

Economic Recovery Fund

ERF Round 1 – About our projects

The First round of the Economic Recovery Fund supported 11 projects that took place as part of the award nominated 'Summer in the Outdoor City' campaign the Council delivered in 2021. This aimed to create a buzz in the city with an outdoor hospitality, 'European piazza' style atmosphere to entice visitors back to the city and encourage 'staycationers' to visit, all driving footfall to support our economic recovery.

The projects that were funded in this first phase of activity were:

- [Together on the Square](#)* (26-27 June) led by the Uni. of Sheffield and Yellow Bus
 - [Bears of Sheffield](#) (12 July - 18 October) district centre trail extension run by the Sheffield Children's Hospital Charity Trust that included four additional large bears and four additional small bears in Endcliffe, Broomhill, Firth Park and Woodseats)
 - [Leopold Square Summer Festival of Music](#) (every weekend from 30 Jul to 29 August) led by Cubanas
 - [Leadmill in the Square](#)* (7-8 August) led by the University of Sheffield and the Leadmill
 - [Sheffield Music Trails](#) (7, 21, and 28 August) led by the Leadmill
 - [Festival on the Square](#) (16-30 August) led by the Sweet Spot (team behind Blend Kitchen)
 - [Hedgerow Markets](#) based on Division Street, led by a new operator that spun out of the well known Peddler Market team
 - [Music on the Terrace](#) (2 and 16 September, 9 October) and [Makers Markets](#) (18 September and 9 October) led by the Creative Guild
 - Castlegate Festival (10-19 September) a collaboration led by RiteTrax
 - [Harvest Fayre](#) (18-19 September) under a banner of 'Community in Unity' led by the team behind the Sheffield Food Festival
 - [Pop Up University](#)* (18-19 September)
 - [Off the Shelf in Tudor Square](#)* (16-17 October and 30-31 October) led by the University of Sheffield
 - [Game City Adventure](#) (23-24 October) led by the National Video Game Museum
- * All events were part of a single bid led by the University of Sheffield and Yellow Bus

There is no doubt that these events, as part of the Summer in the Outdoor City campaign, had a positive impact. A [Sheffield Telegraph](#) story reported that in this period Sheffield had a 33 percent increase in footfall, bringing the level up to 89 percent of the pre-pandemic average – making Sheffield the most improved city in the Centre for Cities league table on these figures. It was also reported that this increased footfall led to increased takings for businesses and a surge in hotel bookings across the season.

Great feedback and comments on these events from both attendees and businesses were received.



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The ERF funding played in helping get the Sheffield events sector back in business – the Community in Unity team continue to deliver, and Pollen Market has become a self-sustaining business as a result of the kick start they had from ERF.

The other 15 projects were largely focused on local high streets (though some were also city-centre based). These included:

Abbeydale Road

The local team devised a small project to create a new green space on Abbeydale Road to complements the recent tree planting undertaken. They designed and installed a parklet with planters at the end of a cul-de-sac right by the main road.

Their aim was to make a vibrant yet heavily polluted part of the city a more attractive place to visit and be in. Furthermore, members of the local community and businesses contribute to its maintenance and upkeep by watering the plants and sweeping the area weekly, creating a real community feel.

As the parklet came in under budget so the team decided to put this towards replacing some street trees in the area near to the parklet which perished due to the extreme heat in the summer of 2022. These trees complement the parklet in helping create a green corridor into the city centre and align with the team's objectives to increase biodiversity in the area to benefit local people and wildlife.

The local team were also able to commission a mural artist to paint a unique design on the parklet itself making the parklet into a more vibrant and interesting feature.

Angel Street Kinema

The Angel Street Kinema team delivered a project in support of the broader regeneration of the Castlegate area by drawing to the city quality creatives and artists to generate income and footfall. The main element was the hosting of a wide variety of vibrant events and multi-media exhibitions. These were intended to provide a platform for creatives to sell their products and connect them to new audiences, as well as bring trade to existing businesses in and around Castlegate.

