

**S**

**Stronger perception  
increases willingness,  
which drives economic value**

# Sheffield **makes**

sanctuary  
experiences  
poets  
opportunity  
the manufacturing of tomorrow  
DocFest  
aerospace lighter  
equal opportunities  
city breaks to remember  
jobs for the future  
the most liveable spaces  
the craft brewing scene  
modern rules for football  
the outdoors in the city  
you feel at home



# Sheffield makes people, and people make Sheffield

Page 4



**People make our stories  
come to life.**

Passionate people. Influencers,  
facilitators, thinkers, and do-ers.  
What connects them all is an  
openness to new ideas and a  
spirit of inventiveness.

In Sheffield we don't need  
permission to try new things.





# Above everything, we are wonderfully inventive

**We've identified invention as the one quality that sets us apart from other cities.**

It's a resourcefulness, a willingness to roll up our sleeves, explore new opportunities, try new partnerships and create amazing new experiences.

This spirit of inventiveness explains why Sheffield is a place that's constantly remaking itself.



## Conference Sheffield



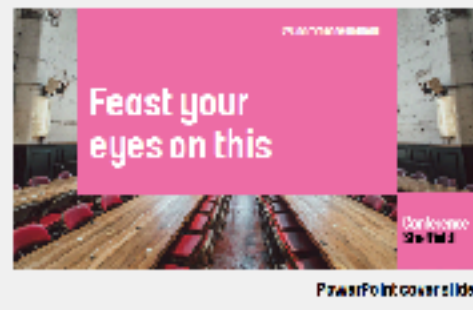
Portrait cover



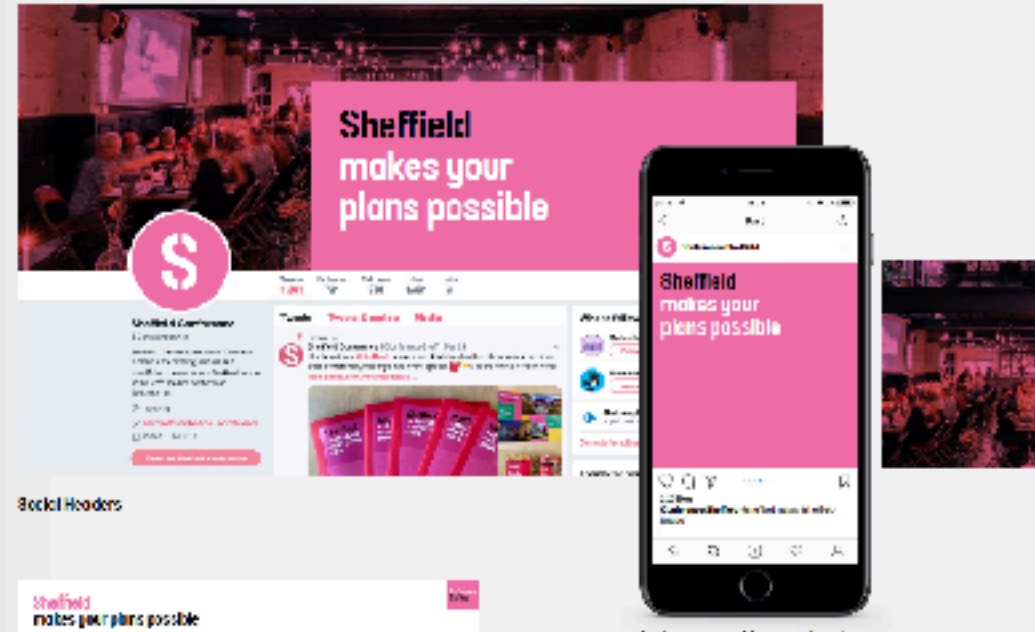
Instagram post/carousel posts



Landscape cover



PowerPoint cover slide



Instagram post/carousel posts



PowerPoint content slide

Word cover

Word content page

## Business Sheffield



Portrait cover



Instagram post/carousel posts



Landscape cover



PowerPoint cover slide



Instagram post/carousel posts



PowerPoint content slide



Word cover

Word content page

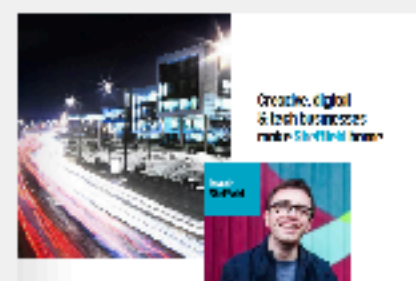
## Invest Sheffield



Portrait cover



Instagram post/carousel posts



Landscape cover



PowerPoint cover slide



Instagram post/carousel posts

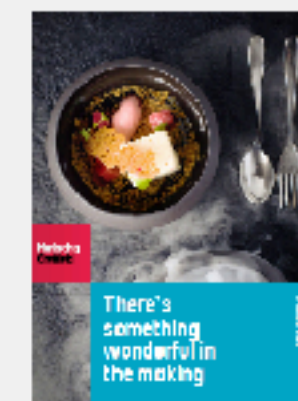


PowerPoint content slide

Word cover

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## Marketing Sheffield



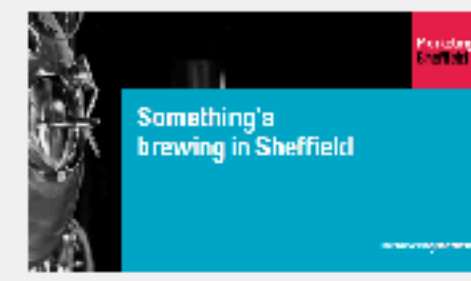
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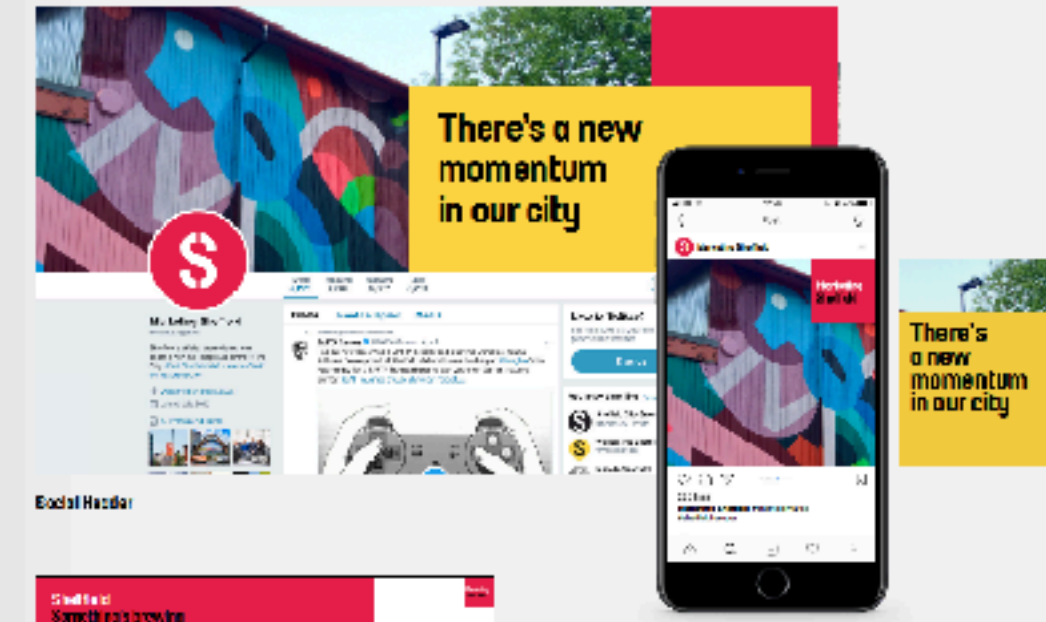
Instagram post/carousel posts



