

**Sheffield City Partnership Board (SCPB)**  
*“working together to build a Sheffield that works for everyone”*

**Notes Minutes of the meeting held on: Friday 8<sup>th</sup> July 2022**  
**The Conference Room, Town Hall, Pinstone Street, Sheffield S1 2HH**

**Present:**

Lord David Blunkett, Chair  
 Neill Birchenall, Director, ASK4 (Vice Chair)  
 Greg Burke, Deputy Vice-Chancellor (Strategy and Operations), Sheffield Hallam University  
 Lou Harrison-Walker, Interim Executive Director, Sheffield Chamber (SCCI)  
 Andrew Hartley, Executive Director - Commercial & Operations, The Sheffield College  
 James Henderson, Director of Policy, Performance & Communications, SCC  
 Cllr Douglas Johnson, Exec Member for Climate Change, Environment & Transport, SCC  
 Cllr Mary Lea, Sheffield City Council  
 Faye Lowther, Sheffield Operational Lead, DWP  
 Martin McKervey, Director of AESSEAL plc  
 Helen Sims, Chief Executive, Voluntary Action Sheffield  
 Sarah Want, Director – Partnership & Regional Engagement, The University of Sheffield

**In Attendance:**

Laura White, Strategy & Partnerships Manager  
 Diana Buckley, Director of Economic Development & Culture, Sheffield City Council  
 Mark Mobbs, Marketing Manager – City Campaigns, Sheffield City Council (Item 4)  
 Claire Hamilton, Head of Marketing and Student Recruitment, University of Sheffield (Item 4)  
 Adam Sturch, Head of Prospective Student Marketing, Sheffield Hallam University (Item 4)  
 Cat Arnold, Policy & Improvement Officer, Sheffield City Council (Item 5)  
 Catherine Pritchard, Policy & Improvement Officer, SCC  
 Kay Kirk (notes)

	Agenda Item	Action
1.	<p><b>Welcome, Apologies and Declarations of Interest</b></p> <p>There were no declarations of interest.</p> <p>Apologies were received from:</p> <ul style="list-style-type: none"> <li>Paul Bragger, Station Manager, South Yorkshire Fire &amp; Rescue</li> <li>Andy Buck, Chair, Voluntary Action Sheffield</li> <li>Michelle Buttery, Chief Executive &amp; Solicitor to the Police &amp; Crime Commissioner</li> <li>Sandi Carman, Assistant Chief Executive, Sheffield Teaching Hospitals NHS FT</li> <li>Roger Cotes, Deputy Director, Department for Education</li> <li>Maddy Desforges, Chief Executive, NAVCA</li> <li>John Edwards, Interim Chief Executive, Department for Education</li> <li>Angela Foulkes, Chief Executive &amp; Principal, Sheffield College</li> <li>Cllr Terry Fox, Leader, Sheffield City Council</li> <li>Chief Superintendent Shelley Hemsley, South Yorkshire Police</li> <li>Kate Josephs, Chief Executive, Sheffield City Council</li> <li>Alexis Krachai, Managing Director of Counter Context, SCCI</li> </ul>	

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	<ul style="list-style-type: none"> <li>Sharon Thorpe, Service Leader for S.Y. jobcentres and Makerfield Service Centre, DWP</li> </ul>	
2.	<p><b>Minutes and Matters Arising</b> Lord David Blunkett, Chair, Sheffield City Partnership</p> <p>The minutes were agreed as a true record of the meeting. Matters arising are covered under agenda items.</p>	
3.	<p><b>Partnership Updates and Hot Topics</b> Laura White, Strategy &amp; Partnerships Manager</p> <p>An update paper was circulated to Board members in advance of the meeting.</p> <p><b>City Strategy Community Voice and Insight Commission:</b> A piece of work, led by Helen Simms at Voluntary Action Sheffield, is well underway. VAS has been asked to co-ordinate the delivery of a piece of targeted community engagement work which will form part of a wider programme of community and stakeholder engagement to support the development of the new City Strategy. VAS has put together a programme which will launch this month. They are working with University of Sheffield academics and a steering group has been established across public sector organisations (Helen will circulate dates to SCPB members). This work is developing in a live environment. The Commission is engaged with and picking up the work of New Constellations. The steering group will identify different groups to engage with and this work will be part of the wider City Strategy engagement.</p> <p><b>Board Membership &amp; Representation:</b> The Board has committed to ensuring that its membership is more representative of the diversity of the city. A Working Group, chaired by Neill Birchenall, has been established to develop a set of proposals and a plan for how we address this. We are keen to link this to the City Strategy and city engagement work. We also need to consider how we will respond to the Race Equality Commission Report (launching next week). Discussions will take place over the summer about how the city will deliver on the REC recommendations. We will come back to this item at the September meeting.</p> <p><b>Sheffield City Council Corporate Plan:</b> Officers across the council are now working with Elected Members to develop a plan which will build on the commitments from the One Year Plan and provides a clear purpose and set of priorities for the years ahead. We will provide a further, more detailed update on progress at the September meeting.</p> <p>Oliver Coppard, South Yorkshire Mayor, will join us at the September meeting. It will be a busy agenda but if members have any skills/skills appropriate items to add please contact Laura. Lou Harrison-Walker will bring the Local Skills Improvement Plan.</p>	<p>HS</p> <p>LW</p> <p>LW</p> <p>All LHW</p>
4.	<p><b>Welcome to Sheffield University City Campaign</b> Diana Buckley, Director of Economic Development &amp; Culture, Sheffield City Council Mark Mobbs, Marketing Manager – City Campaigns, Sheffield City Council Claire Hamilton, Head of Marketing and Student Recruitment, University of Sheffield Adam Sturch, Head of Prospective Student Marketing, Sheffield Hallam University</p> <p>It was noted that this campaign is the start of a model of collaboration for the future. The Welcome to Sheffield website has been key and now contains university pages.</p>	