Broomhill Traders Association

The Broomhill Independent Traders Association delivered a project focusing on the physical improvement of the local retail area. Through their work they:

- Successfully installed a 70 square metre living wall at the junction of Fulwood Road and Glossop Road. Greening this corner improved the visual appeal of the hub of Broomhill as well as contributing to improvements in bio diversity and air quality.
- Installed summer planting schemes throughout the retail area in 2021 and 2022 as well as a winter scheme in 2022.

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- Successfully refurbished/redecorated 45 shops in the area using materials with proven environmental credentials, using a unified palette of colours in line with the conservation area status of Broomhill. Renovating shops as a collective rather than on a piecemeal basis as been very impactful.
- Designed a suite of lamp post banners highlighting the business sectors available in Broomhill and installed 31 throughout the retail area.
- Additionally, the team developed a suite of Christmas banners to encourage locals and visitors to shop locally and installed them in tandem with lit Christmas trees on shop fronts throughout the area to promote business during the festive period.
- A retail map from a local artist was commissioned which will be hosted on the website and also intended installed in the area on a noticeboard. This serves both as street art as well as an information tool providing direction to the 100 businesses in the area.

Choose Chapeltown

The Chapeltown Business Forum came together to devise a project that would help address the problem of decreased footfall across the precinct. They delivered:

- A new seating area with planting, to create a pleasant place for shoppers to rest and pass the time.
- A vibrant series of events to attract people to the centre and encourage them to visit local businesses, including: Christmas events, a Jubilee celebration, events for 'back to school' and Halloween and a Coronation celebration. Branded marquees were purchased to enable events to continue after the project ended.
- A branding and promotional campaign that included: creating a bold, visual brand for the area displayed across the precinct on lamppost banners; two new noticeboards (one on the southbound station platform, one on the precinct, containing a map and showing and promoting the local businesses), the development of a website containing a full business directory, which was later expanded to include an events section and information on the Chapeltown Trail. An agency was appointed to deliver a local advertising campaign.
- Also part of the branding was the creation of a 'Chapeltown Trail' with a quiz and markers to find for those participating. Worksheets and maps were made available on the Choose Chapeltown website.
- The precinct was lit up with festive lighting across both years of delivery, to much local support.

Family Friendly Firth Park

The overall intention of the project was to increase footfall and create a family friendly appearance and perception of the Firth Park area. As part of the project the team delivered:

- Lamp post banners: 30 banners, designed by a local designer, were displayed on eleven lampposts around the Firth Park roundabout. 12 of the banners were general

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'Shop Local' banners while 18 were specific to different times of the year, six for each of the Eid, Summer and Christmas festivals.

- **Parklet:** A local company was commissioned to construct, install and maintain a bespoke planter and seating area for the centre of the Firth Park shopping centre. Two new benches were also installed on Sicey Avenue to provide more seating outside the shops.
- **Planters:** Seven large planters were installed around the shopping area to soften the look and feel of the high street and add colour and greening to the retail area.
- **Roundabout improvements:** The roundabout gates were painted and repairs completed to the structure of the roundabout. Previous planting was removed and replaced with new flower beds that were planted by local volunteers who will continue to renew the planting each season.
- **Park improvements:** 8 new picnic tables and 3 new benches were installed in the park, which have proved popular and are well used especially during the spring and summer months. Families purchase food from the local businesses and eat their food at the picnic tables exactly as intended. Reducing the height of the hedges close to the park café and the extension of the café's seating area has given the area a more open aspect and deters anti-social activities which was a problem prior to the improvements. The installation of 6 new litter bins encourages park users to dispose of their rubbish responsibly. New shrubs for the flower beds in this area were planted last year and are now giving a good display of colour and interest along with additional planting that has been done by local volunteers. The LED lighting on 15 park trees close to the shopping centre has livened up the park from dusk to late evening and has been widely admired by local residents and visitors.
- **Festivals:** Two festivals were planned, a winter festival in December 2021 and a large summer festival in July 2022. The highly popular Firth Park Summer Fun Day was delivered in July 2022 - the first since 2019 – and was a great success. Hundreds of people of all ages and from all sections of the community thoroughly enjoyed the many attractions on offer on a brilliant summer's day. Whilst the winter festival planned for December 2022 had to be cancelled on the day because of heavy snowfall that morning funding was instead re-purposed and used to fund a range of activities in April 2023 to mark the end of the ERF project. These included a Family Fun Day, vouchers for young children to attend soft plays sessions at Sam's Space, the launch of the Firth Park Heritage Trail and Map and a big Community Litter Pick.
- **Jubilee celebrations:** The late Queen's Platinum Jubilee in June 2022 provided an opportunity to augment the delivery of the ERF project by organising a competition for the 'best decorated shop window' and decorating the roundabout with a central pole and bunting. This was very popular with the community and generated many positive comments locally.
- **Christmas lights:** An improved Christmas lighting scheme was delivered, including a 30-foot Christmas tree decorated with LED lights and new Christmas illuminations for the lamp posts. The illuminations were lit up from early December 2021 to the first

