

Economic Recovery Fund

Independent Abbeydale

The objective for 'Independent Abbeydale' was 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. With the area evolving all the time, the project was keen to really showcase and emphasise the fantastic offer and selection of independent traders that Abbeydale Road hosts.

Identity and branding - A desire to move away from the dated "Antiques Quarter" label and move into a more modern image that was representative of the local businesses saw a new branding package developed. "Independent Abbeydale" was created with a new logo, social media and digital branding guidelines provided to businesses. Bespoke designs were included on 20 lamppost banners and 14 bin wraps on the main road.

Business and community focussed events - 'Abbeydale Live' was delivered at the end of April 2024 and was a huge success. Plans are underway to make the event an annual occurrence and has received widespread acclaim from visitors and traders alike.

Street art and public realm improvements - A shop front shutter scheme was devised to improve the visual appeal of the area. Through that 8 new pieces of shutter art were installed, injecting new life into the road, alongside a brand new, large wall mural was installed on the corner of Empire Road, opposite Abbeydale Picture House. Two new benches were also installed, in addition to the lamppost banners and bin wraps, enhancing the visual appeal of the area and providing space to socialise and rest along the high street.



Economic Recovery Fund

Banner Cross

The Banner cross project looked to bring new life to the high street by delivering a campaign to rebrand the area and create new marketing activity. The team also endeavoured to enhance the high street by installing new benches and banners, alongside branded bin wraps in a commitment to increase the sense of pride and identity in the area. The planting of street trees along the main stretch of road all contributed to improving the look and feel of the street, making it an even more desirable area to visit and shop.

- **Brand, banners, bin wraps** – A new ‘Shop Local – Banner Cross’ brand and design was created. This was used on 22 new lamppost banners that were installed, as well as 13 new bin wraps. The branding ran from the Psalter Lane junction at the top of banner cross, right down to the Rustlings Road turn off.
- **Shop front Christmas trees** – A desire to increase the sense of community and enhance Banner Cross as a shopping destination resulted in a commitment to make the area more festive and attractive at Christmas. Brackets were installed on the exterior of 24 premises and Christmas trees with lights installed for the holiday season. The intention is for this to be repeatable annually now that the infrastructure is in place.
- **Public realm improvement** – 3 new benches were installed along the highway at separate intervals leading up Banner Cross. This gives visitors a resting spot for the uphill walk and also enables shoppers to sit and enjoy a snack or coffee from the local businesses. In addition to the benches, 19 new street trees have been installed all the way down the main stretch of Banner Cross. 11 were funded through ERF and local Councillors, with an additional 8 being provided by AMEY to support the work in the area and enhance the look and feel of Banner Cross as a destination.
- **Retail trails** – Participating retailers hosted a trail at Easter and Christmas for local children to spot posters and pictures in the local businesses, with prizes for taking part. This created welcome footfall for the area and enhanced the feeling of local community, further building the “shop local” message in the branding. These will be repeated by local volunteer groups in the future, having had the experience of supporting these and gaining experience through ERF.



Economic Recovery Fund

It's All about Broomhill

After a transformative project in ERF1, the team applied for further funding to extend street greening, their impactful shop front scheme and refresh their existing website and marketing materials, all in keeping with the area's status as a conservation area.

- **Shop front improvements** – In ERF1 45 shopfronts were refreshed, using a coherent colour palette with carbon capturing paint, in accordance with the area's conservation status. In round 2 the shop fronts of two more businesses were supported.
- **Greening scheme** – In ERF1 Broomhill had a clear intent to 'green' the area and as part of that their statement green, living wall was installed on the corner of Fulwood and Glossop Roads. Alongside this large installation, planting schemes were delivered in summer and winter to maintain interest, provide an ecological corridor for wildlife, and provide additional respite from the air pollution from this arterial route into the city. These planting schemes were maintained throughout ERF2, continuing to offer to offer bright and appealing greenery to the retail area.
- **Christmas tree project** – ERF1 established the infrastructure for shop front Christmas displays and new trees with lights were installed across the shopping area for the festive period in 2023 and 2024, continuing the legacy that was built in 2021 and 2022. Alongside this, a banner change over to the festive design was also completed, to enhance the festive feel of the high street.
- **Social media content and website update** – The local team had some social content created for some of the businesses on the high street. In addition to this a full refresh of the 'It's all about Broomhill' website was completed to reflect the changes and enhancements in the area, as well as the businesses in the community: [It's All About Broomhill - A leafy suburb of Sheffield](#).
- **Street Scene improvements** – The team had a local high street map designed and produced for display in 2 newly installed noticeboards on the shopping precinct. One free standing board outside Costa, while the other was wall mounted on a private building.



