

# Economic Recovery Fund – Summary of Funded Projects (Spring 2022)

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The summaries below of each ERF project are intended to give an overview of what will be delivered. They are listed in alphabetical order

1. Abbeydale Road
2. Angel Street Kinema
3. Broomhill
4. Chapeltown
5. Cultural Industries Quarter Animation
6. Firth Park
7. Hillsborough
8. Manor Park
9. Mosborough
10. Nether Edge
11. Page Hall
12. Spital Hill
13. Totley Rise
14. Walkley
15. Woodhouse

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## 1. Abbeydale Road Parklet (Abbeydale Street Trees) - £18k

### Abbeydale Parklet

A parklet in the vicinity of Abbeydale Road would provide much needed public green space benefitting local residents, visitors and workers. As an attractive green space for meeting and socialising the Abbeydale parklet can help draw visitors to the area; economically benefiting independent businesses located on the road, many of whom have voiced their support for the project. We think the site at the corner of Frederick and Abbeydale Road would be an ideal site for this.

### Abbeydale Street Festival

A street festival would augment the opening of the parklet with participating businesses selling food and products on the street fronts creating a 'trail' to the parklet between 'Pop-up Sarni' and 'Cole's Corner'. Street entertainment, circus and art skills workshops will help add to the 'festival feel' of the opening and be a chance for businesses to showcase their wares.

We also aim to install new cycle hoops adjacent to the parklet and increase the planting in the area as well.

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## 2. Angel Street Kinema (based at Kommune) – £50k

The Angel Street Kinema blends a physical presence with an online platform.

### *The physical presence*

- (i) Events and exhibitions (together with workshops and training) will be delivered from Kommune, Sheffield and the studio complex on the 1<sup>st</sup> floor of Castle House
- (ii) ASK will deliver a monthly event (the first Thursday in every month), bringing world-class artists, academics & filmmakers to the region, alongside local practitioners. The first two events were a great success and a further five events are already planned

- (iii) Multi-media exhibitions are already in pre-production. These will include printed photography, art, music and digital displays. The first such exhibition (photography) will be entitled 'Resilience', and will launch in September.
- (iv) All exhibitions will have a retail element. the proceeds will support the delivery of the ASK as well as the artist / exhibitor.
- (v) A film / documentary maker training and incubation structure is now at an advanced stage of planning involving a range of partners.

*The online platform*

- (i) The online platform comprises; curated video content, blogs, photos, an online shop, event details and ticketing.
- (ii) This combines a more typical online selling platform with an opportunity for creatives to engage with a scaled audience
- (iii) KSL has already demonstrated through the Kommune platform that there is a market for local art
- (iv) Film and video is being distributed on a video content platform. This provides an opportunity for creatives to self-curate and monetise work.
- (v) The platform allows the opportunity for both creators, and the scaled online audience, to interact through blogs and online interaction with expert practitioners.

The online platform will also sell and distribute tickets.

### **3. Re-Discover Broomhill (led by Broomhill Independent Traders Association) - up to £200k**

Traders are keen to build upon the beauty of Broomhill in their plans for the area, which entail some public art, a green wall, marketing and promotion and some new markets style events.

**Green Wall:** Installation of a 70m<sup>2</sup> green wall above 501 and 501A Glossop Rd using site specific, anti-pollution planting (subject to planning).

**Lamp post planters/baskets:** Installation of @15 lamp post planters throughout Broomhill plus 16m of railings planters outside 486 – 488 Glossop Rd, using pollinator friendly planting.

**Banners:** Installation of branded banners. The banners will carry through the Broomhill branding throughout the winter months.

**Wall murals:** Commissioning of 2 wall murals on Peel Street and Whitham Rd. For production of the Peel St mural, this to be painted directly onto the façade (subject to planning).

**Scheme of repair and redecoration to shop frontages throughout Broomhill:** Participating businesses to subscribe to the specifications of the scheme, selecting a frontage colour from a palette of 12 heritage shades to conform to the BBEST plan design guidance. Idea is to create a coherent aesthetic and provide impact.

#### **Customer engagement**

**Street markets:** Location of Peel St identified and agreed in principle with SCC for new market style events.

**'Welcome to Broomhill' Signage:** signs to be installed at key entrances to the Broomhill area, as identified by boundary map.

**Community Noticeboard:** Double-sided noticeboard to be installed at Fulwood Rd precinct to house a map, commissioned from a local artist to signpost the businesses in the shopping area. The map will double as a piece of street art.