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week of January 2022 and Firth Park Centre looked very festive for these weeks especially with the LED lights on the trees in the park. In December 2022 the Christmas lighting scheme was extended with illuminations along the main shopping streets in addition to the lights on the lamp posts at the roundabout.

- **Singing events:** Two Big Sing events, one in the park and the other in the Methodist Church, attracted an enthusiastic crowd of people who enjoyed singing many of the old favourites. They were each preceded by a family puppet show enjoyed by about 60 children on each occasion.
- **Dad's Family Project:** Finding a way to deliver effective work with fathers and their children was difficult and after considerable deliberation it was decided to support an existing group, the Firth Park Boxing Academy, that was already doing this work with very limited support from elsewhere.
- **Street art:** Four pieces of street art were delivered. They are all colourful abstract designs: one is a large mural on the side wall of Firth Park library and the other three are communications boxes in the vicinity of the roundabout. They have had the desired effect of brightening up the shopping centre.
- **Shutter art:** Art for one shop shutter and the five shutters on Firth Park Library was delivered. This sparked a lot of appetite for local businesses to also have their shutters painted. The team built this into their ERF 2 application to extend the 'brightening' of the high street.
- **Links with businesses:** A Business Link Officer was engaged to support local businesses to work together on strategies to aid their recovery from the effects of the COVID pandemic. Improving the appearance of the area and organising events and activities that increase footfall in the area have been key features of this work. He also produced three issues of a newsletter which kept local businesses informed about the achievements of the ERF project and future plans. The Link Officer's work with businesses has been challenging, not least because many business owners do not have the time or capacity to devote to a local Business Forum or similar organisation to raise issues and develop positive solutions addressing some of their immediate concerns. Towards the end of the ERF project the Link Officer established a WhatsApp group for local businesses which is proving to be highly effective in facilitating communications between them.

Hillsborough Regeneration Project

As well as delivering a large-scale project, the team in Hillsborough created a new organisation 'Hillsborough Together'. A key ambition of their project was to create a sustainable legacy of business collaboration and vehicle to bid for other funding to make further improvements to this important retail area. Their project included:

- **Street Furniture:** Benches were introduced to the area to increase dwell time as well as additional cycle parking to encourage sustainable travel and help lower carbon emissions. New bins have been installed along with planters and hanging baskets

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(summer and winter) to improve the aesthetics of the area and encourage more return visitors.