Economic Recovery Fund

Choose Chapeltown

After a successful project in ERF1, the 'Choose Chapeltown' team were awarded for further funding to build on what they'd already delivered. Second time round, they hosted fun community focused events, Christmas lights, wayfinding signage and a series of new orienteering trails to bring new footfall and visitors to the area.

- **Events** – A hugely successful and fantastic event was delivered to commemorate D-Day in Chapeltown. Businesses dressed their windows, the market had a 1940s style special event and the village was dressed out in 1940s memorabilia. A special tea party was put on for veterans by Happy Hare haberdashery in their shared courtyard. Happy Hare had spearheaded a campaign to make commemorative quilts for veterans which were handed out at the event. This has since spun out and been developed into a small charity initiative. Fun trails at Halloween and Christmas were also put on to take people around the retail area and discover the local businesses.
- **New orienteering trails and taster events** – Building on the [Chapeltown Trail](https://www.goorienteering.org.uk/course/chapeltown-park) concept delivered in ERF1, the most significant (and complex) part of the project was creating and establishing 8 new permanent trails in the popular greenspaces of Chapeltown. This work was delivered alongside South Yorkshire Orienteering and Sheffield City Council. The creation of these trails is a centrepiece of the project and is a legacy that will bring increased footfall to the area for years to come, as well as the great publicity for Chapeltown: <https://www.goorienteering.org.uk/course/chapeltown-park>
<https://www.goorienteering.org.uk/course/westwood-country-park-ring>
- **Christmas lights** – Following the success of having Christmas lights in the ERF 1 project, once again 31 lampposts were adorned with festive Christmas lights in 2024, enhancing the visual appeal and providing a festive feel to encourage more visits to the area.
- **Signage and branding** – 3 new pedestrian finger posts were installed on the highway, signposting to different areas and key locations in Chapeltown. Once again, the previously commissioned "Choose Chapeltown" branding that was created in ERF 1 was utilised on all promotion and branding throughout the ERF 2 project.



Economic Recovery Fund

Crookes Collective

'Crookes Collective' aimed to create new community gardens and an orchard in their area, as well as a programme of unique events and improvements to the street scene. Their project was a great success and a brilliant example of local collaboration.

- **Green spaces - community garden and orchard, planters** – A key component of the Crookes Collective project was improving the green spaces along the high street by making them more welcoming and encouraging local people to use these spaces. Three wildflower beds were established from Bute Street to the Ball pub. A new community garden was created with bird and bug boxes, new planting and an orchard of fruit trees. Native Rowan trees were planted on the space by The Ball pub and a new volunteer gardening group was brought together that will care for and nurture these spaces in the years to come.
- **Events** – Events played a pivotal role in bringing the Crookes project to life and the aim was to drive people to the area, showcasing all Crookes has to offer. A Summer Fête, The Festival of Crookes, Events at Easter and Christmas, as well as an impressive outdoor cinema showing of the cult classic film The Labyrinth really put the high street on the map for the local community and beyond.
- **Streetscene** – To improve the offer for local shoppers and enhance the visual appeal of the area, 9 new colourful planters were installed along the high street as well as 4 new benches to encourage people to linger longer. 30 shop front brackets were installed to house Christmas trees in future years, providing another ERF legacy for the high street.
- **Area promotion (branding, social media campaign, loyalty scheme)** – There was a concerted effort to create a new local identity that would stand out and encourage the local community to shop locally. 'Crookes Collective' was utilised on marketing material, tote bags and a loyalty scheme was piloted, aimed at rewarding people to shop in Crookes.
- **Street Art – Shutters** – 14 shop front shutters were adorned with vibrant street art, as well as 3 doors and a wall mural adjacent to the community garden, significantly brightening the visual appeal of the road.



