



**JOINED UP
HERITAGE
SHEFFIELD**

- Who are JUHS?
- What do we mean by “heritage”?
- Heritage Strategy - the story so far

Aims of the Heritage Strategy

Within ten years, Sheffield will ...

- ...understand and celebrate its heritage
- ...champion a diverse heritage reflecting a diverse city
- ...exploit the economic potential of heritage
- ...support the educational value of heritage
- ...recognise the social, wellbeing and environmental benefits of heritage

Sheffield City Council

Council meeting, Monday 20th February 2023:

“This Council resolves to ask the Strategy and Resources Policy Committee to add the Heritage Strategy for Sheffield to its work programme and request that, within the next 3 months, the Committee calls upon the Sheffield Heritage Partnership Board to report on progress and co-develop a programme of actions which will drive forward the implementation of the Heritage Strategy for Sheffield.”

Progress and Next Steps

- What we have achieved so far
- Next steps:
 - Heritage Partnership Board
 - Sheffield City Council
- Why Sheffield City Partnership Board?

Economy

- GVA¹: Y&H £2.4bn, Sheffield est. £240m
 - +Visitors²: Y&H £700m, Sheffield est. £70m
- Jobs³: Y&H 47,685, Sheffield est. 4,800
- Important in choosing where to live (74%), work (68%), visit (91%) ⁴
- Correlation⁵: number of firms, esp. creative; turnover, esp. creative /knowledge/tourism

Education and skills

- Teachers⁶ reporting increase in pupils'
 - Sense of place (belonging) – **98%**
 - Pride in place – **96%**
- Cross-curricular
- Soft skills
- Experiential
- On the doorstep

Health and wellbeing

- NHS Five Ways to Wellbeing:
 - Connect
 - Be active
 - Take notice
 - Learn
 - Give

Inclusivity – a common thread

- Good local environment
- Safety and security
- Education and skills
- Good, rewarding jobs
- Enjoyable places and activities
- Be heard

What we are asking for

- Explicit reference in City Goals
- Help us find the new HPB chair
- Always on your radar
- Volunteering opportunities
- Spread the word



<https://www.joinedupheritagesheffield.org.uk/>



info@joinedupheritagesheffield.org.uk



<https://www.facebook.com/JoinedUpHeritageSheffield>



[@JUHSheffield](https://twitter.com/JUHSheffield)

Sources

- [1], [3] The Heritage Sector in England and its Impact on the Economy, CEBR, May 2020
- [2] Investing in Success: Heritage and the UK tourism economy, HLF, March 2010
- [4] Impact of Historic Environment Regeneration, Amion Consulting/Locum Consulting, October 2010
- [5] The role of culture, sport and heritage in place shaping, Trends Business Research Ltd, NEF Consulting Ltd and Middlesex University, October 2016
- [6] Learning About Local Heritage: A Study of the Impact of the Heritage Schools Programme 2022, BMG, October 2022



Roots & Futures:

Exploring place-based heritage with underserved communities



“History makes you feel connected and
gives you a sense of pride”

“If you look across Sheffield, what is there that would let you
know that there are black and brown people living here?”

Its like “part of history has been stolen”



