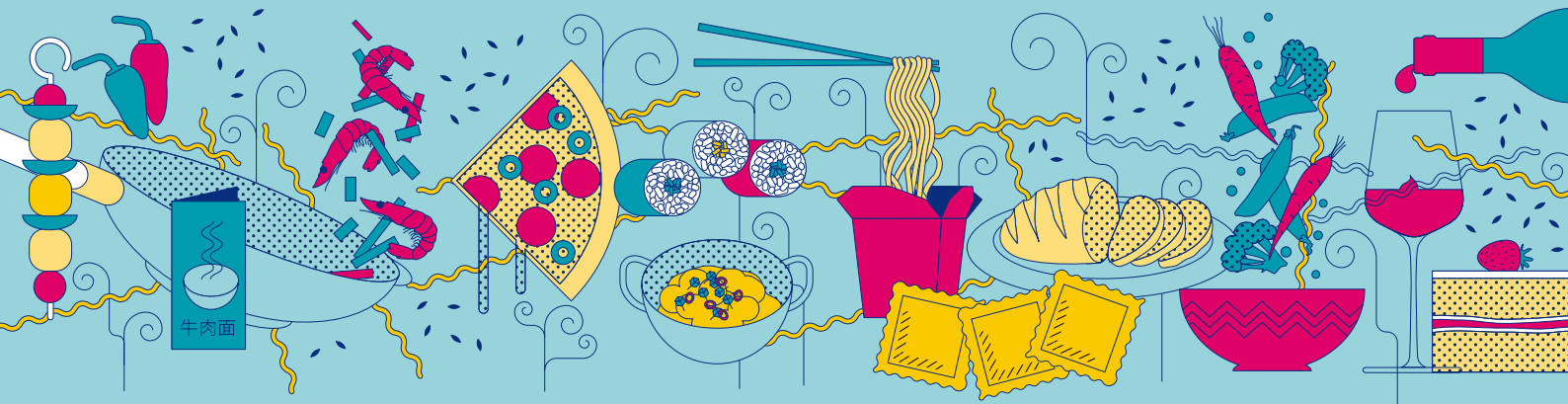
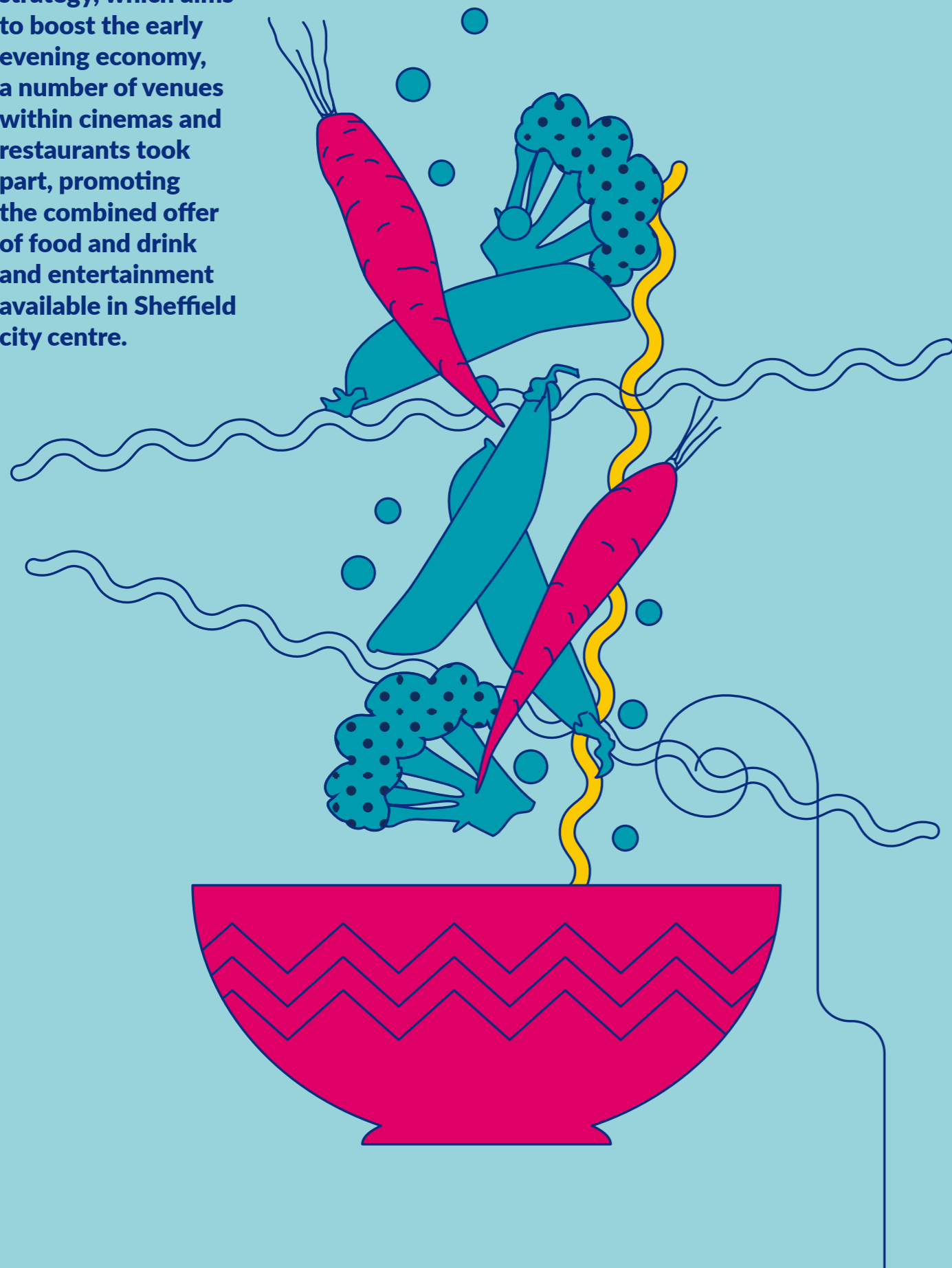