- Shutter art and store front improvements: This was a large part of the project and has had the largest impact to the high street. It has created a refreshed look to the high street and encouraged businesses to thrive. The shutter art has created a real buzz in the area with people visiting the area to view the artwork. It has created a positive impact as the high street is colourful and vibrant even when closed.
- Community events: The team engaged the community by creating trails across the retail area, which brought the high street businesses and the community together.
- Christmas Lights & Event: Christmas lights were displayed across the area in the festive season of 2021 and 2022. This created a great buzz as these have not been placed in the area since the tram was installed. A Christmas event was devised that worked around the local high street and increased their footfall at a time many businesses would usually be closed. The event free for all to encourage inclusivity.
- Business Forum and training: Several business forum meetings were held and momentum with the business community grew during the project. The team aimed to continue with quarterly meetings on an ongoing basis.
- Student internships: The team utilised Hallam University's TAP programme, which offered student time on 'real world' projects. They worked with 3 students for 100 hours and developed a project for them to monitor footfall in the area. The findings from the study were presented to the businesses which offered an evidence-based assessment of when the high street was at its busiest, what made shoppers use them or pass them by, the opportunities that were being missed and the steps that could be taken to improve on the findings. This was an incredibly useful piece of work.
- Hillsborough Together – Media: Social media was set up to allow the team to engage with businesses and the community, promoting both the work of the project and Hillsborough shopping district and businesses. Promotion was also done through an editorial in the local Sixer Magazine. This promoted the area, events and local businesses.

Heart of Manor Park

The team at Manor and Castle Development Trust devised and delivered a project aimed at bringing pride to the local area. It was very much seen as a starting point for further work and the ideas gathered from local people (on connecting the other local parades and extending the footprint of ERF) fed directly into their ERF2 application. Their ERF1 project included:

- Installing an additional litter bin on the lower parade of shops to help reduce street litter. This made a positive improvement to the quality of the streetscene.
- Replacing a noticeboard on the shopping parade that looked tired and was damaged, to ensure there is a visible place to promote local news and events.
- Community artwork was co-designed with residents and community groups and was the first augmented reality artwork in the city. It has been very successful and has



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encouraged visitors to come and view the piece. Those involved in the development of the work shared their stories and experiences of living and working in the area. All involved had a really positive experience of working with the artist. It was so successful that residents have asked for further artworks to be completed on the parade in Manor and in future in Harborough Avenue.

- Planters were installed to help brighten and soften the high street.
- Local children helped to design 'Keep Manor Park Tidy' posters which were printed and displayed across the high street.
- Three community events were delivered with great success, as they helped bring local people out and connect them with the local businesses and local community groups. The events included:
 - a summer event in August 2022 with market stalls, inflatables for kids, activities, information stalls and an afternoon tea for residents in order to introduce them to the project.
 - a Christmas event was held in November 2022, complete with Santa's grotto, light switch on, trees on shop fronts and lots more. The community artwork was unveiled at the event, with lots of positive feedback received.
 - A Spring event in March 2023 with market stalls, a community spring clean with residents and schools groups, a Keep Manor Tidy competition and the second piece of artwork was unveiled at this event.

Mosborough

Businesses in Mosborough reported that parking was a big issue for them and a factor in customers not visiting the high street. Their project centred around creating an 'Experimental Traffic Regulation Order' to change the parking scheme and restrictions for a period of 6 months to test whether this made an impact on parking availability for their customers. This ended up being very successful with no negative impacts to neighbouring streets. After a further 12 month period, the changes were made permanent. The businesses also used their allocated funding to install Christmas lights in 2021 and 2022, and install the infrastructure to allow them to have shop front decorations in 2022 and future years.

Nether Edge Village

The team in Nether Edge wanted to build a better relationship between the community, the high street and nature. They delivered the following in support of that aim:

- Bringing 20 permanent street trees to the area that are looked after by the community that Nether Edge and Sharrow Sustainable Transformation (NESST) have built.
- Installing four permanent community planters in Nether Edge Village that were planted and looked after by local charity Grow who have also established a group of community gardeners to maintain them longer-term.

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- Two permanent signs designed by the Nether Edge Neighbourhood Group (NENG) and Nether Edge History Group were installed to share the history of the area and allow people to navigate it more easily.
- A vibrant brand for 'Nether Edge Village' was designed by a team lead by local designer which helped give the businesses and community something they could all unite under and this was showcased on lamp post banners throughout the area. This allowed the team to market Nether Edge Village as a destination location to wider Sheffield by creating a beautiful leaflet to help celebrate all the businesses that comprise Nether Edge Village and social media presence to promote and unite the businesses. The leaflet was distributed all across the city so people can pick them up and discover the great businesses Nether Edge Village has to offer.
- It was important to the project to engage and promote the high street to all of the diverse demographic that live in Nether Edge Village. A local charity, Grow, were commissioned to bring their fantastic mentoring programme of 'Walk & Talk' specifically to Nether Edge Village to engage the younger inhabitants that need some help with a mentorship program and engage them with the cafes for cake and a drink.
- Ammi's kitchen was supported with equipment and marketing for their social enterprise to bring together women from different cultures to cook their homemade recipes which can then be enjoyed by the local community.