March 2023

Place, Heritage and Policy



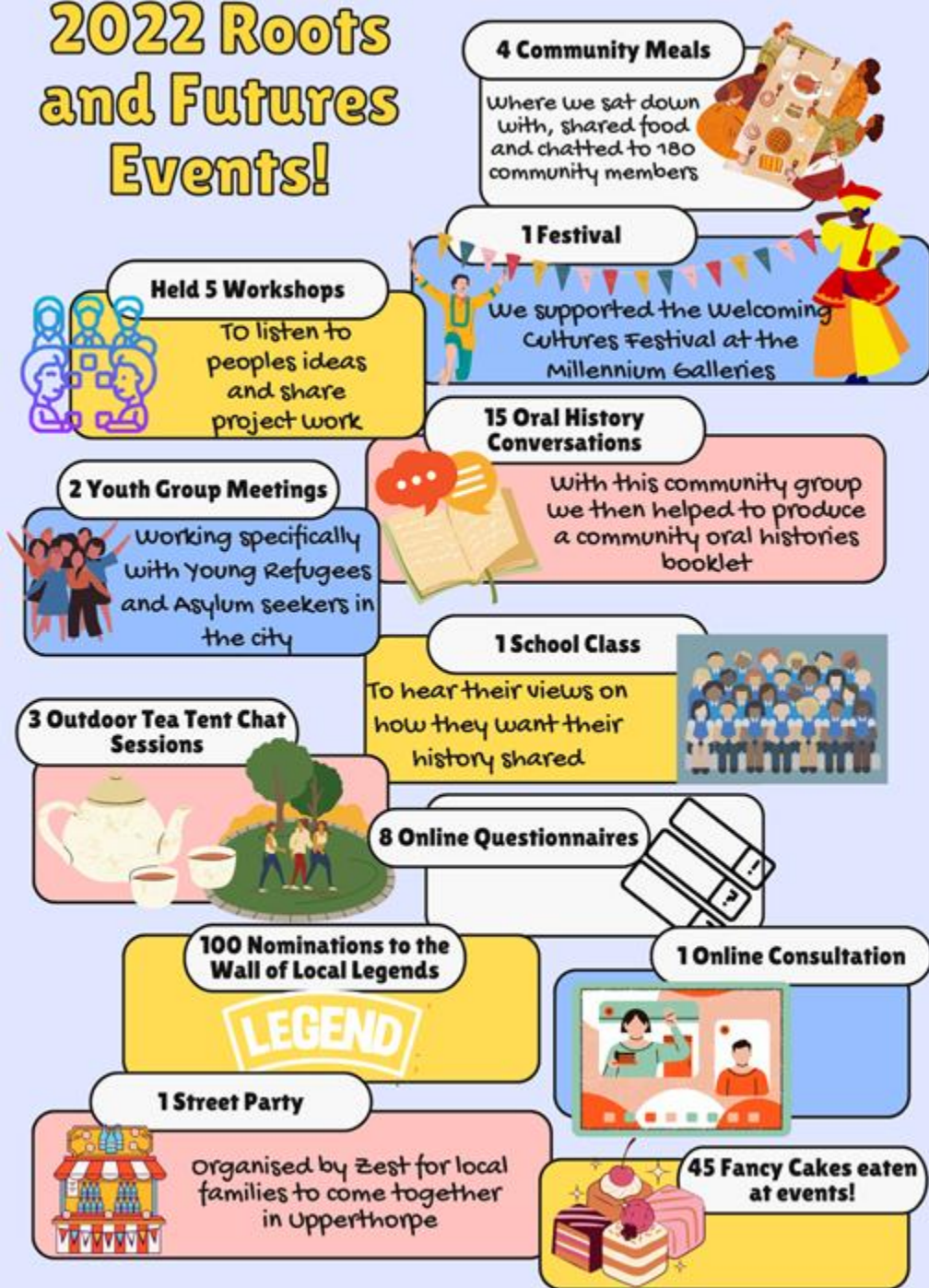
Aims 2 “Champion a Diverse heritage, reflecting a diverse Sheffield”

No community or group should be disregarded or side-lined. This strategy... supports heritage interpretation, archiving and museum collections which actively seek to represent a range of people in the past

Recommendation 5

Celebrating Sheffield through sport and culture: past present and future

2022 Roots and Futures Events!



Approach

Co-production: partners are involved at every stage of the project, from design to delivery

- Modes of consultation are responsive to community need
- Fund work that is wanted and needed

Sustainable, non-extractive: Understand context beyond this project and seek to serve needs of partners

- Value lived experience as expertise
- Flexible methods create space for learning

March 2023

Project Team

7
community
organisations

6 researchers



1 steering group



21 members

1 school



(Astrea Academy)

2 universities



(Sheffield and Lincoln)

1 council (SCC)



1 Sheffield Centre
for Equity and Inclusion



1 heritage organisation
(JHS)

Participation

533 participants



1 meeting with
elected councillors



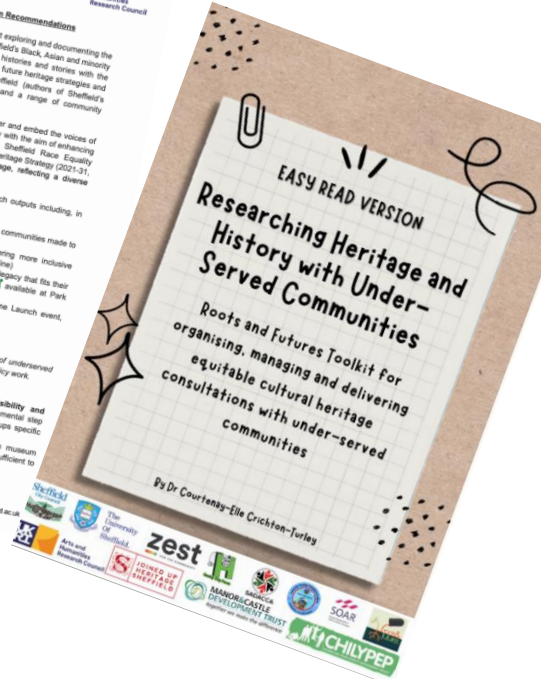
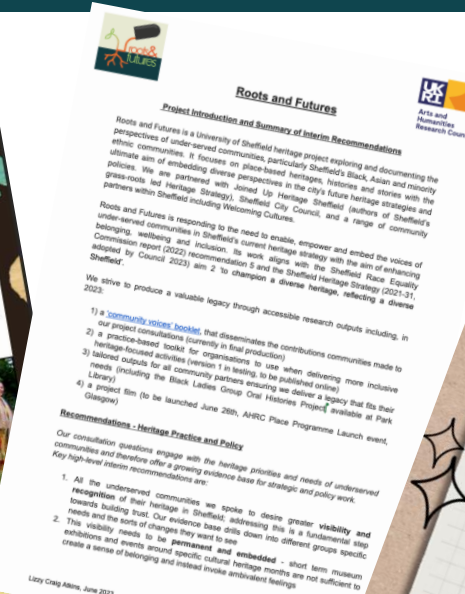
9 presentations