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	<p>It is important for Sheffield to have a place brand as there are about 2,000 large cities in the world – that’s a lot of competitors for investment, talent and tourism. It’s not about the Council, or any one organisation – it’s about something that is owned by and for the city as a whole.</p> <p>Timeline of development:</p> <ul style="list-style-type: none"> <li>• 2016 – a brand partnership was formed in the city</li> <li>• 2018 – the Outdoor City website was launched</li> <li>• 2020 – Make Yourself at Home campaign is launched to promote economic recovery and consumer confidence</li> <li>• 2021 – Summer in the City campaign launched (domestic tourism campaign)</li> <li>• 2022 – new Welcome to Sheffield website launched</li> <li>• 2022 – The University City campaign launched.</li> </ul> <p>People make our stories come to life. We’ve identified invention as the one quality that sets us apart from other cities. We have the following unique selling points:</p> <ul style="list-style-type: none"> <li>• The AMRC – home to McLaren</li> <li>• Kelham Island – The UK’s best neighbourhood</li> <li>• Manor Green – from Britain’s worst estate to a £2m turnover social enterprise combatting climate change</li> <li>• Sheffield was a finalist for both European City of the Year and Place Brand of the Year 2020</li> </ul> <p>Why we embarked on this campaign: There were challenges around the city’s reputation and perception – this resulted in lower levels of brand awareness for each university. It was an opportunity to work together to address the lack of city narrative with the prospective student audience and raise the profile of Sheffield.</p> <p>The audience for the campaign is 16-18 years olds and their parents. It is a digital campaign run via cinema advert, tv adverts, streaming services, YouTube etc. It’s a 6-week campaign and should increase awareness of Sheffield in target Data HE regions. This collaborative approach and plan means we should reach areas we wouldn’t normally reach and is a joint approach to organic content.</p> <p>There will be opportunities for further collaboration and future campaigns.</p> <p><u>Discussion/Comments</u></p> <p>This campaign is an example of what can be achieved when we collaborate around a common goal and provides a worked example to take forward. A talent attraction plan is being pulled together for a similar campaign.</p> <p>The campaign is not just about student numbers but about increasing the number of students from certain areas – it is about quality of tariff and matching values. It’s also about diversity and attracting students from different walks of life. Student choice is increasingly led by values.</p> <p>The business community has a responsibility to fly the flag of Sheffield. There is a challenge retaining students in the city. There is a large student cohort that doesn’t go to university but attend colleges etc – we need to think about them also. Through its civic responsibility Sheffield Hallam is starting to think about a strategy (working with local employers for example) focussing on keeping graduates in Sheffield and South Yorkshire – previously it was focussed primarily on outcomes.</p>	