Landscape cover



PowerPoint cover slide



Instagram post/carousel posts



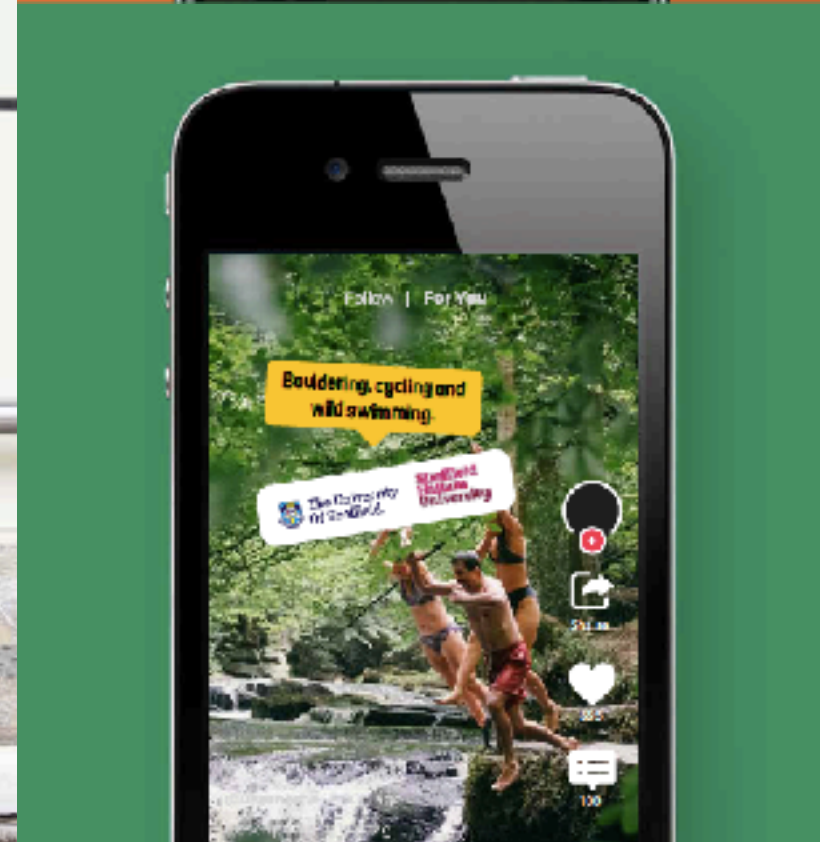