# Impact Report - summary



---

A flagship event of Sheffield BID's Alive After Five strategy, which aims to boost the early evening economy, a number of venues within cinemas and restaurants took part, promoting the combined offer of food and drink and entertainment available in Sheffield city centre.



---

**Dine Sheffield took place for the third time from 18 October – 1 November 2018 with 29 cafes, bars and restaurants creating 34 offers for the foodies of Sheffield to enjoy.**

**Eateries across the city centre created bespoke set menus priced at £5, £10 and £15. From coffees and cake in the morning through to a quick bite at lunchtime or something more sophisticated in the evening, Dine Sheffield offered something for all tastes and budgets.**

**More than 3,300 diners enjoyed a meal out during Sheffield's foodie fortnight, with the social media campaign reaching more than 180,000 people across the city region and beyond and marketing campaign reaching tens of thousands.**

---

# Dine Sheffield venues



Smoke BBQ



Café Rouge



Birdhouse Tea Bar and Kitchen



Common Room



Revolucion De Cuba

The following restaurants took part in Dine Sheffield:

[Birdhouse Tea Bar and Kitchen](#)

[Bloo88](#)

[Browns](#)

[Bungalows and Bears](#)

[Café Rouge](#)

[Café Totem](#)

[California Fresh](#)

[Common Room](#)

[Craft & Dough Campo Lane](#)

[Crucible Corner](#)

[Cubana](#)

[Fahrenheit at Genting Casino](#)

[Forum](#)

[Fresh Choice Noodle Bar](#)

[Gourmet Burger Kitchen](#)

[Inox Dine](#)

[Light Cinema](#)

[Marmadukes](#)

[OHM](#)

[Pieminister](#)

[Revolucion De Cuba](#)

[Sakushi](#)

[Showroom Cinema and Café Bar](#)

[Smoke](#)

[Strada Sheffield](#)

[The Botanist](#)

[The Devonshire](#)

[The Rutland Hotel](#)

[The Yard at Mercure](#)

[Unit](#)

[Wellies](#)

# Top 10 venues

## Top 10 restaurants according to voucher downloads

Pieminster

The Botanist

Marmadukes

Browns

Bloo 88

Sakushi

Birdhouse Tea Bar and Kitchen

Cubana

Revolucion De Cuba

Bungalows and Bears



The following restaurants took part in Dine Sheffield for the first time:

Marmadukes

The Botanist

Café Totem

The Rutland Hotel



# Dine Sheffield – the stats

**3,331**  
Total customers

**£4,061**  
organiser spend in  
the host economy

**2,149**  
Total voucher  
downloads

# Estimated Economic Impact

**£83,820**  
consumer spend (£50,820 is the  
nett increase in consumer spend)

**£87,881**  
is the estimated economic impact  
of Dine Sheffield (Autumn) 2018



## Customer feedback

**“I enjoy the chance to try upscale venues out ahead of a bigger-spending visit”**

**“It enabled us to try a restaurant that we had not dined at before to see if we like it at a reasonable cost. We were all thrilled with the offer and the restaurant and we will definitely visit again”**

**“Value for money and an opportunity to sample city centre dining in the evening”**

**“The opportunity to visit a restaurant we probably otherwise wouldn't have used”**

**“A very good website, good email reminders that it was coming up and great service at the restaurants”**

**“Opportunity to visit a new restaurant before going to the cinema”**

**“Like idea of encouraging people to city to eat out more”**

**45%**

visited a restaurant for the first time during Dine Sheffield

**57%**

of people made a special trip into the city centre to redeem their Dine Sheffield voucher