Economic Recovery Fund

Discover Darnall

The 'Discover Darnall' project was delivered to make the area a destination to be proud of for the local community with a selection of bespoke murals, an event, streetscene improvements and a campaign to stop what was perceived to be a persistent problem with litter.

- **Streetscene (community green space improvement, banners and bins)** – Improving the greenspaces in and around the main Darnall high street was a major success for the project: 3 new planters were installed on the high street, a new community garden was created on the unused greenspace by Darnall Fisheries, and 3 new planters were installed on the greenspace by Darnall Library. Two new bins were also installed and festive lighting was purchased for use annually on the lampposts of Darnall.
- **Anti-litter campaign (educational leaflets, banners, posters and video)** – A targeted campaign to improve the long standing litter issues in the area resulted in an [anti-litter video](#) being produced in a number of community languages. Shorter videos were also produced for use on social media, alongside bespoke marketing materials. The campaign will be rolled out locally and emphasises the importance and impact of keeping Darnall clean and tidy. A community litter pick was delivered to launch the campaign.
- **Branding, promotion and marketing** – 14 lamppost banners with the 'Discover Darnall' branding were installed in the area, and the local 'Community Connector' publication was used throughout to promote the project and the activity. 5 separate promotional videos for social media were created to advertise the various sectors of businesses that were available in the area.
- **Street art** – In order to enhance the sense of pride of place within the local community, 3 bespoke art murals were installed in Darnall. Each was designed in with consultation of local businesses and the community.

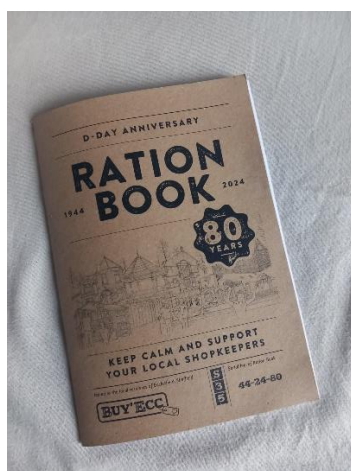


Economic Recovery Fund

Ecclesfield Together

The local team focussed on reimagining the branding of the high street and creating a new heritage trail and events, getting people to explore the area in new ways. They also focussed on bringing the business community together to help keep making positive changes moving forward.

- **Branding** – A very effective and impressive set of branding was developed called “Buy ‘Ecc”, focussing on encouraging people to shop locally. This was displayed on tote bags, 20 lamppost banners, event promotions and marketing.
- **Events and trails** – celebration events and retail trails at Christmas (x2), Easter and Halloween engaged the local businesses on the high street and connected the local community to the traders. They also developed a wonderful ration book style business promotion voucher book to tie in with D-Day celebrations. A heritage trail of key areas and landmarks in Ecclesfield was established, with further plans in future to digitise the trail for other audiences.
- **Public realm improvements** – The greenspace area of the library lawn was tidied with additional planting making the area more slightly and welcoming. A permanent fence was also installed around the perimeter of the space, delivering a solution to a long-term issue. A new dog waste bin was installed and another litter bin was relocated. Hanging baskets were installed on shop front businesses to enhance the visual appeal.
- **Establish a Trader Forum** – A formalised trader group was established and constituted, opening the door for future activity, funding and engagement for the area’s businesses community moving forward.



Economic Recovery Fund

Family Friendly Firth Park

Following a successful project in the first round of ERF, the team at Firth Park were granted further funding to plant trees, decorate shutters and run an events programme as part of 'Family Friendly Firth Park'.

- **Tree planting on the roundabout** – Following work in ERF 1 to improve the greenspace in the area and make repairs to the central roundabout, 2 brand new Yew trees were planted on the roundabout of Firth Park in their ERF 2 project, which will serve as Christmas trees.
- **Shutter art** – In a desire to improve the visual aesthetics of the retail area, street art was identified as a way to deliver some colour and culture to the area. 15 businesses had shutter art installed as a part of their project and a brand new mural by renowned artist Peachzz was installed on the pavilion in the park.
- **Events** - 4 community market events were delivered throughout the year, focussing on local independent makers and bringing footfall to the local area.