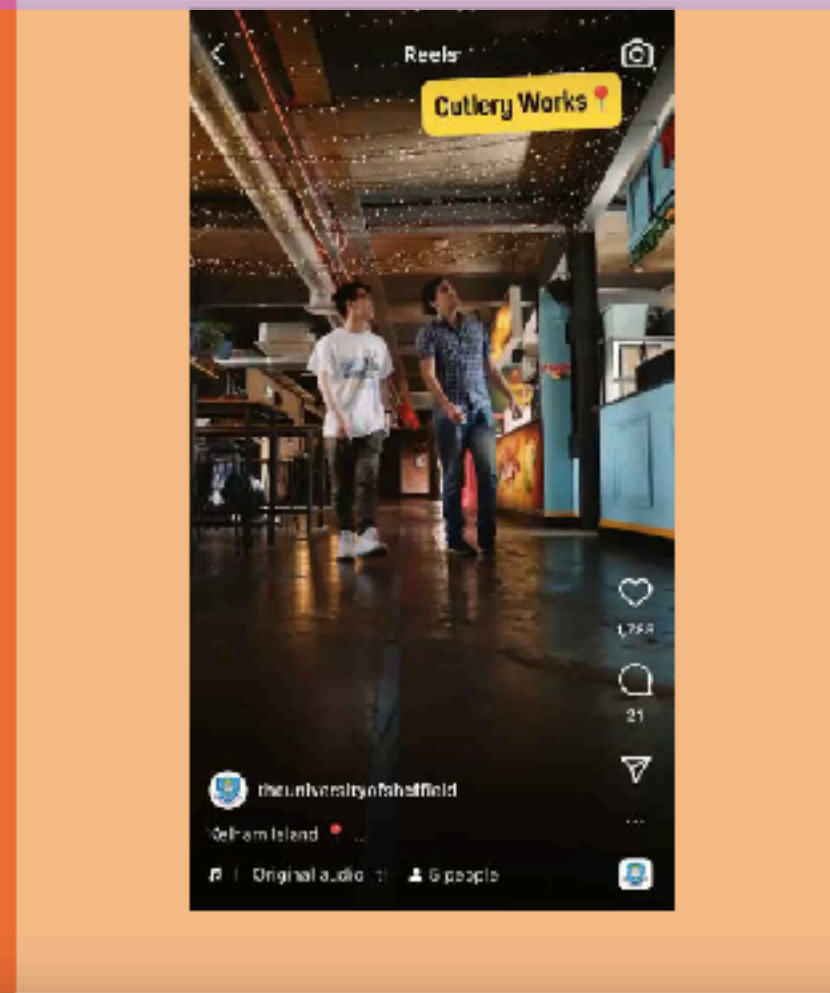
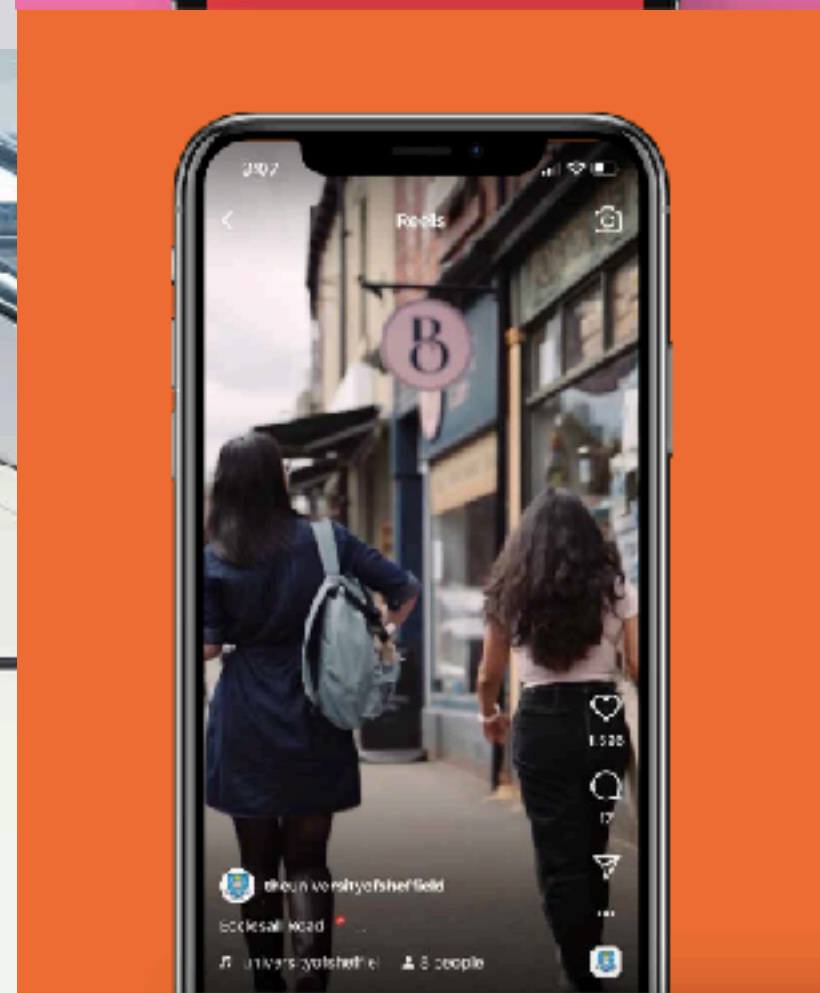
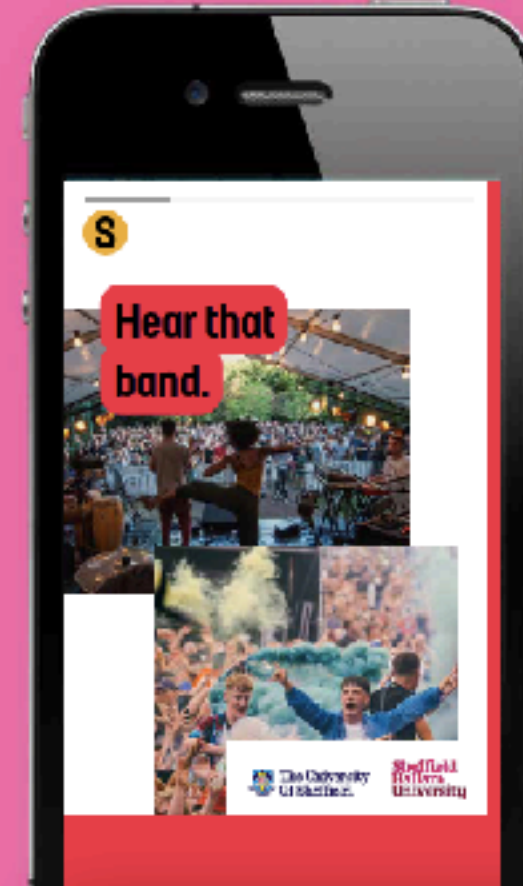
PowerPoint content slide



