

Economic Recovery Fund

ERF Project Summaries – January 2024

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 "Antiques Quarter"
- Events
- Shop Front Improvements - shutter art
- Public Realm improvements – bin wrapping, noticeboard, banners

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.

- Branding, marketing, banners
- Shop front Christmas trees
- Public realm improvement (e.g. 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.

- Further shop front renovations
- Green works - Summer planting scheme, planters and hanging baskets
- Christmas project - trees and banners installed across shopping area
- Social media content and website update
- Banner changeovers, 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
- Orienteering Trail
- Marketing
- Christmas lights and/or directional finger posts

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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, orchard
- Events
- Street Scene - benches, shutter art
- Area promotion - area map, branding, 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 - artwork, planting, bins, benches
- Community events
- Litter Campaign – e.g. educational leaflets, banners, posters, video
- Establishing a business forum

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 and identity
- Events and trails
- Public realm improvements - tidying greenery, installation of picnic tables, seating and bins
- Establishing a business 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

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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 - planters, planting on roundabout, green area outside library
- Artwork - 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.

- Lamppost banners
- Streetscene improvements - new benches and planters
- Festive lighting and shop front decoration
- Shutter art
- Marketing - social media and 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
- 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 - bins and street signs, graffiti, bus stops, weed removal, street cleaning
- Business Workshops - develop a calendar of workshops to run 4 times per year.
- Events - 4 x trails and Christmas event
- Additional shutter art - 3 to 4 shutters
- Shop front improvements - 3 to 4 stores

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Infirmiry Road

'Next Stop Infirmiry 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 and promotion - promotional campaign for area, banners, leaflets, social media, local area shopping map
- Place improvement - shop fronts, planters, signage, benches
- Re-establish a business 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 and shop front 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 and banners
- Store fronts improvements
- Shutter art
- Art trail

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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 and opportunity
- Artwork
- Streetscene - 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'll be 2 x events and the development of a business forum.

- Ongoing litter campaign and business environmental engagement and training
- Youth engagement and art project for bin wraps
- Events
- Re-establishing a 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 and promotion - banners, posters, local area map, notice board and distribution
- Events - 2 x events and promotion
- Shop fronts improvements.
- Streetscene - new bench, bike racks, 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 and creators markets, support Walkley festival
- Map - Local promotional map for leaflet drop & website
- Place Improvement scheme - shopfront improvements, public artwork, area signage, through to planters and hanging baskets.
- Re-establish business forum

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Westfield

'Westfield Matters' will improve the local street scene with benches, bins, and improved green spaces, including a new herb garden. They'll 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 mural on footpath wall leading to shops
- Events - 3 events through year
- Marketing - 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
- Newsletters - distributed quarterly, with event details, meeting info, local groups and general local information