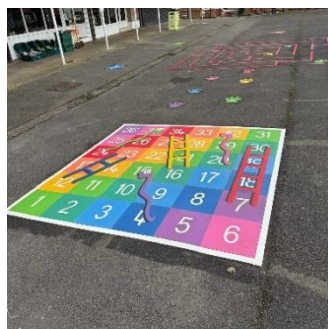
Economic Recovery Fund

Gaunt Parade and Newfield Green

The Sheffield City Council Gleadless Valley Regeneration Team were asked to lead this project after the initial applicants withdrew. They were keen to see funding that had been awarded to the area utilised and saw that ERF could enhance in small ways the retail areas that are part of the much larger Master Plan for housing in the area. Although much of the delivery at Newfield Green is on hold pending a resolution to land ownership issues, the shopping parade at Gaunt Precinct has had some fantastic additions, developments and improvements.

- **Street Scene Improvements** – The goal to make the main parade at Gaunt more appealing for the local community and residents has been achieved through various physical installations. 2 new picnic benches with seating have been installed on the forecourt, as well as having 6 bins wrapped with Luke Horton Art. Bespoke planters have been installed, along with a new sign for the precinct. A new area for plants and trees has been created with an enclosed gate. The addition of play markings on the forecourt have made the area more child and family friendly. A bike stand has also been installed to make trips more secure.
- **Street Art** – 5 of the business units have had street art installed, as well as a new impressive mural on the side of the sandwich shop by artist Faunographic, linking with the existing artwork installed on the side of the parade earlier in the year.
- **Events** – The project also supported 2 events that were delivered with the local food bank and took place in the autumn and at Christmas.

Further plans are being made for Newfield Green and will be delivered once the land ownership issue is resolved and complete.



Economic Recovery Fund

Growing Greenhill

The Greener Greenhill project aimed to deliver 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 was made more visually appealing through planting schemes along with enhancements on the library lawn.

- **Promoting the area (banners, loyalty scheme pilot)** – Extensive consultation by the team locally led them to focus their promotion on attracting residents to appreciate the businesses and offers that were available on their doorstep. 14 lamppost banners were designed and installed with the branding of 'Our Greenhill', alongside window stickers for businesses and a social media page. A loyalty scheme to reward users of the local businesses was piloted and well received. A campaign was also delivered to promote local businesses through social channels and a collaborative strategy to engage the local businesses with support to do this was delivered.
- **Street Scene Improvements (planters, planting and play markers)** – 3 new community planters were installed on the highway with edible herbs for the community to use. A bespoke planting scheme of wildflowers in 3 beds were installed on the central roundabout, and new trees and flower beds were installed on the library lawn. Play markers for children were installed outside the library as well as a new sign for the quarterly market on the market square. 4 wayfinding post were installed across the village referring back to the central point of the shopping area.
- **Artwork (utility boxes and small mural and sculptures)** – 7 wildlife themed street art designs were installed on utility boxes around Greenhill by local artist Emma Barnsley. Emma also completed a street art mural on a side wall of the main retail area. Scrap metal artist Nathan Heppenstall designed and installed 9 wildlife sculptures within the new flower beds on the library lawn.



Economic Recovery Fund

Hackenthorpe

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

- **Banners** – A new logo to promote the area was designed and was adorned on 9 lamppost banners along the bus route and on the main shopping parade.
- **Streetscene** – 4 new benches and 4 new planters were installed on the highway to create a more pleasant and welcoming environment for visitors and shoppers to experience.
- **Festive lighting** – Christmas lights were installed on the lampposts of the parade for the festive season in 2023 and 2024, creating an enhanced sense of location and community over the holiday period.
- **Shutter art** – Shutter art was installed on 6 of the shutters that form part of the parade of shops. This brightened the area and enhanced the visual appeal in general.



