

State of Sheffield 2014



"Sheffield has a strong sense of identity as a nice place to live, wherever you live in the city, north or south. My children are proud of Sheffield, it's a very safe space and they own it in a way I didn't own the places I lived in when I was younger."

"Sheffield is a very tolerant and open society, full of lovely friendly people, so that you don't feel you are living in a city of half a million people; there's a superb sense of community that is more like village life. But we need to allow people to build on that, whether that is through voluntary, community and faith organisations or small."

"Sheffield is a solutions city. We're great at working together: we do one bit, then we know someone who can do the next, then someone we met at the pub who can do the next, and so on. It's that co-operation that made the steel industry successful here, and means that we're still a city that's good at making stuff and problem solving."

"I wouldn't want Sheffield to change that much: it's great as it is."

"I think that we are actually relatively well integrated, for a city. I also think that culturally we are strong, with plenty of activities and things to do. What Sheffield needs to do is get better at promoting itself!"

Contents

Introduction and Executive Summary	5
Living in Sheffield	11
Working in Sheffield	24
Wellbeing & Welfare	39
Building Collaboration and Looking Forward	56

The State of Sheffield 2014 report is independently prepared for Sheffield Executive Board by Professor Gordon Dabinett of the University of Sheffield's Department of Town & Regional Planning and Andi Walshaw of Sheffield City Council's Performance & Research Team.

Introduction and Executive Summary

The Purpose of the State of Sheffield 2014 report

The State of Sheffield report is produced every year by Sheffield Executive Board. It aims to provide an overview of what is happening in Sheffield, describing how things are now, how they are changing and how the city compares with others. The purpose of the report is twofold: to improve the shared understanding across the city of key trends, developments and challenges and to also help in the process of setting shared ambitions and priorities.

The report is based on a wide range of existing data sources and reports already held within organisations in Sheffield, or organisations that are relevant to the city. It uses the most recent data and information available and is the only report which brings together information on economic, social and environmental trends and developments. It is therefore a 'whole city' report.

The Executive Board has also, for the first time, included the voices of Sheffield residents in this report. Throughout the report there are quotes from local people describing how they see Sheffield and the key changes they perceive. These observations provide impressions and perceptions of the city, and add value to the data and analysis which forms the bulk of the report.

This report also tries to assess whether or not Sheffield is getting fairer. This provides a factual follow up to the work of Sheffield Fairness Commission, which set the ambition for Sheffield to become the fairest city in Britain.

So What Does the Report Tell Us?

The report is constructed around three key themes: Living in Sheffield, Working in Sheffield and Wellbeing in Sheffield. Within each of those themes the report outlines key changes and trends, and begins to explore the significance of those changes to the city as a whole.

Cities like Sheffield are huge and complex entities, forever changing. People, businesses and communities have different experiences and perceptions of the city. It is therefore difficult to provide just one analysis of Sheffield. However, from the information provided by residents, and also the hard data, it is clear that Sheffield continues to be a 'city of choice' for many. Local people remain enormously proud and committed to Sheffield; the city's businesses and economic base has remained resilient during the recession and there are early signs of economic growth. The city is growing; people are staying here and choosing to have families here. People and businesses are choosing to move to Sheffield. The city has an increasingly vibrant, cosmopolitan and diverse population.

As outlined in the two previous State of Sheffield reports, Sheffield, like many major cities, has both significant opportunities but also major challenges. These challenges are outlined in summary in this introduction, with more detail in the relevant sections of the report.

Living in Sheffield

The recent census has provided a much more detailed picture of population change in Sheffield. The city continues to grow, with a more diverse and cosmopolitan population, including greater numbers of young people, older people and people from black and other minority ethnic communities. There remains a significant inward migration of university students as well as young families, indicating that Sheffield is a city that attracts young people. People are living longer, and the older population is increasing. Interestingly, population change across the city is different. Some areas, such as Graves Park, Woodhouse, Southey Green and Birley have seen a decline in their local population over recent years, whilst other areas, such as Burngreave and Darnall, have and continue to experience significant growth.





A city which is growing in population is good news, particularly if the population has increasing numbers of young people as does Sheffield. The patterns of population growth in Sheffield are and will continue to have a significant impact on the city and the communities within it. Younger people, more diversity and more active older people brings vibrancy and opportunities to communities.

Sheffield's children and young people continue to improve their achievement at school, with another rise in early years and school attainment levels. Although Sheffield remains below the national average in attainment overall, the trend of improved results seems to be sustained and demonstrates the commitment and talent of young people. The Sheffield College and two Universities remain high performing, with excellent national and international reputations. The University Technical College opened its doors in 2013. Sheffield is clearly a city that does learning well, is continuing to improve, and the focus on attainment and skills is showing positive results.

Sheffield also continues to be the safest major city in Britain. Both recorded crime against the person and incidents of anti-social behaviour have declined, and although Sheffield received national publicity in regard to the Page Hall/Fir Vale area, the evidence suggests that community cohesion across the city remains good. However all the agencies in Sheffield recognise that we cannot be complacent about community safety, and community cohesion, with the need to retain a focus on preventing problems arising.