Word cover

Word content page







「LOOK  
UP」

Sheffield



City/Nation/Place  
**Awards23**

PROUD FINALIST

 BEST PLACEMAKING INITIATIVE







## Sheffield is the 2nd best city break in Europe for 2023, according to TimeOut...

...and the Observer Food Monthly says we are this year's UK foodie hotspot.

That means amazing food, theatre, street art, gigs, bars, clubs and festivals whilst you also hike, climb, bike and run through the greenest city in the UK - with 1/3 of it sitting in the Peak District National Park.

Sound like a good way to spend a few days?  
Then scroll down for more inspiration.

### A city break with a soundtrack

Whether you've got tickets to a gig or festival in Sheffield already or love the thrill of discovering new sounds in unexpected places, there's a whole lot more to explore in our musical city... and it's not all blokes in bands either.

Throw in a legendary beer scene, amazing foodie places, indie shopping and great outdoors, and you've got a pretty enjoyable weekend away with your mates sorted...

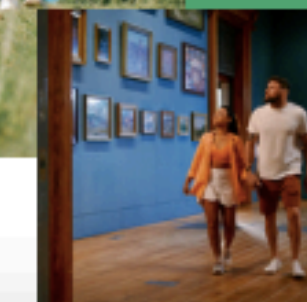
See more



### Quality time together

Life can be hectic, so a little getaway once in a while can make all the difference, allowing you to chill out, recharge and reconnect.

In Sheffield, we have a bounty of beautiful greenspaces to explore in the city, plus we're perfectly placed with the Peak District on our doorstep. Combine that with bustling suburbs, foodie delights, creative experiences and fascinating heritage, and it's a pretty perfect match!



### Upgrade your business trip!

Well connected! Sheffield is slap-bang in the middle of the UK, making it an ideal host location for many national conferences, meetings and business events, plus with a compact city footprint you're never far from some great places to unwind in too.