Economic Recovery Fund

Harborough Avenue (Manor Park)

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

- **Events** – 3 events were delivered in the main shopping area, with a summer event and festive events in 2023 and 2024.
- **Banners** – A design was created for new lamppost banners to be installed on 10 lights along the parade to enhance the sense community pride.
- **Public Art** – 7 original pieces of street art were installed, including 4 new store shutters being painted and a specifically designed wall mural. An innovative piece of street art that captured all the elements that were most important to the community was installed on panels, and is a hugely impactful piece of street art that perfectly reflects the area and community.
- **Shared door improvements** – Shared access doors that separated the retail units, giving access to the flats above had become unsightly and poor conditioned. In total 4 of these were renovated and painted in street art to connect with the banner design and mural art in the area.
- **Street Scene** – 2 new litter bins were installed on the parade and 3 bins were wrapped with Luke Horton imagery.

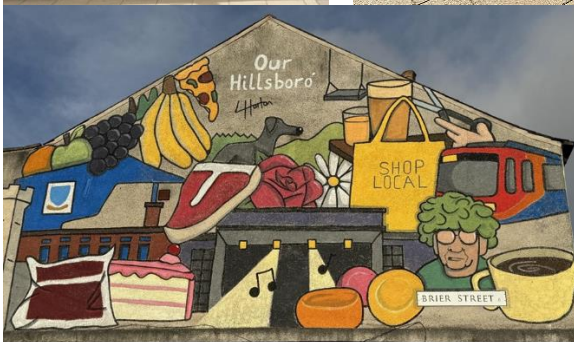


Economic Recovery Fund

Hillsborough Together

The Hillsborough team applied for further funding to build the incredible impact they had with their ERF 1 project. With a plan to continue their events programme, extend the programme of shop front improvements and shutter art, and deliver a series of business workshops.

- **Joint events with Middlewood** – A series of events throughout the year both for business and community were delivered. These included 2 Christmas events (in 2023 and 2024), a spring trail, a business networking event and a window dressing competition event were all successfully delivered and well attended.
- **Shutter art** – Following the success of the street art that was delivered in the area as apart of ERF 1, another 5 shutters were installed as well as a new wall mural by the famous local artist Luke Horton.
- **Shop front improvements** – Shop front improvements were delivered to 2 stores in the area, continuing the work from ERF 1 and enhancing the overall image and perception of Hillsborough that has been transformative since ERF began.
- **Business development** – A formalised traders association was formed with multiple businesses forums and workshops delivered throughout the year.
- **Street Scene** – 2 new bins were installed on the main highway to encourage people to keep Hillsborough tidy.



Economic Recovery Fund

Next Stop Infirmary Road

'Next Stop Infirmary Road' looked to create positive change in a sometimes overlooked area. The focus of the project was brightening the parade of shops with store front improvements and street art, as well as greening and softening this main road with the planting of street trees.

- **Place improvement (shop fronts, bins and street trees)** - A number of place improvement grants were awarded for new signage to Snooty Catz and Alsultan, as well as 4 new bin wraps and a new high street bin. 5 new street trees were also planted along the highway to green and soften this busy urban road.
- **Business engagement** – A key component of the project was to connect the traders and encourage a collaborative approach to enhance a sense of community between local businesses.
- **Street art** – A successful arts trail was delivered in Walkley using ERF1 funds. This was extended into Upperthorpe and Infirmary Road with ERF2, with the additions of murals and shutter art featuring various local artists such as Fem Sorcell, Peachzz, Marcus Method and Joel Barton. The mural (on the old police station) and shutters (on Wyndsors) were painted by Ethan Lemon and celebrated the history and heritage of the area.



Economic Recovery Fund

Love London Road

The local team were passionate about improving London Road and raising awareness of the fantastic offer of local, independent businesses. To do this the team were keen to create a new identity for the area and celebrate and champion the diverse and multi-cultural nature of the local community and the businesses on the street.