The city faces other key challenges. Accessing affordable and good quality housing is already difficult for many local people. House building in Sheffield has fallen, and the city has experienced a decline in house sales over the past three years. More people are renting, and although the quality of social housing (council and housing association homes) has increased significantly over recent years, only 55% of private rented housing meets the decent homes standard. Too many people and families are living in poor quality housing across the city.

The impact of cuts to public services budgets is still to be fully assessed, although work is already underway across the city to find new ways, in the context of less resources and increased demand, to continue to provide high quality services. This report identifies the need to continue to maintain and develop effective local public services.

Working in Sheffield

The economic performance of Sheffield and the Sheffield City region remains a mixed story. Sheffield has long term challenges to its economy (often called structural challenges). The city and city region does not have the number of businesses, relative to the size of its population, as it should. This is particularly significant in regard to high value businesses. Levels of start-up businesses need to increase, although Sheffield does have high numbers of self-employed people. More external investment into the city and city region is much needed. The economic trends and economic future of city has been analysed by the Sheffield City Region Local Enterprise Partnership (LEP) and the city, with its regional partners, has recently agreed a Sheffield City Region Growth Plan, with the ambition of creating 6000 additional businesses and 70,000 additional jobs in the next ten years. Contrary to popular myth, Sheffield and its region does not have too many public sector jobs relative to its population. New jobs will however need to be created by the private sector. Sheffield remains the place where most jobs are available in the region, with high levels of commuting across the region.

Although employment levels in Sheffield have remained reasonable overall, particularly compared to many core cities, this report has identified that levels of youth unemployment, particularly long term youth unemployment, remain far too high. There also appears to have been an increase in female unemployment. This risk of a 'lost generation' of young people has been raised in previous State of Sheffield reports, and despite a significant growth in opportunities for young people across the city, too many young people remain unemployed for too long.

In terms of vibrancy, Sheffield continues to attract significant numbers of visitors particularly to events such as Doc/Fest and Tramlines. The cultural offer of the city remains vibrant with recent developments such as the opening of the Moor Market and redevelopment of the Moor helping to strengthen the city centre offer. Patterns of footfall and hotel occupancy in the city centre remain variable however and retaining a focus on developing Sheffield city centre is important.

Wellbeing in Sheffield

People are living longer in Sheffield and the overall health of the city's population is improving. However, as is well known, this statement masks significant differences across the city, with some areas experiencing very different patterns of health and wellbeing than others. When looking at, for example, patterns of smoking, obesity, cancer registrations or female life expectancy, analysis across the city shows very different trends within and across communities. Air quality, an issue identified in previous State of Sheffield reports, remains poor in some key areas of the city. The city therefore needs to continue with its focus on reducing health inequalities, with strategy and action led by Sheffield Health and Wellbeing Board, Sheffield Clinical Commissioning Group and Public Health professionals.

This report does identify some new trends which require further scrutiny. Women's health is of concern with an increase in women who are obese, new mothers who smoke and levels of teenage pregnancy remaining high (although the latter is declining). The report also identifies concerns around emotional and mental wellbeing in the city, particularly amongst the city's children and young people.

Fairness, Inequality and Poverty

A key theme throughout the report is Fairness. Sheffield has set a national example of ambitious leadership through the establishment of the Sheffield Fairness Commission, where businesses, communities and organisations worked together and set the ambition of Sheffield becoming the fairest City in Britain. Although it is important that Sheffield is an economically successful city, the ambition is that it is a city where that success is shared, and one which does not experience widening inequalities and increased levels of poverty. How to prevent widening inequality is a major debate for many cities: as the global economy changes, more people live in cities and new patterns of employment emerge.



It is still very difficult to assess, for example, the impact of welfare changes on the city as a whole or whether economic growth will produce high numbers of good quality jobs. One key measure - the estimated percentage of children living in poverty (2012) - shows Sheffield having fewer children living in poverty than most other core cities (second only to Leeds). However the report outlines some deep and continuing challenges for Sheffield in regard to provision of good quality jobs (particularly for young people and women), remaining inequalities in health, increasing financial pressures for many, and inequalities in outcomes across different groups.

Many of the residents interviewed for this report perceive the impact of welfare cuts, and a growing dependency on community support such as food banks, signifying major changes for the city, with increasing levels of poverty and financial insecurity.

So How is Sheffield Doing?

Looking back on the previous State of Sheffield reports, it seems that the general conclusion remains the same. Sheffield has proved itself to be a resilient and dynamic city over a period of deep and sustained recession. This is a major achievement for the people, businesses and organisations of the city. They have remained focused, committed and hopeful, and the result is that Sheffield remains 'a city where people choose to live' as mentioned many times by the residents interviewed for this report. Some of the most recent data shows improvement in economic performance with higher levels of exports and growing businesses activity. This is good news for the city.

Next Steps

However, Sheffield cannot be complacent. The focus on developing a successful, fair and dynamic city needs to remain. Many of the key challenges presented in this report need to be addressed by organisations, businesses and communities working together. The challenge to Sheffield is: can it identify and seize, quickly and successfully, the global, national and local opportunities available for city growth and development?