So if you're in the city on business, why not make the most of your down-time while you're here and be sure to explore our great outdoors, fantastic food scene and vibrant culture... it may just make you want to stay for longer.

See more





# Home to some of the most inventive conferences around

Conference  
Sheffield



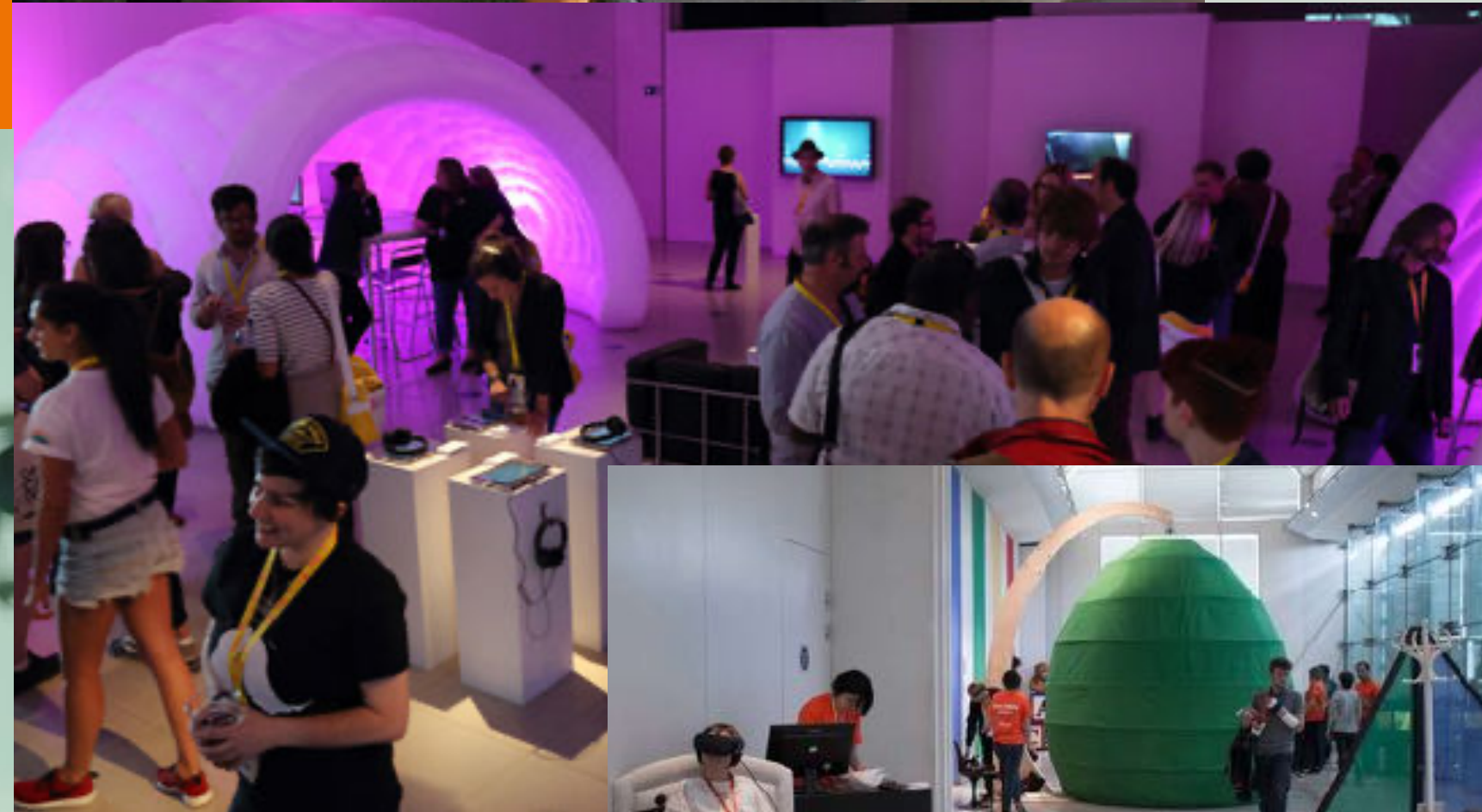
**FESTIVAL CONGRESS**

<b>JILL FURMANOVSKY</b> Photographer	<b>BING JONES</b> Extinction Rebellion
<b>DR JENNIFER OTTER BICKERDIKE</b> Author and cultural historian	<b>BERT COLE</b> Arcaidia Spectacular
<b>CHRIS BAILEY</b> The Boy in the Corner	<b>JO WINGATE</b> Sensoria
<b>CHRIS SHELDRIK</b> What's Words	<b>THE A-Z OF FESTIVALS</b> live podcast with Rob da Bank featuring Deershed Festival
<b>REBECCA WRIGLEY</b> Rewilding Britain	<b>TIM LEIGH</b> Stage One