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	<p>Businesses are employing more people working remotely so there is an option to stay in Sheffield and still work anywhere. We should be looking at higher level skills and attract those jobs to the city. There are loads of great jobs in the city, but people don't know about them. A good job can be had in a SME rather than a global company.</p> <p>Evaluating the campaign's success: WTS analytics are in place followed up via individual websites to enable engagement. It is hard to track applications, but recruitment data can be analysed.</p> <p><b><u>Agreed</u></b></p> <p>The campaign team agreed to make a presentation to the business community. Martin McKervey to connect with Claire Hamilton following the meeting.</p>	MM
5.	<p><b>Cost of Living Crisis Update</b></p> <p>Cat Arnold, Policy &amp; Improvement Officer, Sheffield City Council</p> <p>The cost-of-living crisis is beginning to have a significant impact on people in the city. Price rises driven by energy price inflation, alongside additional taxation, are having an impact on most households in the city (the energy price cap is likely to rise again in the autumn). Poverty was already increasing in Sheffield before Covid hit. We are seeing incomes reducing, costs increasing with inflation and illegal moneylending increasing. Unfortunately, the worst of this crisis is likely to be ahead of us.</p> <p>A cost-of-living crisis strategy group has been established with clear terms of reference. A strategy and live action plan have been developed with a clear set of principles. We aim to work with the people and communities of Sheffield to help mitigate the significant challenges they will be facing, with a particular focus on those who are struggling the most.</p> <p>Incomes are going down while costs are rising by more than 50%. Government financed support schemes are reducing or stopping.</p> <p><b><u>Discussion/Comments</u></b></p> <p>Learning from Covid is coming into play and it is vital to involve the community sector for intelligence.</p> <p>If people are struggling to afford food and other essentials they can apply to the Household Support Fund (running until September but we are hoping that the Government will extend funding) administered by SCC who is working in partnership with trusted assessors. A hardship review is currently running.</p> <p>SCC tried hard to get the Council Tax energy rebate (£150) out to qualifying households as quickly as possible to avoid problems seen in other areas.</p> <p>More than 30,000 children in Sheffield will receive a £50 voucher to help cover the cost of meals during the summer holidays.</p> <p>Sheffield College will increase its school meal allowance from £260 to £500 from September. They have also increased pastoral support for signposting.</p>	

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	<p>Local Area Committees have a part to play but need resources (to open up buildings for example).</p> <p>Contributions: SCC has worked with South Yorkshire Community Foundation to set up a scheme for people to donate their Council Tax energy rebate (SCC has donated also). We need to communicate that further. There are question marks over the Government's ability to do much between now and October. The Local Resilience Forum will help with planning if necessary.</p> <p>As employers: Many businesses have given pay rises and bursaries to employees to counter energy cost increases. Mileage rates etc may need to increase. The University of Sheffield is doing an assessment of its workforce and will share its findings.</p> <p>The Sheffield 1000 charity has launched aiming to get 1000 people donating £1 each week. The money will be used to support local charities and good causes with a £1,000 donation every week of the year.</p> <p>The cost-of-living crisis initiatives are part of the wider tackling poverty work that is ongoing.</p>	
6.	<p><b>City Strategy Update</b>  Laura White, Strategy and Partnerships Manager</p> <p>A wide-ranging evidence base has been reviewed and developed. The evidence base from the community voice and insight work will run alongside that. A plan and structure have been agreed to take forward linked to levelling up and Combined Authority work. We need to establish clear city ownership and development of processes. A City Missions/Goals Task &amp; Finish group has been established (next meeting 21<sup>st</sup> July) with a reference group also to be established (likely to start meeting in October).</p> <p>Laura will share more information about the task and finish group (membership, dates etc). We have decided on city missions or goals rather than a strategy. We are currently focussed on getting the spec ready to go out to find a strategic partner to support us to develop the stakeholder and wider engagement process.</p>	LW
7.	<p><b>Any Other Business</b></p> <p>Census data came out the week before last. The population overall has grown slightly since 2011 (up to 556.5k). This is a significant drop from the ONS mid-year estimate of mid 2020 (which was 590k). We are currently analysing the data at core city level as Sheffield is a bit of an outlier in terms of mid-year estimates and we don't quite know the reasons for this yet. There are two potential hypotheses; 1) the formula for the mid-year estimate was wrong or 2) something systemic in terms of how the Census was conducted. There is a gap within the 20 – 30-year age group – numbers of students resident on Census day may have been lower than we would normally have expected (other university cities would have faced the same challenges, but not necessarily the same drop in population). We will do more analysis later in the year and will also try to speak to ONS to understand statistical fixes/changes to the base data to adjust for pandemic related issues. <b><i>Agreed to bring this as an item to the November meeting.</i></b></p>	LW

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	<p><b>Date and time of next meeting</b></p> <p>Friday 23<sup>rd</sup> September 2022, 10.30 am – 12.30 pm: The Conference Room, Town Hall, Pinstone Street, Sheffield S1 2HH</p> <p>Please send any apologies for this meeting by contacting Kay Kirk via email  <a href="mailto:kay.kirk@sheffield.gov.uk">kay.kirk@sheffield.gov.uk</a></p>	