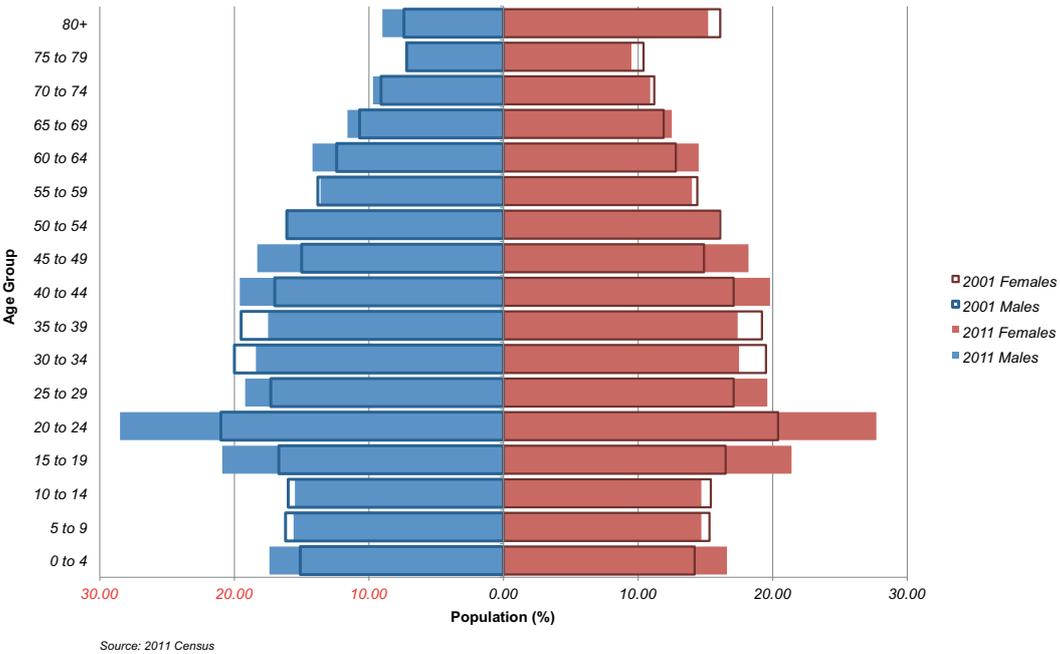
Sheffield needs to continue to develop strong collaborative city leadership, resulting in effective and shared solutions to the big city challenges identified in this report. And these solutions need to be implemented quickly and at the scale required. How does the city build more homes for our growing population? How does it continue to support our young people to be successful in school, college and university? How can Sheffield create good quality jobs and employment opportunities? How can it create new and additional businesses, and attract inward investment into the city? What is the city centre and city cultural offer? What type of public services does the city want and need? The continued focus on improving health and wellbeing is important, tackling the inequalities in health outcomes alongside the big public health challenges such as poor air quality, smoking and obesity.

These are all challenges that most cities face. However the answers need to be developed at the local level, as cities shape their future. Tackling these big challenges and opportunities remains the focus of Sheffield Executive Board, working with partners across the city and city region.

Living in Sheffield

Sheffield offers a distinctive quality of life, vibrant culture, outstanding open spaces and a relatively low cost of living. Over the last decade the population of Sheffield has been consistently increasing, becoming more diverse and living longer, as more people make the city their home, place of study or workplace of choice. This has resulted in changes to the age, social and geographical features of city’s demography. The population of Sheffield increased from 513,200 to 552,700 between 2001 and 2011, the most recent ONS census points. While this increase was mirrored in the country as a whole and the other Core Cities, the general trend masks what are very different experiences across the city and in the many and varied communities and neighbourhoods that make up Sheffield.