Proud of Page Hall

The team aimed to bring local businesses together to improve the public realm and environment and begin to improve the public perception of Page Hall, promoting the high street as a great place to shop. Activities led by the team included:

- A 'Business Improvement Forum' survey for local businesses, to gauge what businesses felt were the most important issues. 3 members of staff were allocated to this piece of work. Each business received a leaflet promoting the purpose of the Forum and a questionnaire. Businesses from all backgrounds were engaged to ensure representation, coverage and engagement. 45 responses from businesses were received (a response rate of 86%). This demonstrated that 39 wanted to become a member of the Business Forum (6 were unsure) and 36 wanted to be invited to the meetings.
- Page Hall shopping area visitor survey was conducted. 150 surveys were completed and feedback was shared with the Business Forum and fed into the project to help shape the activities.
- Page Hall Business Improvement Forum was set up, with a new logo created and communication channels developed.
- Engaged South Yorkshire Police were invited to attend the Business Forum, alongside the Council's Environmental Health Team (to help inform businesses of trade waste rules).

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- Page Hall Business Improvement Forum newsletters were designed and distributed locally to help explain the project, maintain interest, engagement and momentum.
- Three new litter bins were installed and wrapped with anti-litter messaging (part of a wider Council campaign) to help tackle the problem of on street litter/
- A 'Proud of Page Hall' campaign was launched in consultation with the businesses and community. 15 lamppost banners were installed to promote the messaging.
- Additional environmental work was completed to reduce anti-social behaviour – installing new railings at a hotspot outside shops and tactile paving was installed to reduce scope for standing in that location.
- A 'Keep Page Hall Tidy' campaign was developed in partnership with volunteers from 'Fight Against Litter'. Businesses across Sheffield supporting the campaign and the project held a 'Keep Page Hall Tidy' Clean-up Day.

Cultural Industries Quarter 'animation'

'Summer in the CIQ' was designed to bring back audiences and customers to the cultural and hospitality venues in the Cultural Industries Quarter which had suffered from increasingly low footfall due to the impact of Covid. The programme was intended to 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.

Marketed as 'Out & About in the CIQ', the programme included four micro festivals over 4 weekends throughout summer 2022 alongside 5 new public murals for the CIQ and a variety of commissions from artists and creative businesses in Sheffield designed to engage visitors and local residents/workers in dialogue and debate.

Overall, the programme was delivered as planned, on time and on budget, with impacts both short term and longer-term. The project delivered:

- Four Themed Weekends that explored big themes current to today's experience of living in a city. Centred on CIQ Square each weekend took place throughout the quarter, with local eateries providing food and drink on the square as well as from their venues.
 - Urban Futures: 2-3 July 2022: Exploring themes of architecture, urban planning and alternative realities, attendees explored radical possibilities for the future of our urban environment. Activities and events asked what could the future of our city look like and what part can we play in shaping it. From an interactive drop-in sculpture workshop, architectural tours of the CIQ and an exploration of how artist-led housing could shape our neighbourhoods, there were activities for all ages and a broad range of interests. Wrap around activity included painting workshops, printmaking, guided exhibition tours as well as programmed spaces in CIQ arts venues including Site, Gloam and Bloc.