**Marketing Support:** Marketing campaign to highlight the improvement scheme and its progress engaging the wider community via social media and editorial content. Additional marketing opportunities to be identified via our chosen contractors.

#### **4. Chapeltown (Station Road Business Forum and Parish Cllr John Housley) – up to £50k**

Chapeltown is served by a diverse retail community, mainly located on three adjacent streets (Station Road, Lound Side, Burncross Road) with the complementary offer of the Traxx market run by Chapelgreen Community Enterprise.

While the area is well maintained, retailers have experienced a significant drop in footfall throughout Covid. While as business owners we know this is a long term trend, we want to do what we can to remind people of the strength and value of their local offer and encourage them to rediscover it.

We will deliver a range of things for the district centre:

- A new communal seating area with benches at the bottom of Station Road, adjacent to a number of shops
- Two new community noticeboards with maps of the area linked via QR code to a website displaying and advertising the local shopping offer.
- Signposts that help pedestrians navigate the area.
- Repairing the elephant on the roundabout that is currently looking forlorn.
- Delivering a small number of celebratory events to make the most of key points in the upcoming year – such as the Queen's Jubilee, Halloween and Christmas.
- Delivering a marketing campaign and new hosted website for businesses in order to raise awareness of the local offer. This will be enhanced by lamppost banners and a leaflet.
- Setting up 31 lampposts for and hiring Christmas lights for 2021

#### **5. Cultural Quarter Animation (led by Site Gallery) – up to £100k**

Summer in the CIQ will be a celebration of creativity and making based throughout the cultural industries quarter through a series of 4 free Weekender events in Summer 2022. It will bring together over 20 cultural, community and hospitality businesses in the district, create employment opportunities for artists and creative freelancers and welcome 5000 visitors to the quarter through a carefully crafted programme designed to reach a broad range of audiences including families, teens and adults. Access and diversity will be embedded in programme design, community engagement and marketing strategies to create a truly meaningful and impactful series of micro festivals.

Summer in the CIQ is designed ultimately to bring back audiences and customers to the cultural and hospitality venues in the quarter who are suffering ongoing decline due to the impact of Covid. It will forge new working relationships between businesses and create a new sense of identity and intent for those working in the quarter to work together to build the reputation and viability of the CIQ into the future.

Each of the four weekends will take place in over 10 locations within the CIQ with activity in cultural venues as well as non-traditional venues such as cafes, bars, studios and within the public realm to ensure the whole quarter is animated and explored. Programmed performances and screenings, exhibitions and events will be scheduled through the weekend across the quarter. Creative workshops teaching new skills, making opportunities, family and childrens' activity and a physical trail through the quarter will create a busy, fun and engaging Weekend with different elements designed for different audiences and interest groups. Artists and creative practitioners will be commissioned to make work and deliver activity.

The square itself will act as an outdoor venue with catering, seating and entertainment throughout the day. The square will be dressed and furnished to become an area to hang out,

purchase food and drink from pop up stalls run by CIQ based caterers, and participate in some of the activity programmed in the square. This will include outdoor film screenings, performance, music and DJ sets to create a festival vibe.

There is also an ambition to create new street art in the form of a wall mural on a visible, key building in the area, pending planning and building owner permissions.

## **6. Family Friendly Firth Park (led by Cllr Abtisaam Mohamed and Firth Park Community Forum) - up to £200k**

The project team want to get the message out that Firth Park is a family friendly place, with much to enjoy and explore. The project aims to make a number of improvements which include:

### **1. Amenities**

- Working with local businesses and partners to install an extra 5 family friendly picnic tables in the park facing the businesses on Firth Park Road
- 5 new bins around the new picnic tables
- 6 new benches where families can sit and enjoy the area

### **2. Place-making**

- Restoration and improvement to the famous roundabout, with the iconic gates being repainted and service
- Refreshment of the 4 planters around the roundabout
- Deep-clean in the business area and expansion of community-run litter picking
- Installation of decorative and comforting lighting around the new seating areas
- Reduction in the height of hedges around the sensory garden area to improve visibility into and awareness of the area
- Fresh planting in the sensory flower beds to offer multiple aromas and more colour for visitors
- New public art to be developed in consultation with the community

### **3. Events**

The popular free community events will resume bringing lots of visitors into the shopping area and the park. The events will include:

- Winter/Christmas event to announce the switching on of the area's Christmas lighting scheme.
- Jubilee/summer event in 2022 to mark the Jubilee of the Queen
- A series of 4 community singing events for families over the year to increase footfall to the shops and park

### **4. Rebranding, marketing and support**

- Advertising the positive about Firth Park through social media campaigns
- Eye catching banners will be fitted to the lamp posts to promote local shopping and other community activities and celebrations, including Eid and Christmas
- Local businesses will be encouraged to offer tie-ins and discounts as part of all local events organised and to promote these via social media.
- Link Worker post that will focus on supporting businesses in the area to come together and deliver combined marketing and encouragement to traders
- Engagement with local businesses to develop key points to support their own observations around what would assist them to re-grow the high street.

## **7. Hillsborough Regeneration Project (led by Hillsborough Together) - up to £200k**

1. Following on from the pandemic it is essential for business owners to work as a collective to make the high street attractive and welcoming to consumers. A prime consideration of the Hillsborough Together Project is the **creation of a Hillsborough Business Forum**. The forum will be a place where business owners are able to meet, share ideas and gain help

and support. The support and benefits of the Business Forum will be invaluable to the business community to ensure the longevity of the project and the long term success of the high street.

2. Hillsborough is an area that has long been in decline and has fallen into significant disrepair throughout the pandemic. The project will initially look to **repair and replace basic street furniture**. This will mean replacing rubbish bins, grit bins and graffiti removal. Following on from this the focus will be on making the area a more aesthetically pleasing place. **Hanging baskets** will be placed throughout the area seasonally and planters will be placed and maintained. In an effort to increase dwell time in the area benches will be placed in and around the high street. General facilities in the area will be improved. The number of bins will be increased following consultation with the local business owners. Cycle parking will be improved and increased in the area to allow easy access for all and in turn increasing footfall in the area.
3. **Marketing and animation** will play an integral part of the project and this will encourage a sense of community and ownership of the area. The project will look to introduce **pop up events and markets**. This will encourage local businesses to get involved and promote their wares by alternative means. These events will bring new visitors to the high street. The project will celebrate the seasons and run trails for families which will encourage them to explore the area. Schools, Churches and other community based projects, will also play a part in promoting the events to families outside of the immediate area. Significant dates such as the Queens Jubilee, Tram Lines and Halloween will be embraced and events will be planned around these with business owners encouraged to support the events with ideas and be a part of producing the finished product. The project will, for the first time in 25 years **introduce Christmas lights to Hillsborough**. Christmas fun events will run alongside this and a prize giving event will be held which will serve in bringing the community together and launching the business forum.
4. The project will launch a **business store front improvement scheme**. Businesses are finding themselves without additional funds for what can be seen as luxuries, currently this means that shop fronts across the area are damaged and tired. By working with the businesses the project will deliver a store front improvement scheme which will provide the business owners access to assistance with the cost of refurbishing their store fronts. This will brighten the area and bring a fresh new feel to the high street. In keeping with this we will look to ensure the high street maintains its presence when closed by providing artwork on Shutters which are currently tired and littered with graffiti. Local artists will be tasked with providing ideas which will be in keeping with the area and businesses will be able to choose the feel of the art they would like to see representing their business.
5. A project manager will be appointed to support the delivery of the project and will be a dedicated resource for the area. The project manager will assist the business forum and provide crucial capacity to traders to deliver the project. The project manager will be essential to pull together the ideas and ensure that the business forum acts in pushing the project forward.

#### **8. Manor Park (Manor Castle Development Trust) – up to £50k**

Manor Park Centre is a small parade of shops sitting in the heart of the Manor Park residential estate. Providing goods and services alongside The Merrie Monk pub for the whole community. The location means it's reliant on the local residents and doesn't attract many customers from outside of the area.

A new housing development is in progress on Harborough Avenue, within 3 mins of the parade which will help to increase footfall locally.

The businesses want to provide some extra services for shoppers including bins and a new notice board but mainly want to uplift the look of the area, make it more inviting and bring a sense of pride to the heart of the community. Holding community events which will also reinvigorate the businesses, highlight local services and community groups, and bring the community together.

Physical Improvements:

- Increase bin capacity by adding one extra bin
- Replace damaged notice board
- Community artwork project to improve the entrance from Harborough Avenue into the shopping precinct (gable end art project)
- Identify ownership of pieces of land that are currently not maintained
- Planters with flowers and bulbs along the parade
- Keep Manor Park Centre Tidy signage (not costed –other funding routes to be investigated, or funded from any underspend)

We will also deliver Spring, Summer and Christmas events to animate the area and bring people down to the park and retail area.