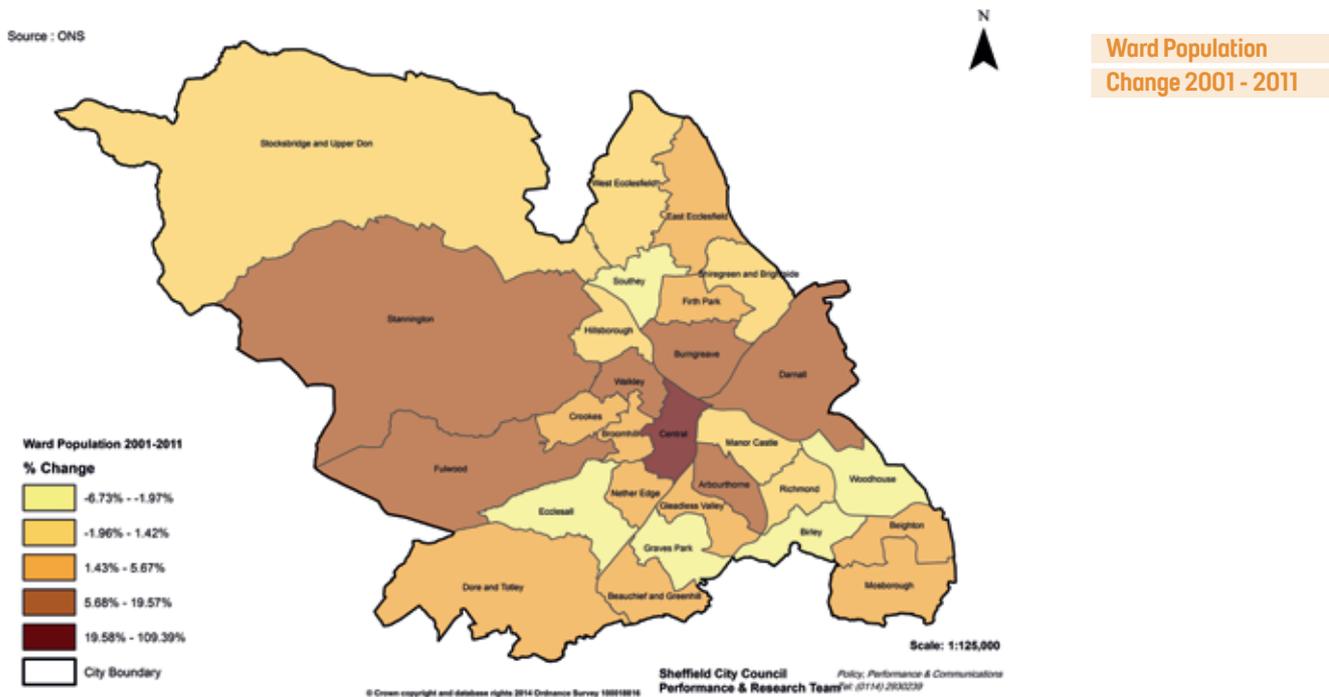
Population Pyramid
Sheffield 2001 - 2011



The population of the city increased by 7.6% between 2001 and 2011, and significant growth occurred in the number of 20 to 24 year olds living in the city. Over this same period the population in some areas of the city increased at exponential rates, but in others declined. Four of the twenty-eight wards in the city actually lost more than 2% of their population over this period: Graves Park (-2.2%); Woodhouse (-3.1%); Southey Green (-4.4%); and Birley (-6.6%). A further seven wards saw their populations increase or decline by less than 1%, potentially indicating stable populations.

Although changes in each of these areas have specific causes, eight of these eleven declining or stable wards did have higher proportions of their population who were over 65 years old compared to the city average. Three of these eight wards had more than a fifth of their populations in this older group, compared to 15.5% in the city as a whole: Woodhouse (21.1%

of population who were aged 65 years or older), Birley (20.9%), and West Ecclesfield (20.9%). However, a direct relationship between ageing and population decline cannot be simply made, since other wards with similar older age profiles experienced population growth: Beauchief (+1.4% population change); Dore & Totley (+1.9%); and Stannington were above the average growth (+10.2%), reflecting different housing markets and residential choices.



Indeed the factors that appear to have most influenced the changing demographic profiles of wards over this ten year period were the increases in university students and associated development of new accommodation, and the inward migration of households with young families. Three particular wards in the city experienced significant rates of growth, most likely to be associated with expansion of the Universities and young professional employment: Central (+110.3%, an increase of 19,098 people that more than doubled the population of this area to 36,412 in ten years); Walkley (+21%); and Fulwood (+17.7%).

