improvement (benches, planters)**

Broomhill

After a transformative first project, the team have applied for further funding to extend street greening, refresh lamp post banners and deliver some street art, all in keeping with the area's status as a conservation area.

- **Artwork - Wall mural, shop front renovations, utility box decoration.**
- **Green Works - Summer planting scheme, planters and hanging baskets.**
- **Christmas tree project - trees and banners installed across shopping area.**
- **Social Media content and website update**
- **Banner changeovers and noticeboard**

Chapelton

After a successful project in ERF1, the Choose Chapelton team have applied for further funding to keep their events programme and marketing campaign going, and commission a new local artwork and orienteering trail.

- **Events / Markets**
- **Orienteering Trail**
- **Christmas lights or signage**
- **Marketing**
- **Benches**

Crookes

'Crookes Collective' will create new community gardens and an orchard in their area, as well as a programme of events and improvements to the street scene.

- **Green Spaces - community gardens, planters, orchards.**

- **Events**
- **Street Scene - New / replacement bins, benches, shutter art, utility box art.**
- **Area promotion - map, brand/logo design, social media campaign**

Darnall

'Discover Darnall' will make the area a destination with a selection of bespoke murals and artwork, street food events and a campaign to stop litter.

- **Street Scene - entrance artwork, planting, new / more bins**
- **Street food events**
- **Litter Campaign - Educational leaflets, banners, posters, video**

Ecclesfield

The team plan to reimagine the branding of the high street and create new heritage trails and events with market stalls, getting people to explore the area in new ways. They'll also bring together a steering committee to help keep positive change going along with adding new street scene improvements and places to linger for longer.

- **Branding - Reimagined branding of high street based in existing heritage and identity.**
- **Events / Trails**
- **Public realm improvements - tidying greenery, installation of picnic tables, seating and bins**
- **Establish Trader Forum**

Firth Park

The team have applied for further funding to plant trees, decorate shutters and run an events programme as part of 'Family Friendly Firth Park'.

- **Tree planting - planting on the roundabout**
- **Shutter Art**
- **Events - 4 x community market events**

Greenhill

The Greener Greenhill project will see new planting to make the neighbourhood more inviting, and a promotional campaign encouraging people to explore the area. The main roundabout at the hub of the precinct will be made more visually appealing through planting schemes, with artwork and sculpture also planned to improve the visual appeal of the surrounding area.

- **Promoting the Area - Banners, loyalty scheme pilot.**
- **Marketing Strategy - Branding, social media, print flyers, posters.**
- **Greenery - Street planters, planting on main roundabout, green area outside library.**
- **Artwork - Street murals or sculpture**

Hackenthorpe

With new lamppost banners, street scene improvements, festive lighting and shutter art, the Hackenthorpe team want to give their area a lift and make shopping in the area more appealing.

- **Banners - Placed on lamppost to promote the local shops along the bus route**
- **Streetscene - New benches and planters**
- **Festive lighting**
- **Shutter Art**
- **Marketing - Social media & flyers promoting local businesses**

Harborough Avenue

The team will bring new life to the area with events, public art, Christmas lighting, new banners and signage, as well as improving shared doors.

- **Events - 4 x events throughout the year**
- **Connections - Banners and signage from heart of Manor Park**
- **Public Art - Shutters, wall mural, QR codes**
- **Shared door improvements**

Hillsborough

The Hillsborough team has applied for further funding to build on their events programme, extend the programme of shop front improvements and shutter art, and deliver a calendar of business workshops.

- **Clean up - Clean bins & street signs, graffiti, bus stops, weed removal, street cleaning.**
- **Business Workshops - Develop an annual calendar of workshops to run 4 times per year.**
- **Events - 4 x trails (Halloween, Christmas, Easter, Summer)**
- **Shutter Art - 3 to 4 shutters**
- **Shop front improvements - 3 to 4 stores**

Infirmery Road

'Next Stop Infirmery Road' will establish a trader and community forum to make sustainable positive change in the area, as well as brightening the parade of shops with store front improvements, benches, planters and signage.

- **Branding & Promotion - Promotional campaign for area, banners, leaflets, social media and local area shopping map.**
- **Place improvement - Shop fronts, planters, signage, benches.**
- **Business forum - Establish a trader and community forum.**

London Road

The team will create a new collective identity for the area with new welcome signs, banners, planters and a mural for the Alderson Road car park. They'll also bring people together with a programme of events for Eid and Christmas while working on a local marketing campaign to capture the student market with everything the area has to offer.