**9. Mosborough (Clive Betts MP and Cllr Tony Downing) – up to £50k**

Mosborough High Street houses a number of shops on a busy thoroughfare. Whilst the shops enjoy a good level of local custom, they have struggled over the period of the pandemic, as so many other high streets have. Their aim is to attract shoppers back to the high street and increase footfall across the parade.

The two key ways traders would like to do this is by, first, improving the look and attractiveness of the high street by installing Christmas lights in 2021 and 2022, followed by bright hanging baskets for the season in 2022.

Traders also want to create a more dynamic parking regime on the high street itself, to ensure appropriate and fair use of parking facilities that otherwise are taken up long stayers instead of customers. This would entail creating new two-hour restricted spaces along the retail area, retaining the existing 30-minute spaces and testing whether this changes parking behaviour. This will be done using an Experimental Traffic Regulation Order.

**10. Nether Edge Village (business collaboration with support from Grow UK) – up to £50k**

Nether Edge is a vibrant community of 24 businesses that are nearly all independent or charity. Individually they cannot afford to market or advertise themselves in an impactful way on this scale, but together they can, under the umbrella of Nether Edge Village identity they can achieve big things with a louder voice. Joining together we can have a huge impact and show the wider region why Nether Edge Village is a great destination to visit.

Through the Recovery Fund we aim to:

- Greening the area and enhancing the look and feel by designing and installing lamppost banners, installing hanging baskets and/or ground based planters in the growing season alongside a set of new street trees delivered in partnership with Nether Edge and Sharrow Sustainable Transformation group. We also aim to create a new set of railings and planters that mirror the existing set on the directly opposite corner of Machon Bank Road and Moncreiffe Road.
- The creation of a new community notice board and designed up map and history of the area.

- A marketing and promotional campaign that creates imagery for and highlights the retail and hospitality offer and draws people in, building on the existing reputation of the area and its fantastic event.

## **11. Page Hall Business Improvement Forum (led by Firvale Community Hub) – up to £50k**

In short, we want to bring local businesses together to improve the public realm environment and public perception of Page Hall as a place to shop. This will increase footfall and enable local businesses to recover trade following the Covid closures and to maintain turnover in the face of reducing local household incomes.

We and the local businesses will convene a Forum of local businesses – the Page Hall Business Improvement Forum which will explore ways in which businesses themselves can work together to provide a welcoming retail environment. These efforts will be supplemented by the delivery of ‘mini-projects’ to:

- increase the business and residential community’s responsibility for reducing litter,
- attracting additional footfall, and,
- improving the visible attractiveness and amenity value of the shopping precinct

Initial consultation has identified the following mini-projects as feasible and having the support of local businesses:

- A ‘Keep Page Hall Tidy’ promotion campaign
- Additional litter bins to support the ‘Keep Page Hall Tidy’ campaign.
- Provision of hanging baskets and decorations to celebrate festivals of light.
- The creation of small seating areas which will transform the feel of the streetscape – pending consultation with local residents and Councillors
- A Page Hall Street Market.

Our aspiration is that the success of these mini-projects will increase the confidence of local businesses to invest in the local environment. We therefore propose to hold a ‘most improved business environment’ competition with an Awards evening to celebrate the first 12 months of the Forum.

## **12. Spital Hill (led by Cllr Mark Jones and supported by Reach Up 4 Youth) – up to £50k**

### **Celebrating Spital Hill**

Spital Hill is a historic and diverse area of Sheffield; with a post-pandemic emphasis on shopping local, now is the time to reintroduce people to its unique offer of vibrant shops and food businesses.

This project breaks down into three workstreams:

### **1. Refresh of the street scene**

- Design and installation of welcome banners throughout the area on lamppost columns.
- Wrapping newly bins with designs by local children where these can be installed on existing street furniture.
- Creating vibrant new street art (2 murals and painted utility boxes) to sensitively reflect the past and present of the area.

### **2. Giving people a reason to visit**

Motivate **people from outside the area** to explore, spend and relax on the high street and arterial roads by:

- Hosting a **focal event** celebrating the diversity of the area, creating a two-day festival to be held near the end of summer (August, date TBC). The Saturday is intended to be a licensed Teenage Market, encouraging local young people to develop a taste for

business and showcase budding entrepreneurs. The second day will focus on established businesses, shining a spotlight on the existing offer, using the showcase 'taster' market-style event on Ellesmere Green to feed footfall back down the high street.