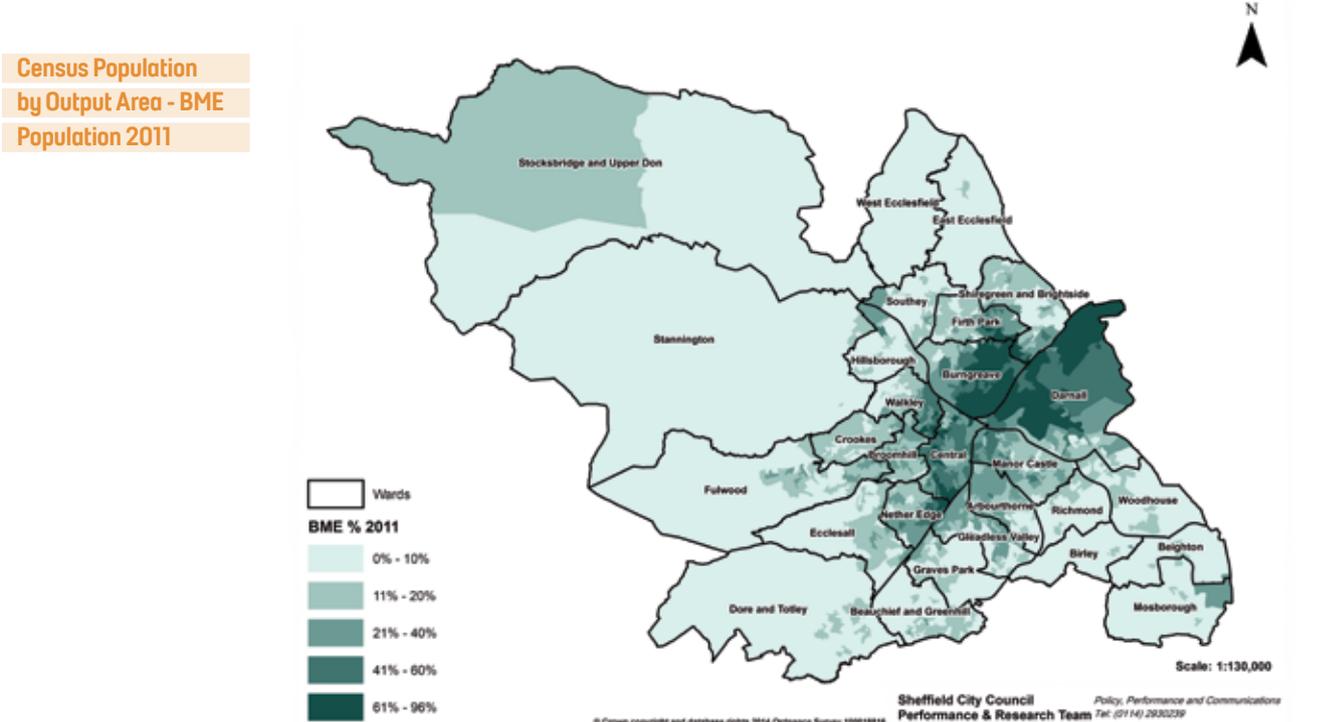


Central and Walkley wards now have significant Chinese populations (8.2% and 6.6% of the total population respectively compared to the city average of 1.3%). Central ward has come to share a similar age profile to Broomhill, the more 'traditional' student area of private sector rented accommodation. Both have the lowest proportion of their populations aged under 15 years (8.9% and 7.4%) or over 65 years old (3.9% and 7.1%), and have the highest proportion of households that are all students (16.8% in Central and 25% in Broomhill).

Two other wards experienced population growth of over 10% in this period: Burngreave (+14.7%) and Darnall (+11.6%). These wards also had the highest proportion of their populations who were 15 years old or younger, 28.2% and 25.7% respectively, compared to a city wide average of 16.4% in this age cohort. Consequently proportionately more households were made up of married couples with dependent children: 16.9% in Burngreave and 18.9% in Darnall compared to the Sheffield average of 13.7%.

The ethnic minority population is now 19.2% of Sheffield's total, with 109,500 people from ethnic minorities, more than double the 55,200 in 2001. Burngreave and Darnall wards were also the most culturally diverse in the city, with the BME populations accounting for 61.9% and 48.5% of the people in these areas respectively. In both wards 22% of the population were of Pakistani origin, and in Burngreave 7.8% were of Arab origin and in Darnall 7.3% were Bangladeshi. Three other wards also had diverse populations with over a quarter of people from BME groups: Nether Edge (29.9% BME with 13% of Pakistani origin); Manor & Castle (26.6% BME with 3.9% in 'other white' groups) and Firth Park (25.4% BME).

Firth Park and Manor Castle wards, along with the Shiregreen & Brightside ward, all had the highest proportion of lone parent households (17% compared to the city wide average of 10%), and an associated higher proportion of young people, with each of these wards having some 25% of their population under fifteen years old.



I'm the child of migrants; my parents moved to Pitsmoor from Jamaica before I was born. I still live in north Sheffield. To me it can seem like parts of the city have a negative reputation because of the high proportion of people living there who have moved from other parts of Europe or the world. That isn't to say there aren't challenges in those areas, but there is a question of how you go about addressing them. The face of north Sheffield has changed a lot over the last 25 years, with different groups moving in and out. I remember the Pitsmoor of my childhood as quite Caribbean, and the make-up of the area continues to change.

My parents were really keen to be Sheffields first and foremost; I think it's really important that people new to the city feel like this as well. But this is a two-way thing, you need to feel like it's possible for you to be a Sheffields. I think what makes you a Sheffields mostly is love for the place – it isn't about being born the city, it's about how you feel about the place and how you contribute to it.

I wonder if Sheffield is becoming a divided city: when people talk about "Sheffield", they often mean the bit they know rather than the whole. It sometimes seems like the people who do the talking in Sheffield come from particular areas. It can be alienating for any group or any person to feel unrepresented, though this a quite a big challenge for a city to take on.

It's such a complicated issue. For example, the new giant supermarket at Pitsmoor has made a huge difference to the area. It has immediately made the area look smarter, but has it meant that people think twice about going into local shops,

the market, the city centre? And the city centre is the heart and soul of Sheffield, where the city gets knitted together. Maybe the new market on the Moor will be the start of something new, but will people who have traditionally used the market feel it's for them? I hope so. One of the great things about Sheffield is the intimacy that springs from people mixing in the centre and without this Sheffield could lose its identity. I remember shopping and partying in Sheffield on a Saturday; it was where we met people from other parts of the city.

Maybe we need to be more willing to see things differently and accept the evolution of places; some things can change for the better. I think it took a while for us to accept that we weren't a city of steel any more. My Dad came to Sheffield to work in the steel industry, and it was a huge part of feeling like a Sheffields; the smells, the dirt, the sounds, it's still part of our identity as a city, even though fewer and fewer people work in the steel industry.

Despite all this, I think that we are actually relatively well integrated, for a city. I also think that culturally we are strong, with plenty of activities and things to do. What Sheffield needs to do is get better at promoting itself!

Paulette Edwards
presents the afternoon show
on BBC Radio Sheffield.