- **Collective identity (banners, flyers, bin wraps, marketing campaign)** – A new brand to represent the area was developed called 'Love London Road'. This was installed on 23 lamppost banners and 14 bins along London Road. Window stickers for the businesses were also created and 5 PVC banners produced to be displayed in the surrounding area to promote the area and raise the visibility of the branding. A new social media channel was also created with the aim of providing a collective platform for the businesses and promoting local events.
- **Celebration events** – A key element of the project was to bring the community together with the businesses that serve. Two fantastic events were hosted by the team at Alderson Road car park, the first to launch the newly installed mural and second as a spring celebration to showcase the community spirit and show the area in its best light.
- **Shop front improvements and borrow bank** – A total of 15 businesses on London Road saw improvements made to the exterior of their business. From new paintwork to new signage, the improvements had a significant impact on the visual appeal of the road as a whole. Also, a borrow bank of useful resources like paint, gazebos, anti-graffiti kit and litter picking equipment was created for businesses to share and borrow in order to keep their unit and street well maintained.
- **Alderson Road car park improvements** – The team were keen to maximise the value of the nearby car park on Alderson Road that previously looked unwelcoming and daunting for visitors. A fantastic mural was designed and installed in the car park by the world renowned Peachzz, paying special homage to the multiculturality of the area. Some improvement to the green spaces immediately surrounding at the car park are also planned, to further enhance the appeal of using the car park for potential shoppers.



Economic Recovery Fund

Lowedges Boost

Lowedges Boost looked to enhance the shopping area by bringing 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. New lighting gives a safer feel to the parade and the works collectively have made the area generally a more welcoming and pleasant place to be.

- **Street scene improvements** – 2 new double bins on the main parade were installed, along with 2 new benches and a community notice board. Under canopy lighting was installed to make the area safer and more comfortable in winter months and late evenings.
- **Artwork** – Street art was installed by renowned local artist Alistair Flindall on selected shop front shutters, as well as the pillars under the precinct canopy. An impressive mural on the side wall of the parade was also skilfully delivered. This brightened up the area and generally enhanced the visual appeal. The artwork has been truly transformative.
- **Festive decorations** – Festive decorations were installed on the main parade to give a sense of community spirit and belonging in the holiday period.



Economic Recovery Fund

Middlewood Together

With new benches and bins, planting and street art, the Middlewood team aimed to work in partnership with the Hillsborough team and extend their success through the neighbouring high street and make Middlewood a destination for local people to shop, visit and enjoy.

- **Street Furniture** – 2 new benches, a bin and a planters were installed on the high street to enhance both the visual appeal and add functional additions helpful to shoppers. Decorative hanging baskets were installed in 2024 and 2025 to add colour and help green the busy high street.
- **Store fronts improvements** – improvements were made to a number of businesses front facing exterior to improve the general look of the whole area. This also included some shutter art as this had been so successfully delivered in nearby Hillsborough.
- **Joint events with Hillsborough** – A series of successful events and trails were delivered throughout the year in conjunction with Hillsborough together and the businesses across both shopping areas. This was a fantastic way to bring the entire local community to enjoy and appreciate everything the local businesses had to offer, as well as celebrate the community spirit. The trails were scheduled for festive times of the year, such as Halloween, Christmas, Easter and summer.



Economic Recovery Fund

Northern Avenue (Arbourthorne)

The local project team were keen to combat the perception of businesses and others that anti-social behaviour of young people deters people from visiting the shops. To do this they created a targeted programme of engagement to promote positive citizenship, community ownership and empowerment. They also wanted to improve the visual appeal of the area by delivering street art to brighten shutters and gable ends, and improvements to make the high street more inviting.

- **Youth engagement programme (through art, culture and music)** - In order to engage with the local young people in the area a programme was devised in partnership with to tackle anti-social behaviour, build cohesion and tackle negative perceptions. Street artist Alistair Flindall ran a series of workshops with youngsters in the area to utilise the passion for music and art to formulate the design for the mural that would be installed. The youngsters then assisted with the installation of the street art as well as wrote and performed a song about their feelings of the area.
- **Artwork improvements** - Painting the upstairs window shutters at the Co-op and gable ends with street art brightened the area and connected the community.
- **Street Scene** - New lamppost banners were designed in collaboration with local school children and installed on the lampposts in the area. 2 new litter bins were installed on the highway while the 6 already in situ were wrapped with the Sheffield wide Luke Horton imagery. Christmas trees and lights were installed for the shops to create a sense of destination in the holiday period.