- Raising awareness of Spital Hill, its history and present by having a **promotional campaign** running alongside this new activity that aims to challenge negative perceptions of the area and increase community cohesion and civic pride, by sharing stories of the history of the area and drawing parallels to the lives of current businesses and residents. The campaign, designed by the project manager, will sell Spital Hill's businesses and the activities being delivered, specifically targeting areas linked by public transport. Neighbouring and connected we will consider targeting include: Firth Park, Broomhall, Kelham Island and London Road as well as the wider Burngreave area and possibly Gleadless.

### 3. Supporting business engagement

- The **engagement of businesses** is critical to the success and purpose of this project. The Information Officer will continue to work to support businesses and gather intelligence about their specific needs and concerns. The idea will be to document these and create a jointly developed strategy around future support.
- The project will use its engagement with businesses to find the **best mechanism for collaboration** across this diverse community of businesses. We make no assumptions that this will take the form of a Traders Association. We will be led by the business community.
- The final strand of this project will be to identify where Business Sheffield can offer **more accessible and culturally-tailored training and support** for future entrepreneurs and existing businesses.

### 13. Totley Rise (business group led by Alan Ball, Information Officer, SCC) - £6.5k

Totley is a suburb on the southwest of the City. Baslow Road is the main thoroughfare through the area and has a number of retail and business shops along the route and includes a parade of shops at Totley Rise.

Businesses on Totley Rise were keen to add a splash of colour to the high street and had a lamppost banner designed that has now been installed. In addition a number of new bins will be installed to address the lack of waste bins along the retail area.

### 14. Walkley Improvement Scheme (led by Walkley Action Group) up to £200k

Improved streetscape:

- **Creation of "parklet"** on South Road near junction with Greenhow Street, an area with several hospitality businesses in the near vicinity, including fixed street furniture
- **Arts trail** from Upperthorpe to South Road/Howard Road via Ruskin Park; utility boxes/security shutters to have graffiti removed and painted by local artists
- **A Christmas display for Walkley Green** supporting an annual Christmas shopping launch event
- **Lamp-post banners**

Increased capacity for Walkley businesses to trade outdoors:

- Market stalls/gazebos available to traders for a **programme of markets/events** around the area, with associated licenses/permissions
- **Additional street furniture** as above and including Walkley Green and Ruskin Park, for use by customers of hospitality providers

Improved experience for cyclists/pedestrians:

- Provision of **cycle parking** to improve security
- **Bollards/fencing** to discourage pavement parking on Walkley Green/South Road parklet

Business directory:



- **Creation of online directory and map** for distribution around the area to showcase Walkley independent businesses/sole traders/artists/makers and attract pedestrian footfall

#### **Walkley Festival:**

- Relaunch this event as a celebration of improvements to the area, create trading opportunities and bring residents together around a wide range of community activities.

### **15. Woodhouse (led by Changing Hands CIC and Norfolk Park Tenants and Residents Association) – up to £50k**

The project aims to improve the overall appearance of the Market Square and create a series of events throughout 2022 that will bring people into the town on a regular basis.

Working with local Community Groups, the events will help to breath some life back into the square. Tidying up the square and surrounding buildings will make it look more inviting and help to create a sense of pride.

#### **Monthly Events**

- will help to bring different community groups and residents together to work as teams delivering the events
- will create footfall for local businesses
- will involve local businesses and directly increase trade
- will help to communicate and highlight organisations and other groups in the area to residents
- will create some energy and life in the Market Square leaving a better impression about Woodhouse creating a sense of pride in the area

#### **Market Square Refresh**

- will help to create a safer environment for pedestrians walking around
- will feel safer and cleaner as a result
- will create a better first impression of the Square and Woodhouse as a whole
- potential opportunity for additional businesses to come in

#### **Christmas Lights (2022)**

- will help create a festive central meeting point for Christmas activities like the Christmas Market, carol singing, local band etc.
- brings the community together and creates a festive feel
- helps the community feel loved and valued

#### **Litter Picks**

- brings the Community together and gives people a shared sense of pride and achievement
- Less litter on the floor means less litter will be dropped

Future projects and collaborations will be possible and more successful with the formation of a Traders Association for this project and will foster positive motivation for the future of Woodhouse.