According to the ONS Midyear Population Estimates in 2013, Sheffield's population has fallen slightly from 555,500 to 551,800 over the last year. This is a decline of less than 1% for the total population but represents a 3% decline in working age population, since the largest decline is within the 25-29 year old age bracket (17% decline), followed by the 20 – 24 year olds (10% decline).

Sheffield's population had been rising steadily from 2001, making this the first decline in over 10 years, but many of the Core Cities have also experienced a decline in population in 2013, particularly within these age groups. Data shows Leeds has seen a 25% decline in 25-30 age group and 22% decline in 20 – 24 year olds.

As yet it is not known if this represents a new trend or simply a blip in previous growth trends, resulting from a combination of factors such as a decline in employment opportunities for young mobile people, in particular recent university graduates, and changes in the housing market resulting from the 2008 financial crisis.

The changing population of the city has clearly had impacts on the provision of housing in the city and how local housing markets might provide desired residential offers for a diverse set of demands. More recently these behaviours have obviously been affected by the post-2008 economic recession, for example with a decline in apartment building.

Neighbourhood satisfaction and preferences drive much of the search and market activity, and the perceptions of neighbourhood quality vary considerably across the city. There is a high degree of 'place attachment' in Sheffield's housing, and the city is largely regarded to be a self-contained housing market area, since over 72% of residential moves take place within the city boundary. Neighbourhoods in Sheffield do have certain distinctive residential characteristics; not least that one-third of the city lies within the Peak District National Park, which imposes significant limitations on housing development across much of the west of the city. The South West of the city is widely acknowledged as an area of very high market pressure.

The Sheffield housing market does have some important links to neighbouring districts, especially Rotherham and Barnsley. Consequently migration patterns are also quite localised, and whilst Sheffield loses population to surrounding districts, it gains population from those undertaking long-distance moves and international migrants.

In terms of house building, the current financial crisis has meant the scale of house building has fallen substantially from pre-recession levels and this had an impact on the availability of low cost homes in the City. The number of new housing completions has fallen from a peak of 2,882 in 2007/8 to 931 in 2012/13 and market conditions have made affordable housing targets difficult to achieve. In recent years the restrictions on the availability of mortgages have exacerbated the long term issue of too few new homes being built. Currently the mortgage market prioritises those with large deposits, making it difficult for first time buyers, even though house prices in the city are relatively low. Limited earnings also make it difficult for many people to afford both mortgages and market rents.



I moved to Sheffield five years ago from a village near Huddersfield, but actually it doesn't feel that different because of that city of villages feel. You always see someone you know in the city centre; when you're from Sheffield no matter where you go you'll meet someone you know.

Overall life in Sheffield is really good; it's a big city but it has a small centre and it's really easy to get around. Though the transport system is not good for young people: since I moved here student bus fares have risen from 40p to 80p and there's no student all-day ticket. I study at Hillsborough and work at Meadowhall so I need to get around the city: I spend £10 a week on transport easily which might not sound a lot but it is to someone my age. Even if you buy a full-price all day ticket you can't transfer it from First to Stagecoach. I don't use the tram at all because it's too expensive for me. If I could change anything about transport in Sheffield I'd make it simpler so that you just needed one ticket, and I'd get the buses to actually run to timetable.

Unless you know someone, you don't visit other parts of the city apart from the bits you live, work or study in, so people don't always know that much of Sheffield. Despite not having lived here that long I know places in Sheffield that people who've lived here all their lives don't; I think this could be a problem because it suggests the city might be a bit divided.

People get a bad impression of areas they've never been to that isn't always deserved, like where I live – Heeley – I've heard people say it's a bit dodgy, but the worst problem I have to deal with is the parking on match days.

I think part of the problem here is that the city centre isn't enough of a destination place for people. It needs to be more of a place for people to mix and find out about each other and other areas.

This isn't just about areas either, I think there isn't enough mixing between age groups in Sheffield. I think there is a stigma around young people but I don't see it, and maybe more things that brought different age groups together would help fix this.

I think Sheffield is a really green city, with great parks and other green spaces, but that it doesn't do all it could in terms of recycling; for example, we only have general waste bins in town. You hear it said that people wouldn't use them properly but I think people would learn eventually. Sheffield College has got a green officer, and is looking into developing its work on this.

Sheffield's museums are really good, Weston Park in particular and also the Millennium Galleries. Its theatres are very good too, we go as a family quite a lot. Maybe this would be a good place for generations to mix!

I won't stay in Sheffield for university: I want to go somewhere new and possibly spend time with some of my family who live in other parts of the country. Also I think that moving away from home for the first time is an important part of the experience.

Even though I plan to leave for university, I will come back afterwards, because I want to. I think there will be opportunities for me here, there's always jobs available if you're looking.

I wouldn't want Sheffield to change that much: it's great as it is.

Louisa Moore
is a student at Sheffield
College's Hillsborough Campus.

There is a great variation in house price levels across the city. Although house prices in Sheffield are among the highest in the city-region, the annual average house price in Sheffield has fallen from a pre-recession high in 2007 of £135,419 to £114,809 in 2012.