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- Freshly Squeezed: 30,31 July 2022: Programmed by young people and showcasing some of the most talented young creatives, musicians and producers in the city, this weekend was delivered by Site Gallery's young people's programme in collaboration with DINA's young producers and Pattern and Push's artist development programme. The first day was a showcase event with young rappers from Yorkshire and the second focussed on LGBT Pride. Youth theatre Chol brought their new production Listen52 to Site, which imagined Sheffield's youth in 2052. Site's young people's group launched their zine Fresh Air created with LGBTQIA+ creative consultant Andro&Eve. Related exhibitions took place at Bloc, Gloam and Yorkshire Artspace.
- Paint Jam: 6, 7 August 2022: A celebration of street art and public murals in the CIQ, this weekend was built around the 5 new street murals commissioned on the facades of buildings in the CIQ (see below). An additional 7 mural artists were invited to create new work live in the square on boards and children were invited to contribute to one alongside. Street art tours and hip-hop dancing workshops and demonstrations took place and a commissioned artist delivered their exhibition at Foodhall on Brown Street which also housed a workshop and after-party.
- Sustainability: 3, 4 September 2022: The weekend explored local and global environmental concerns and ideas of social and personal sustainability. Workshops in the square included a hedge herb healing plants, a make your own wild soda and activity with social pickle. 3 new commissioned artworks on the themes of sustainability were launched and artists led engagement and consultation activity with visitors. Exhibitions took place at Bloc, Gloam Gallery, and Yorkshire Artspace Site Gallery delivered a series of themed performances and workshops.
- New Art Commissions: Several works were commissioned to run across all the weekends to deliver practical solutions to some of the challenges of outdoor programming as well as providing artist links from one event to the next: an architect/design duo made adaptable furniture for outdoor activity, Eleven Design made a printed CIQ family treasure hunt, Montez Press Radio were brought in to three of the Weekends to broadcast music and live interviews with people involved in the weekends. 4 Sheffield artists were commissioned to make new work in response to the themed Weekends. A judging panel selected: Christopher Jarratt created a public sculpture to highlight climate change; Sarah Waterhouse created printing inks with food waste and foraging sources; Leigh De Vries created a sculpture and interactive work address mental health and wellbeing; Leah Edwards created an immersive experience with line drawing and portraiture
- Public Murals: the team worked with artists Jo Peel and Mark McClure to create five new public murals on the facades of buildings through the CIQ. Artists/venues were: Jo Peel & Mark McClure at APG works, RUN at Sidney & Mathilda, Zoë Genders on

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the corner of Mathilda Street and Arundel Street, Enso at The Rutland on Brown Street. Kid Acne on Brown Street.

- The activities were all driven and complemented by focused marketing to the targeted audiences. The team collaborated with Welcome to Sheffield, which was really beneficial in reaching new audiences and a first for Cultural organisations in the CIQ.
- In total the project worked with 70 artists, commissioned 21 new works, delivered 40 performances, delivered 20 workshops, recorded 4,600 visitors at arts programmes in CIQ over the weekends with 2,300 of whom engaged directly in workshops and events. Increased footfall in partner venues, cafes and bars was difficult to quantify but everyone engaged reported a significant increase in business over those weekends compared to the previous and following weekends.

Spital Hill

ERF Spital Hill was aimed at supporting and raising the profile of businesses in the Burngreave area. The following were achieved during the delivery period:

- Establishment of the Spital Hill Business Forum (SPF) in May 2022 by the 3 local ward councillors and a contracted business co-ordinator who as engaged to liaise with this diverse group of businesses. The Spital Hill Business Forum (SBF) key objectives were:
 - Engage local businesses
 - Ensure businesses have a voice in shaping the area
 - Identify tackle common issues jointly with the cooperation of key stakeholders including local businesses, Councillors, Sheffield City Council (Local Area Committee Team, Community Safety, Environmental Health), Police and South Yorkshire Fire and Rescue Authority.
 - Transform the area and improve the image of Spital Hill as an area
 - Increase the number of visitors by publicising this thriving area to shop, eat and visit.
 - Provision of targeted support and advice through Business Sheffield
- The delivery of a 'Youth market' was successful in supporting young entrepreneurs to test out their business ideas and products to real customers. Over 80 people attended many were signposted to Sheffield Businesses and Apprenticeship.
- A 'Winter Fair' was set up on Ellesmere Green with market stalls, information stalls, with the presence of a range of services offering support. A graffiti workshop was held with a local mural artist which then would lead to the
- 2 murals by the same artist were commissioned to welcome people to the high street at celebrate the local area.
- Lamppost banners were designed and installed to add colour and make a statement about the local area – the key message was to 'big up the hill', by celebrating diversity, supporting community and shopping locally, unlock your potential and aim higher.

