Out of Home International asks businesses to vote yes for Sheffield BID

Friday 23 January, 2015

Out of Home International is launching a new two week advertising campaign with Sheffield Business Improvement District (BID), encouraging businesses to use their upcoming postal ballot to vote yes for change in Sheffield City Centre.

Launching on 26 January, as many as 30 6 sheet posters will be displayed across 15 varied locations in the city, in support of voting to establish a BID company by July 2015 to implement a wide range of city centre initiatives. The striking green 'yes badge' and clear message will be sure to attract the attention of local businesses as they make their decision on the proposed BID between 12 February and 12 March.

Sheffield BID would be a company established and run by the city's businesses to address issues and priorities identified by the community. There are over 160 BIDs already operating in England alone, with the overall aim to enhance a city's business environment, deliver real results and increase activity in city centres. Sheffield BID is being supported by Chair of the BID Champions Group, James Prince, who is the current Managing Director of John Lewis Sheffield.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: *"It's always great to be working with clients who are trying to deliver a positive change, so we're happy to have coordinated this campaign with Sheffield BID. I'm sure the results will be fantastic."*

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