100+ hours of
consultations

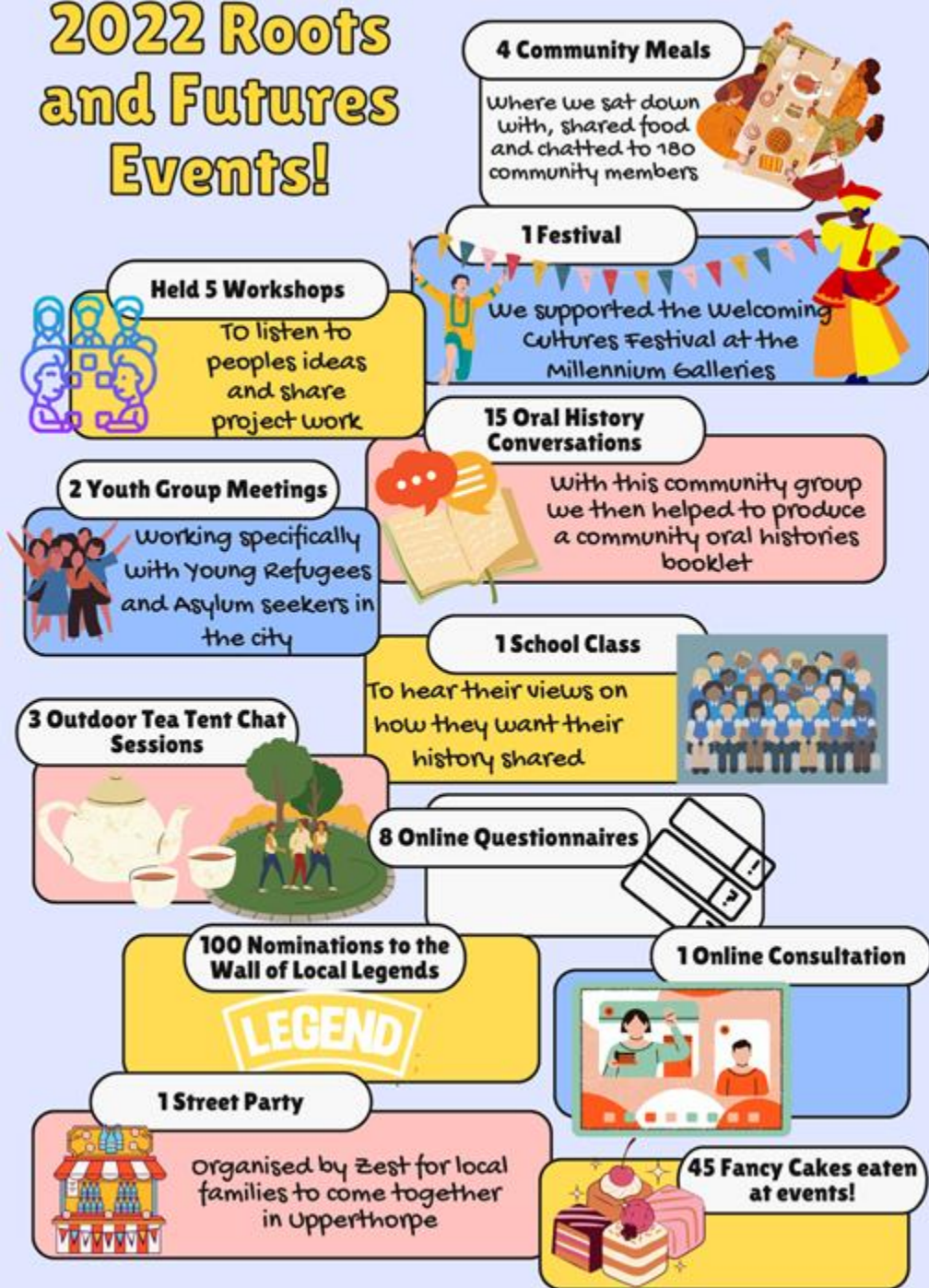


Recommendations



Arts and
Humanities
Research Council

2022 Roots and Futures Events!



Our action plan

- Ensure **growing evidence base** of diverse voices regarding cultural heritage interests and needs is used effectively across the city to enhance **belonging and visibility – City Goals**
- Build on **strong partnerships** based on equitable co-production deliver impact
- Share successful **consultation approach**
- Mobilise **place-based academic funding** for the benefit of Sheffield's underserved communities