



## Sheffield Best Bar None Scheme

Sheffield BBN is nationally recognised as being one of the most successful schemes in the country – we're more than just an award ceremony



This month the BBN schemes takes positive action to develop awareness of the scheme and increase the number of premises enrolled with the scheme. Currently we have 38 sites working with BBN and we look to push this further in the coming months. This will include a strong social media strategy, collaboration with enrolled premises, training opportunities for your teams and extending our catchment area in the city centre.

### ***Does your business have a BBN champion?***

The role of a premises BBN champion is to:

- Take an active role in preparation of the BBN assessment
- Promote good practice
- Promote your BBN status to your staff, and even more importantly your customers!

### ***Are you taking advantage of our FREE training scheme?***

Our training is open to accredited and non-accredited premises and covers the following areas:

- Masterclasses on core licensing objectives
- BBN Assessment criteria's
- 'Ask Angela' training

These sessions will run on Friday 7th July 2-4pm or Wednesday 12th July 2-4pm, both at Sheffield Town Hall. To book your place contact call Alison/Naomi on 0114 2736851

## ***Addition to BBN Criteria***

The BBN scheme constantly aims to develop and support schemes which elevate the nightlife community within Sheffield, and ultimately creating an improved, safe and happy environment for your customers. With this, we are proud to support the #StrawsSUCK campaign, helping businesses across the UK reduce their waste through the use of plastic straws, and the Accessibility is everything campaign which aims to ensure all businesses across the UK have suitable access for all disabilities. Premises which demonstrate support for these campaigns will be awarded bonus points in the 2018/2019 BBN Award scoring system! More information on these fantastic campaigns can be found here:

**Straws Suck:** <https://strawssuck.co.uk/>



### ***BBN Sheffield 2018/2019 Launch in May!***

We will be hosting this year's BBN launch on Tuesday the 29<sup>th</sup> of May, at The Common Room, 1st Floor, 127-129 Devonshire St, Sheffield S3 7SB.

You will all be formally invited in the near future when more information is confirmed, but **SAVE THE DATE!**

### ***What we need from you!***

To help develop our marketing and social media strategy and tackle the negative perception of Sheffield's night time economy, we need your help to:

- Share best practice hints and tips
- Share positive news stories with us regarding your business
- Photos of best practice
- Messages promoting Sheffield night time economy

Please share with us on Instagram, Facebook and Twitter under the hashtag **#BBNSheffield**