Throughout the recession Sheffield has tracked national changes, falling through 2008 and 2009, before climbing again in 2010, and then declining again in 2011. However, the average price in England and Wales continued to rise into 2011/2012, whereas in Sheffield it started to fall again. Prior to the recession in 2007 there were 10,510 house sales in Sheffield, by 2009 this had more than halved to a low of 4,935 sales. The number of sales has improved incrementally for the past three years, albeit slowly, with 2012 achieving 5,331 sales.

As well as providing essential shelter and being an important investment for some, housing also forms an important part of people's material living conditions and contributes to their health and their life chances. Good quality housing is important for the wellbeing of the City's population and by the end of 2012/13, 91% of Council properties were up to the Government's Decent Homes standard. Whilst the Council's housing stock has received significant investment in recent years, the private housing sector has not, and a lack of investment, high demand and ageing stock are creating unsatisfactory housing conditions for a significant proportion of the City's population. Only 64% of all private housing meets the Decent Homes standard and of particular concern is the private rented sector where just 55% meet this standard.

The lack of house building, combined with difficulties in getting a mortgage, means that more and more of the population is choosing to rent, often in the private sector, but for some others the ability to find appropriate accommodation proves too difficult. Becoming homeless has a huge impact on people: damaging their mental and physical health; chances of finding work; attendance at training; educational attainment; and disrupting family life. Many people who experience homelessness are able to find suitable alternative accommodation and move on to a more settled life quickly. For others, homelessness can go on for some time or recur and they may need more help and support to find a settled home. The rate of homeless acceptances in Sheffield in 2011/12 was 6 per 1000 households. The national average was 2.3 per 1000 households and the average for the Core Cities was 4.4.



In the area where I live, Pitsmoor, people seem to rub along well together; we say hello and talk in the street, the shopkeepers are friendly and we talk on the buses. It feels like it is doing well culturally, it's vibrant and happy. People try to make a difference, and that reflects the way Sheffield is: a happy place that its people are proud of, that's friendly and welcoming. There's a sense of acceptance: people work hard to help others to settle.

Having said that, I think people are struggling with welfare reform. People are struggling to make ends meet, though this is not specifically a Sheffield issue, it's about Government policy, energy and food prices, the cost of living. It's not about people being lazy and dodging jobs, people do want to work but the work often isn't there or doesn't pay enough.

Some people are struggling, but in those circumstances they seek out joy, things to make life worthwhile, things to do together and get out more. There are also people doing well; the museums, galleries and theatres are booming and the city centre seems vibrant and affluent. The businesses we work with are talking about how well manufacturing is performing.

There are big questions about what city centre is. It doesn't do shopping very well at the moment; there's too much sprawl and it feels disconnected. We need to know what we want it to be and go for it. Fargate is lovely but I want the Moor & Pinstone Street to be fabulous, to be enticing places to shop and they're not there yet. The city centre needs to have more places for people to "be" in, and Tudor Square, the Graves Gallery and Central Library could be key to that if we open the spaces up, make them accessible and are mindful of peoples' expectations and experiences from the outset. The heart of the city is important as it's the one place where people from all over Sheffield come together; it needs to be fantastic.

Do we want to be like Leeds or Manchester, a boutique city centre, or independent and authentic, with Meadowhall for standard shopping and the city centre for something else?

We shouldn't strive to be something we're not, but instead to be Sheffield, but more so. We should be really confident that what we've got is worth having and begin to speak about it confidently. We need to understand what is unique about this place and build on it.

Sheffield has a strong sense of identity as a nice place to live, wherever you live in the city, north or south. My daughter, who moved to Manchester recently, talks about Sheffield as a happy city, Manchester may be booming but she doesn't find it friendly in the same way. My children are proud of Sheffield, it's a very safe space and they own it in a way I didn't own the places I lived in when I was younger.

Sheffield does the urban environment very well and is very in tune with its landscape. Its green spaces are superb, particularly the parks and open spaces, places where people can congregate. In Pitsmoor, the Council have done great work on Ellesmere Green, observing how people use the space and building on that.

One thing we ought to do better is talk about this place more confidently; we have a lot to be proud of. We need a collective vision, of what Sheffield 2050 will be and how we will get there and that makes sense to my next door neighbour as well as my Chairman. We need a story of Sheffield that is tangible and that plays on those things that are great about living here, and then put the pieces in place to make that happen."