Sheffield

**THE CHILDREN'S MEDIA CONFERENCE**





# STEAM data (visitor economy)

2022

**15.8 million**  
Tourism Visits  
to Sheffield in 2022

**1.7 million visits** were made by visitors **staying within the City area** as part of a holiday or short break, generating **3.8 million nights** in local accommodation

**17.9 million**  
Visitor Days and  
Nights generated by  
Visitors in 2022

On average, visitors staying in Sheffield spend 2.3 nights in the area and spend a total of **£82 million** on local accommodation

**14.1 million tourism visits** made by Day Visitors in 2022

Day Visits to Sheffield generated **£1.1 Billion** for the local economy in 2022

In total, **staying visitors** generate a total economic impact of **£272 million** for local businesses and communities

Visitor activity and spend supports more than **13,285 full time equivalent jobs** locally

A total of **£1.35 Billion** was generated directly and indirectly within the local economy through visitor and tourism business expenditure



# Climbing at the Sky's Edge



**The  
Outdoor  
City**

**Sheffield**





## The remarkable renaissance of Sheffield

The Steel City's revival is epitomised by the transformation of the Park Hill housing estate, the setting for a sell-out new musical

By Paul Miles

14 April 2023 • 8:00am

### Related Topics

Europe, United Kingdom, England, Sheffield, Yorkshire, Peak District







Image: DAILY MIRROR

NEWS	POLITICS	FOOTBALL	CELEBS	TV	CHOICE	ROYALS
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# 'Sheffield's mammoth transformation makes it one of the UK's coolest city breaks'

Sheffield city breaks aren't always the first that come to mind when thinking of UK holidays but one writer loved the former industrial powerhouse that's now famed for its urban transformation, sustainability credentials, and miles of green space

OPINION By Fiona Whitty  
10:49, 25 Oct 2023 | UPDATED 12:27, 25 OCT 2023



For a place once synonymous with steel and cutlery-making, Sheffield is certainly showing its mettle with a mammoth transformation. The warehouses and factories that have lain dormant since the industries declined in the 1970s and 80s are being painstakingly repurposed as homes for craft breweries, distilleries and stylish places to eat, drink and shop.

**CLEAR WINNER**  
Winter Garden glasshouse

## SHEFF'S SPECIAL

A city famed for cutlery is now cutting it as a cool destination. By **Fiona Whitty**

**LOVIN' IT**  
Harvey and Rosie at Winter Garden

For a place once synonymous with steel and cutlery-making, Sheffield is certainly showing its mettle with a mammoth transformation. The warehouses and factories that have lain dormant since the industries declined in the 1970s and 80s are being painstakingly repurposed as homes for craft breweries, distilleries and stylish places to eat, drink and shop.

And nowadays, as well as being crowned the UK's most sustainable city and the one with the biggest amount of green space, Sheffield's been dubbed the Outdoor City a nod to its proximity to the Peak District's lolly countryside and its miles of cycling and hiking trails.

On a visit with my daughter Rosie, 17, and son Harvey, 22, I soon realised the perfect way for us to get a taste of its new-found cool would be on foot.

Although a large city, Sheffield's centre is wonderfully compact and its riverside walks and attractive architecture make it great for a stroll. Besides, a crime-novels solving and wedd been enlisted to help, courtesy of a murder mystery-style self-guided walking tour from a company called CityDays (£15pp, citydays.com).

Once wed activated the WhatsApp link CityDays had sent to our smartphones, we were delivered a series of riddles and puzzles which, once cracked, led us to various areas and landmarks, with suggestions for where to stop for food or drink breaks.

Our mission to find a killer on the loose

TURN TO PAGE 40

CONTINUED FROM PAGE 47



**NEW LIFE**  
Kelham Island

took us past street art and through the Peace Gardens, a pretty square with cascades and fountains designed to emulate molten steel and the rivers that once powered the great industrial mills.

We walked through the Winter Garden, an ornate mega-glasshouse that provides a calming oasis for passers-by – and 2,500 plants from around the world – and discovered stunning regenerated areas such as Kelham Island and Victoria Quays.

After around three hours of hard mental graft – and a fair amount of leisurely sightseeing – wed cracked the mystery and managed to rid the streets of a murderer.

My co-detectives and I agreed that it was a fun way of getting to know the city, and far more engaging than a straight walking tour.

Feeling proud of ourselves, we headed that evening to IberiCo, a small independent tapas restaurant that prides itself on home-cooked food using authentic Spanish ingredients that you're unlikely to find elsewhere in the UK.

It's tucked away in Dyson Place, a former store area for materials destined for the mills that's been transformed into a beautiful courtyard housing businesses.

We felt like we were experiencing a little slice of Spain, with friendly owner Daniel – originally from Cadiz – serving up a tapas feast.