- **Collective identity - Welcome signs, banners, flyers, social media**

- **Events - celebration events**
- **Connecting with students**
- **Shop front improvements and borrow bank**
- **Alderson Road Car Park improvements**

Lowedges

Lowedges Boost will bring new double bins and benches to the high street, as well as a fresh coat of paint for the parade pillars and a clean-up of graffiti.

- **Street scene improvements - Double bins, benches, painting of the parade pillars, graffiti covering and noticeboard.**
- **Artwork/Shutters**

Middlewood

With new benches and bins, planting and street art, the Middlewood team want to make their high street a destination for local people.

- **Street Furniture - Benches, Bins, Planters & Banners**
- **Store Fronts Improvements**
- **Shutter Art**

Newfield Green and Gaunt Shopping Precinct

The Gleadless Valley Regeneration Team, utilising existing links and relationships with businesses and communities in these two retail areas aim to make visual improvement to both areas to give a sense of arrival and place. Alongside visual improvements the team will deliver activities and events that animate the areas and bring people together.

Across both areas the team will:

- **Replace and install new seating**
- **Survey the canopies at both sites and consider scope for repairs**
- **Install public art**
- **Run events and activities**
- **Install planting and greenery**
- **Install signage to improve wayfinding**
- **Encourage community litter picking**

Northern Avenue

The local project team plan to create a short-term space for a programme of events, workshops and drop-in sessions for the local community. They'll also deliver street art to brighten shutters and gable ends, and improvements to make the high street more inviting, from new bins to Christmas lights.

- **Youth engagement programme (through art, culture and music) to tackle anti-social behaviour and build cohesion.**
- **Artwork improvements - painting the upstairs window shutters at co-op and gable ends with street art to brighten area.**
- **Street Scene - Christmas trees and lights for shops, lamppost banners, new bins and wrapping.**

Spital Hill

The team have applied for further funding to build on their first ERF project with a campaign to empower business to keep the area clean and tidy with wide reaching engagement and involvement with the local youth at its heart. There will be 2 x events and the development of a business forum.

- **Ongoing litter campaign and business training**
- **Youth engagement and art project**
- **Events**
- **Business forum**
- **Business borrow bank**

Stannington

Connecting Stannington aims to bring locals and visitors to the high street through a promotional campaign and a programme of events. Shop front improvements, new benches and bike racks will give the shopping areas a lift and encourage people to spend time there.

- **Branding & Promotion - Banners, posters, local area map, notice board & distribution.**
- **Events - 2 x events (1 x festive event and 1 x summer event + promotion)**
- **Shop Fronts - Support for up to 10 businesses on shop front improvements.**
- **Street Scene - New bench, bike racks, permanent Christmas tree**

Walkley

The team have applied for further funding to deliver shop front improvements, public art and signage, as well as supporting Walkley Festival and establishing a local business forum.

- **Marketing - social media, leaflets, QR code**
- **Events - Makers / creators markets / Walkley festival**
- **Map - Local promotional map for leaflet drop and website**
- **Place Improvement scheme - shopfront improvements, public artwork, area signage, through to planters and hanging baskets.**
- **Re-establish Local Business Forum**

Westfield

'Westfield Matters' will improve the local street scene with benches, bins, and improved green spaces, including a new herb garden. They will also bring new artwork to shutters and the footpath wall leading to the shops, and run events to bring the community together.

- **Streetscene - Benches, bins, improve green spaces, planters, herb garden.**
- **Street art - Shutters and footpath wall leading to shops**
- **Events - 3 events through year. Christmas lights/trees.**
- **Marketing/Design - Lamppost banners**

Woodhouse

The Revive Woodhouse team achieved a huge amount with a smaller pot of funding in the last round and have applied for further funding to expand into

monthly events, new signage, and a lamp post sponsorship scheme to promote local businesses.

- **Events – 6-8 events throughout the year**
- **Signage - New directional signs to point to shopping area**
- **Lamppost banners and Christmas tree**
- **Newsletter - Distributed quarterly, with event details, meeting info, local groups and general local information.**