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- Social media and promotion: a videographer was hired to make a documentary about the project and area during the delivery period. A local photographer was commissioned to take pictures of the events. A private Facebook group was created to communicate with businesses and public messages were shared in the Burngreave Messenger (local paper). Posters were designed to promote events, meetings and networking opportunities. The Forum WhatsApp group has 50 members and is used to communicate with businesses alongside a Facebook group.
- Training and upskilling: 10 Businesses attended First Aid and are now certified. Additional training on marketing, safeguarding and Fire Safety were also delivered.

Totley Rise

The smallest of the projects was never the less effective. Traders recognised two issues in their area that they wanted to address:

- 1) The area lacks waste bins and at present there have volunteers who walk the street to collect rubbish. There are very few bins available on the route and there are takeaways and general stores that would benefit from having this facility for customers.
- 2) In order to promote the area and improve the appearance lamppost brackets were installed to hold marketing banners. This visual message promoted to local residents and those passing through that the area is open and ready for business.

Walkley

The Walkley Business Action Group were brought together by an anchor business on the high street. They led the project to deliver a hugely impactful project aimed at creating vibrancy, raising the profile of businesses and improving the visual appeal of the high street. Their large project delivered:

- Arts Trail: This programme of works delivered a suite of artworks on 25 utility boxes and 15 shop shutters. The trail is book ended with two murals, in Upperthorpe and Walkley. A unifying theme was chosen to create the sense of the trail, which was 'swallows' so people can spot the swallow on each and every design.
- South Road Parklet: an off-the shelf timber based construct that included seating and planting was installed on the main high street to provide a pleasant seating area and deter problem parking. The planting is maintained by local volunteers and it has proved to be a well-used area for local shoppers
- Shop Front Improvement Scheme: Over 38 shop owners expressed an interest in the Walkley 'Place Improvement Grant Scheme' and 18 have applied were awarded funding for improvements including new signage, remedial repair work, painting and lettering, improvements to paved entrances and glazing.
- Walkley Notice Boards: Additional to the original proposals, notice boards were purchased and installed to provide space for local businesses and community groups to share news.

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- Walkley Millennium Green Tree Removal: this was completed as an additional activity, as the tree posed an urgent danger to the public
- Outdoor trading and street furniture: businesses were supported with the purchase of street furniture, including benches, market stalls, chairs and tables, gazebos and planters. It is intended that this infrastructure can be used for local events and hired out to businesses for a small cost, to generate income for future events. Benches were installed along the Arts Trail route, picnic benches were purchased for Ruskin Park, and several planters were also purchased to compliment the benches. Cycle stands were also installed.
- Events: a very popular Christmas event was held on Walkley Green, with carol singers, a large lit tree, mulled wine and minced pies. This coincided with late-night opening of shops on the local high street. This was a big success and encouraged footfall to the local shopping parades. The Walkley Festival was a month-long celebration of all the activities that a regularly on offer in Walkley, publicised in one 'umbrella' brand and programme over the festival month. There was a launch event and a Fun Day for families in the park as a grand finale. The fun day attracted a big audience and was an opportunity to connect local businesses with this audience.
- Lamppost Banners: banners to promote the area were designed and installed across South Road.

Woodhouse

The Woodhouse Traders Association came together with the clear ambition of reanimating the local market square, so the main thrust of their project was holding market style, and other, events across a 12 month period. They varied in theme and purpose, but were always held with the aim of bringing more footfall to the area, encouraging people to spend in the local businesses, and improving the perception of the area. Events included a Christmas celebration, Remembrance observance, Woodhouse by the Sea, Back to School, Arty Party, Spring Market and more. The events were supported by a leaflet/newsletter campaign and by some upgrades to the Memorial Garden, Christmas lights and litter picks, to spruce up the area ahead of each event day.