Extra-special dishes included superb turns belly tatakis with black olives, sweet green chilli and tomato dressing, and tender iberico pork that, as promised, melted in the mouth.

Other hits were the humble fried potatoes – the best wed ever tasted – and Iberian ham and sheep's cheese croquettes. (ibericosheffield.com)

We stayed at the modern and friendly Leonardo Hotel in the city centre, just a 10-minute walk from the rail station and handy for the sights.

Our seventh-floor superior room was big enough for the three of us to comfortably share – saving the added cost of having to get two rooms – and provided views across the city to the Peak District beyond.

A 10-minute walk away past Sheffield United's Bramall Lane football stadium – the team were promoted to the Premier League last season and this campaign are taking



**TRANQUIL**  
Peace Gardens



**SLEEK CHIC**  
Manhatta

on giants such as Manchester City and United, Liverpool, Arsenal, Chelsea and Aston Villa, while arch-rivals Sheffield Wednesday also rose a division to the Championship – lay the historic Locksley Distillery.

Hidden away in a former Victorian cutlery works, it produced one of the UK's first ever craft gins when it launched in 2013 – the 15th to be exact. Now there are more than 700 producers.

The name of its main spirit, Sir Robin of Locksley Gin, is a nod to Robin Hood, said to have been born in the Loxley area in the west of the sprawling city suburbs, the boundaries of which extend into the Peak District.

On a tour our guide Elliott gave us a few tasters and showed us round, explaining how



**SLICE OF SPAIN**  
Tapas at IberiCo

# STEEL THE SHOW



the distillery's gin ingredients still had to be painstakingly winched up to the second floor of the Grade II-listed Portland Works as rules meant the building couldn't be adapted.

The height must suit it – the gins are tremendous (tasting tours £15pp, locksleydistilling.com).

Sheffield's steel-making past was recently highlighted once again on screen with a follow-up to the comical yet heartbreaking 1997 film The Full Monty, which showed unemployed steel workers in the city becoming male strippers to make ends meet.

One of the highest-grossing British movies ever, it's returned as a Disney+ TV series which caught up with the original characters played by much the same cast, including Robert Carlyle, Mark Addy and Lesley Sharp.

Keeping with the theme of bygone times, we popped into the National Videogame Museum, a showcase of computer games over the

years. Don't let the fact it's a 'museum' put you off – this is full-on, hands-on fun and each of the 100-plus consoles are there to be played.

Parents will no doubt love the flashbacks to a misspent youth playing Pac-Man

and Pac-Man. But our family favourite turned out to be the daft kids' game Buzz! Junior Jungle Party from PlayStation 2, where we fought off hungry lions, demolished lotem poles and pelted opponents with coconuts (adult £12, child £9, thenvm.org).

Switching to grown-up mode we later swung by Manhatta, a sleek New York-style cocktail lounge with neon lights and bare brick walls.

Launched earlier this year the place is set in – you guessed it – a former steel factory.

For Harvey and I the Steel City Sling (a Sheffield Special) didn't disappoint – a lip-smacking mix of vodka, raspberry liqueur, citrus and spice.

A broad menu of mocktails meant that Rosie didn't miss out either – the pineapple-based Pornstar Nofmi was fun – while small plates of salmon tacos and spicy beef brisket kept our hunger at bay (manhatta.co.uk).

Nearer the hotel we came across cool coffee shop Tamper, located in a former silversmiths. Its impressive all-day brunch menu included Turkish eggs, salt beef Benedict and smoked chilli crab scramble (tampercoffee.co.uk).

It summed Sheffield up perfectly – a very modern city wrapped up in heaps of heritage and charm.

Sheffield lies on five rivers – the Don, Porter, Loxley, Rivelin and Sheaf – and seven hills



**GET THERE**  
Sheffield is adjacent to the M1 (J31/33/34) or two hours by train from London, around an hour from Manchester or Birmingham and 3.5 hours from Edinburgh.

**BOOK IT**  
Rooms at the Leonardo Hotel Sheffield, formerly Jurys Inn, start at £85 a night B&B. leonardohotels.co.uk

**MORE INFO**  
welcometosheffield.co.uk

**Youth centre**  
ONE reason for Sheffield's vibrancy and cultural diversity is the two in-demand universities – Sheffield and Hallam – which have a total of around 65,000 students between them, adding a youthful energy to the Steel City.