Economic Recovery Fund

The Spital Hill Network

Spital Hill had a successful ERF project in ERF1 and a new team were keen to build on that progress in ERF2. The focus was on engaging and empowering businesses to keep the area clean and tidy with the provision of training and equipment. Community involvement across the diverse communities of Spital Hill, particularly of the local youth, were at the heart of the project. An innovative and impactful addition to the project was the delivery of a pilot digital skills and equipment project for female sole traders.

- **Ongoing environmental campaign and business training** – There was a strong emphasis on street cleaning and encouraging each business to take responsibility for their area of the street. Green City Action provided 1 to 1 training, as well as litter picking equipment, to business to encourage more street cleaning. They also supported this effort with daily litter and cleansing patrols and built a network of volunteers that will continue this work.
- **Youth engagement and art project** – Education workshops were delivered in local schools to emphasise the importance of keeping streets clean and they were encouraged to get creative and design their own anti-litter messaging campaign. These artworks were used to inform the design for new bin wraps.
- **Events** – The Spital Hill Festival and outdoor 'souk style' market was delivered in September 2024, which celebrated the multicultural nature of the area and its businesses. A fashion show was delivered by local resident turned internationally known fashion designer Kasner Asker and there was an environmental arts trail and exhibition along Spital Hill featuring professional artists alongside designs from the school workshops.
- **Business forum** – The Spital Hill Business Network was formed and met several times throughout the life of the project. This will continue after ERF to enable collaborative idea sharing and working to improve the area for local businesses and residents alike.
- **Business borrow bank** – A range of tools to help businesses keep the street and shop fronts clean was purchased and made available for the local businesses to book out via Green City Action to use on their business and in the public realm.
- **Digital Improvement Programme** – An impactful and successful mini-project was devised by the Network and delivered in partnership with Aspire in partnership with 'Reyt Repair' to provide reconditioned laptops and digital skills training to 10 sole female traders that operate on Spital Hill.



Economic Recovery Fund

Connecting Stannington

The 'Connecting Stannington' project was designed to bring locals and visitors to the high street through a promotional campaign and a programme of events. There was a desire to connect the 3 different retail areas of Stannington - promoting a cohesive and collaborative business community and more connected shopping environment for Stannington. A commitment to improve the street scene through shop front improvements, new benches and bike racks gave the shopping areas a lift and encourages people to spend time there.

- **Branding and promotion** – A “Connecting Stannington” brand was created and designed for new lamppost banners to be installed on 12 lampposts across the 3 shopping areas. An illustrated map/business directory was created and distributed to circa 2k local households as well as installed on a local noticeboard.
- **Events** – The project supported the Stannington carnival and hosted a retail trail in the summer and at Halloween. At Christmas late night opening was also enhanced with festive crafts and local performances that encouraged people to explore local businesses.
- **Shop Fronts** – Shop front improvements were delivered for 9 retailers across the 3 sites, from new signage to planters, awnings and paint work, providing a welcome refresh to the streetscene.
- **Street art installations** – The concept was to create a statement piece of art in each retail area, to help tie the project together and make the area look more appealing. Four pieces were commissioned in total, providing vibrancy and interest that complemented the other visible improvements delivered by the project.
- **Street Scene** - A bike rack was installed to promote active travel and encourage and make the shops more accessible, while a number of greenspaces were cleared and transformed to make the area more visually appealing.

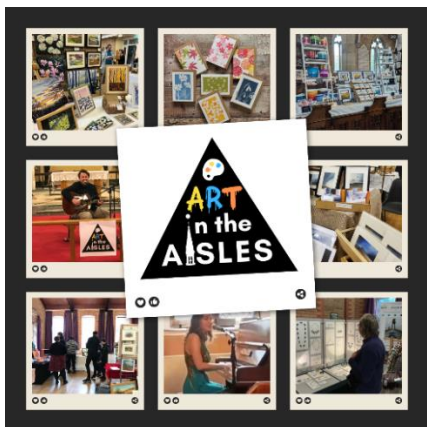


Economic Recovery Fund

Walkley

The team in Walkley were keen to build on the success of the large project they delivered in ERF1 and successfully applied for funds in ERF2 to deliver additional shop front improvements, public art and signage, as well as supporting the Walkley Festival team and re-engaging with local businesses.