**87%**

of people were positive about the offers available

**84%**

of customers thought the offers were value for money



# Restaurant feedback

“Dine Sheffield brought people into the restaurant that hadn't been before and we were able to show case what we had to offer”

“It brings in guests, who may not necessarily dine with us otherwise”

“It's something different that we can offer customers who are on budgets”

“It got a lot of people out trying different venues”



**79%**

of restaurants found evening was the most popular time for Dine Sheffield customers

**50%**

of restaurants noticed an increase in new customers during Dine Sheffield

**100%**

of restaurants would take part in Dine Sheffield again

**100%**

of restaurants felt customers enjoyed their Dine Sheffield experience

# Marketing Dine Sheffield

Having undergone a makeover in March 2018, the Dine Sheffield logo, illustration and website remained the same to ensure brand consistency.



← Vouchers and menus were given a new look, bringing out the lighter blues of the Dine Sheffield colour palette.

# Dine SHEFFIELD

---

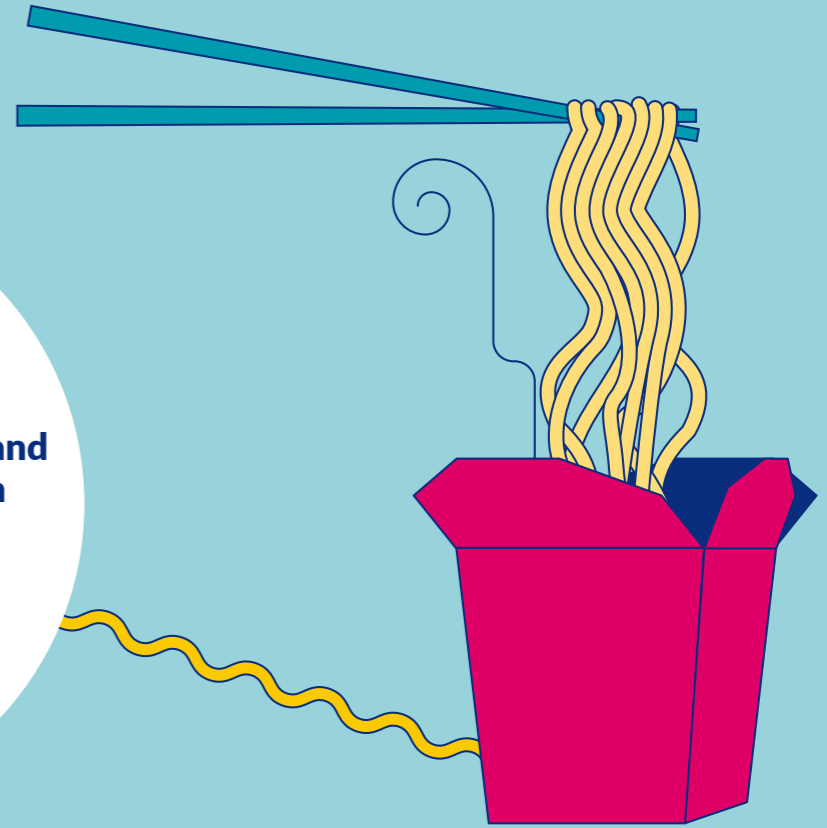
## RESTAURANT WEEK

→ New leaflets were designed, again focusing on the lighter blue of the Dine Sheffield colour palette, rather than the yellow.



A 45-minute live broadcast filmed at Cubana featuring Pieminister, Craft and Dough and Sakushi, received more than

**9,000**  
views and 23 shares



An online ad campaign with The Star received  
**20,004**  
impressions

Magazine advertising reached an estimated  
**40,000**  
people





# Dine Sheffield on social media

**49%**

heard about the event through Alive After Five's social media posts

**10,650**  
users

During Dine Sheffield, [www.sheffafter5.com](http://www.sheffafter5.com) saw a

**13.58%**  
increase in sessions,

**18.44%**  
increase in users and

**11.73%**  
increase in pageviews  
[www.dinesheffield.co.uk](http://www.dinesheffield.co.uk)

**58,385**  
pageviews

Total number of people reached through Sheffield BID and Alive After Five on social media:

**180,648**

Sheffield Star Live Facebook broadcast

**9,004**  
viewers

**63%**  
women and  
**37%**  
men

**41%**  
of users aged 25-34, Alive After Five's target audience

# Dine

## SHEFFIELD

---

### RESTAURANT WEEK



**Sheffield**BID  
Business Improvement District