Sheffield

Make yourself at home in our Outdoor City





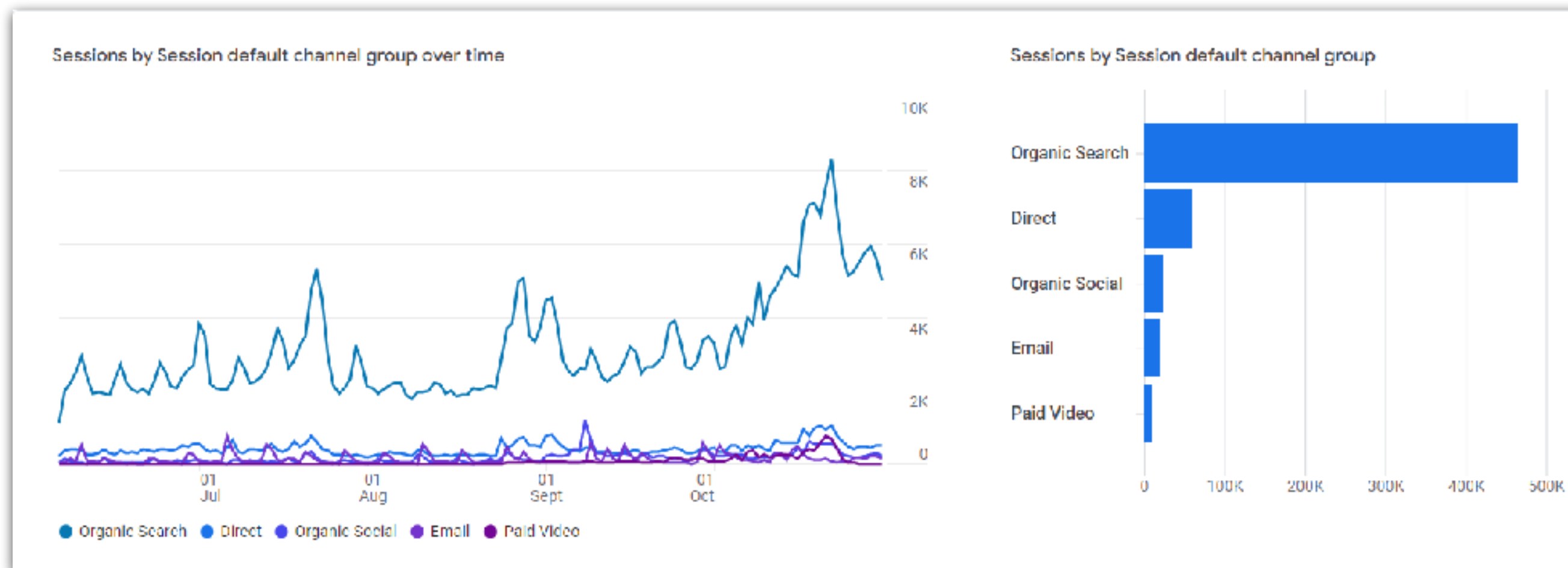
## Total users June - Nov



## Top ten page visits June - Nov

Page title and screen class	Views	Users	Views per user
	933,452 100% of total	390,934 100% of total	2.39 Avg 0%
1 All Events	94,074	24,095	3.90
2 Sheffield - your university city	55,309	34,226	1.62
3 A change of scenery	49,027	33,963	1.44
4 What's on in Sheffield	25,417	19,433	1.31
5 City breaks in Sheffield, The Outdoor City	22,078	16,595	1.33
6 Things to see and do in Sheffield	16,554	12,524	1.32
7 Top 10 things to see in Sheffield	15,918	11,812	1.35
8 Welcome to Sheffield - the official destination website for the city	15,515	11,595	1.34
9 Kelham Island, Sheffield	13,564	10,350	1.31
10 Visit Sheffield: The Outdoor City	13,418	9,982	1.34

## Traffic by source



## Top ten traffic by location (city)

Town/City	Users	New Users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	390,934 100% of total	450,100 100% of total	439,710 100% of total	74.24% Avg 0%	1.12 Avg 0%	1m 01s Avg 0%
1 London	141,197	151,767	157,891	76.15%	1.12	0m 50s
2 Sheffield	74,577	90,818	97,854	80.27%	1.31	1m 27s
3 (not set)	24,370	22,743	22,889	68.93%	0.92	0m 50s
4 Birmingham	20,030	18,281	18,906	72.56%	0.94	0m 57s
5 Manchester	11,834	11,255	12,419	80.07%	1.05	0m 47s
6 Milton Keynes	7,025	5,079	5,717	66.79%	0.78	0m 35s
7 Wolverhampton	6,073	5,284	5,428	60.18%	0.79	0m 36s
8 Leeds	6,060	6,967	6,946	76.03%	1.01	0m 16s
9 Norwich	6,710	5,406	5,035	60.65%	0.80	0m 37s
10 Plymouth	6,429	5,021	5,186	68.58%	0.81	0m 36s



**Campaigns**

**Events**

(both programmed  
& supported)

**Brand**

**development**

**LVEP &  
DMP work**



- **More local businesses**
- **Attract more visitors**
- **Deliver for events and conferences**



**TH  
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\$  
♥**