- **Marketing** - New logos were designed for the Welcome Walkley website, Walkley Forum and Walkley Festival/Events. A targeted kids treasure hunt on South Road as part of the launch day to Walkley Festival to drive people to the area. A shop local campaign (Santa trail) was linked to the Christmas market to encourage people to shop local. All Walkley traders and key locations have also been put onto [Maphub](#) to enhance the presence of the retailers in the area and showcase what is available for local residents.
- **Events** - A number of markets were held throughout the year to celebrate local makers and independent traders. A Christmas market was hosted with a footfall of over 1200 people. This was inclusive of a Santa trail which was an initiative linked to the shop local campaign. The hugely successful Walkley Festival was also supported, and the team have now, as a result of ERF, spun out to create 'Walkley Events' that plan and coordinate events across the year to add interest to the local calendar and high street.
- **Place improvement scheme** – The team were keen to enhance and improve the overall high street. This included shopfront improvements to a number of businesses, public artwork, area signage, as well as planters and hanging baskets. Branded bin wraps were also installed on the highway bins, promoting a campaign to keep Walkley tidy.

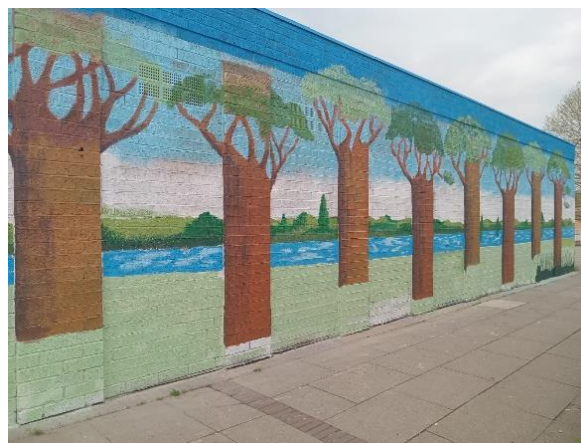


Economic Recovery Fund

Westfield Matters

The team delivering in Westfield were keen to improve the local streetscene on the main shopping parade with benches, bins, and improved green spaces, including a new herb garden. In order to make the area more appealing to the local residents they decided to bring new artwork to shutters and the footpath wall leading to the shops and run events to bring the community together.

- **Street scene** - The shopping parade at Westfield centre was the primary focus of ERF and trying to make the area more desirable and resolve the perceptions of antisocial behaviour. 3 benches, 2 planters and 3 new bins were installed, as well as a herb garden that was planted and will be maintained by local school children.
- **Street art** — Street art was painted on the shutters of the parade businesses, as well as the main wall that leads through to the centre from the car park.
- **Events** — 3 community events were delivered throughout the project on the main parade to entice local residents and community to see what the shops had to offer and enjoy the improvements that had been made.
- **Marketing - lamppost banners** — Branding was designed to showcase and promote what was available at the local shopping parade. These were displayed on lamppost banners throughout the centre and as a banner on the main wall. New signage was also displayed in the car park to signpost to the shops at the front that aren't easy to see.



Economic Recovery Fund

Revive Woodhouse

Following a successful project in Round 1, the 'Revive Woodhouse team' were granted further funding to expand their events programme, install new signage and a new noticeboard to house a historic map of the area.

- **Events (market and family focused events throughout the year)** – Events were the primary objective of the project, and the team successfully delivered 11 events and markets in the delivery period. Adding a consistent market presence to Woodhouse has enabled the local community to rely on a regular event offering and this has driven footfall to the area. These events have brought the local community together and animated this historic market square.
- **Streetscene improvements** – Targeted improvements were made to the local area to enhance the experience of visitors, shoppers and the local community. Green spaces were cleaned up and tidying of the market square was completed by volunteers head of each event. A way finding post was installed, pointing to key areas in Woodhouse and a new notice board was installed in the main square that now houses a newly re-produced copy of a historic map and information about the area.

