

# Economic Recovery Fund

## 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 business focused event; and a marketing campaign including lamppost banners.

- **Identity and branding - new area identity to move away from the 'Antiques Quarter' to 'Independent Abbeydale'**
- **An autumn festival and Abbeydale Live event**
- **Shop Front Improvements - shutter art**
- **Public realm improvements - benches, banners and bin wraps, mural**

### 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 an information board to increase the sense of pride and identity of the area.

- **Brand/banners/bin wraps**
- **Shop front Christmas trees**
- **Public realm improvement (benches, street trees)**

### 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.

- **Shop front improvements**
- **Greening - summer planting scheme**
- **Christmas tree project - trees and banners installed across shopping area**
- **Social media content and website update**
- **Banner changeovers and noticeboards with retail map**

### Chapelton

After a successful project in ERF1, the Choose Chapelton team have applied for further funding to deliver events, Christmas lights, wayfinding signage and an orienteering trail.

- **Event including a D-Day celebration**
- **New orienteering trails and taster events**
- **Christmas lights**
- **Signage**

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## Crookes

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

- **Green spaces - community garden and orchard, planters**
- **Events (Festival of Crookes, summer fete, outdoor cinema, spring celebration)**
- **Streetscene - new bins, benches, shutter art and mural**
- **Area promotion - brand/logo design, social media campaign, loyalty scheme**

## Darnall

'Discover Darnall' will make the area a destination with a selection of bespoke murals an event, streetscene improvements and a campaign to stop litter.

- **Streetscene - artwork, planting and community green space improvement, banners, bins**
- **A celebratory event**
- **Anti-litter campaign, e.g. educational leaflets, banners, posters, video**
- **Marketing and a business directory**

## Ecclesfield

The team plan to reimagine the branding of the high street and create a new heritage trail and events, 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 and trails**
- **Public realm improvements such as tidying greenery, installing hanging baskets, improving the fencing of the library lawn**
- **Establish a 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 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

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roundabout at the hub of the precinct will be made more visually appealing through planting schemes and sculpture to create a destination feel.

- **Promoting the area - banners, loyalty scheme pilot**
- **Marketing strategy - branding, social media, print flyers, posters**
- **Greenery - street planters, planting on main roundabout, green area and play markings outside library**
- **Artwork – utility boxes and small mural and sculptures**

## 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**

## 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**
- **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 and street signs, graffiti, bus stops, weed removal, street cleaning**
- **Business workshops - develop a calendar of workshops to run 4 times per year**
- **Joint events with Middlewood - 4 x trails (Halloween, Christmas, Easter, Summer)**
- **Loyalty scheme trial**
- **Shutter art**
- **Shop front improvements**

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## Infirmary Road

'Next Stop Infirmary Road' will work with traders to make sustainable positive change in the area, such as brightening the parade of shops with store front improvements, benches, planters and signage.

- **Place improvement - shop fronts, planters, signage, benches.**
- **Business forum - establish a trader and community forum.**
- **Street art – mural and shutters**
- **Tree planting**

## 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 will bring people together with celebratory events and showcase everything the area has to offer.

- **Collective identity - banners, flyers, bin wraps, marketing campaign**
- **Celebration events**
- **Shop front improvements and borrow bank**
- **Alderson Road car park improvements by installing a mural and improving the planting**

## 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, improved lighting**
- **Artwork/shutters**
- **Festive decorations**

## 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 and banners**
- **Store fronts improvements**
- **Shutter art**
- **Joint events with Hillsborough – 4 x trails (Halloween, Christmas, Easter, Summer)**

## 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

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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**
- **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 aim to combat the perception of businesses and others that anti-social behaviour of young people deters people from visiting the shops, but creating a targeted programme of engagement. They will 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 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. The team will also deliver an event and establish a business forum.

- **Ongoing litter campaign and business training**
- **Youth engagement and art project**
- **Events**
- **Business forum**
- **Business borrow bank/provision of tools to help businesses keep the street clean**

## 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.

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- **Branding and promotion - banners, posters, local area map, notice board and distribution**
- **Events**
- **Shop Fronts - support for up to 10 businesses on shop front improvements**
- **Street art installations**
- **Street Scene - new bench, bike rack, Christmas tree, green space improvements**

## Walkley

The team have applied for further funding to deliver shop front improvements, public art and signage, as well as supporting Walkley Festival and re-engaging with local businesses.

- **Marketing - social media, leaflets, QR code**
- **Events - makers markets and 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 engagement**

## 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**
- **Three events through year**
- **Marketing - lamppost banners**

## Woodhouse

The Revive Woodhouse team, following a successful project in Round 1, applied for further funding to expand into monthly events, new signage and new noticeboard to house a historic map of the area.

- **Events – market and family focused events throughout the year**
- **Lamppost banners and Christmas tree**
- **Newsletter - distributed quarterly, with event details, meeting info, local groups and general local information.**
- **Noticeboard and wayfinding signage**