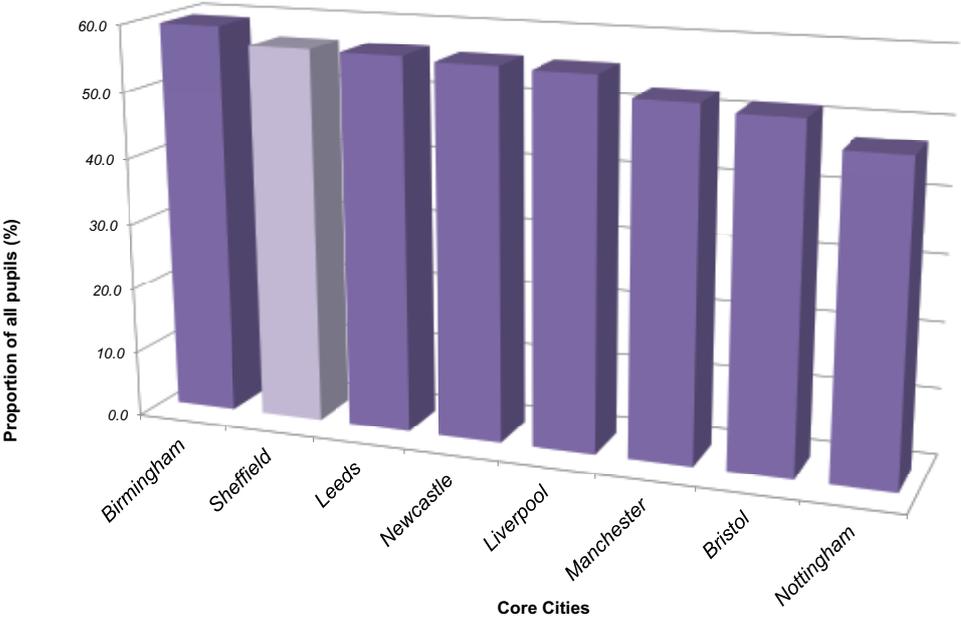
**Kim Streets
is Chief Executive of
Museums Sheffield.**



Of the city population, some 70,000 are school children whose daily lives are influenced by the experiences of school as much as where they live and the local communities they are part of. The early years (0-5) are central to the life chances of children: Early Years Foundation Stage (EYFS) assessments show that the City’s performance has improved considerably since 2006, from a position of around the lowest 25% of local authority areas, to being broadly in line with the national average, and the best of the Core Cities. However, whilst the gap between the median performance and lowest 20% narrowed over this time, it still is wider than that in the country as a whole and in other Core Cities.

At the end of primary school (Key Stage 2), 77% of children in Sheffield achieved at least Level 4 in both English and Maths, which was only just below the national average of 79%. Performance has improved significantly from the (very low) 2006 position and the gap between Sheffield’s performance and the national average has narrowed. The key measure of educational achievement by age 16 (Key Stage 4) is the percentage of young people who achieve 5 GCSEs at grade A*-C including English and Maths. In 2013, 57% of Sheffield’s children achieved this level, a further increase on 2012 and the biggest increase of all the Core Cities, but still below the national average of 60%. Between 2006 and 2013, the gap between Sheffield and the national average narrowed somewhat on all main education indicators, although the performance of other local authorities improved faster than Sheffield.

% of Pupils at the End of Key Stage 4 Acheiving 5+ A*-C Grade GCSEs (Including English and Mathematics)



Source: Department for Education

Crime can cause poor wellbeing for communities and serious health issues for victims and their families. Sheffield is the safest major city in England in terms of the levels of violent crime experienced. Recorded crimes for violence against the person fell steadily over 2011/12 ending the year 13% lower than the year before, which equates to 793 fewer victims of violence, and there have been continued reductions in alcohol-related anti-social behaviour and violence in the city.

I love the atmosphere in Sheffield, it's a really friendly city. The other day at the bus stop I had a conversation with a total stranger about rainbows and I can't imagine that happening anywhere else. I feel safe in the city when walking about and enjoy it more than other cities.

Funding cuts like EMA really impact on people and their opportunities. I worked more hours than I was meant to in my first year at college as I wanted money to do stuff, not just socially but also to buy all my text books. All this means that sometimes your studies take second place, which shouldn't have to happen. But those who don't have jobs are in a worse position because their families have to support them with those extra costs.

Working class people like my friends are put off going to university by tuition fees; even though you don't have to pay them back immediately, there is a mind set to avoid debt. This conflicts with the pressure people are put under to go to university; there's no wider awareness of other options. It's about the information that's out there; careers advice at school used to be ok when we had Connexions, but it's less so at 6th form, you're already expected to have made all your decisions.

Cuts to community centres have also had an impact. I live near Crystal Peaks, and young and old people use to go the community centres there. But with cuts they aren't able to, which means we have less of a community, people are more isolated, and young people have less of a chance to take part.

Developments like academies and the UTC show people investing in Sheffield's education system and it does seem to be improving things; I'm a Governor of the College and I can see how the investments we make are helping improve attainment. Similarly investments in the city like the new markets and the train station are a good thing. I think these will lead to more business in the city over the next few years, and we'll become more connected with other cities, regions and with Europe through that business. But I don't think an improving economy will necessarily affect where people live or their situations, areas that have challenges will still be the same. For example, Eckington, where I went to school, hasn't changed in ten years. There might be more jobs but there won't be other improvements.

It seems as if there are estates in the city that no-one seems to care about. And sometimes that there is not much of a community left, both city-wide and locally. People will say that they are proud to be from Sheffield, but they aren't always connected with areas other than the bit they are from.

The greenery in Sheffield is lovely and we should be more proud of our green spaces and hills. Other cities, like London, have green spaces too, but in Sheffield they are more integrated rather than being islands of green in the concrete.

Sheffield is vibrant and multi-cultural, accepting and tolerant, which means there is loads to do, from non-mainstream festivals to things like Tramlines. We celebrate other cultures as well as our own.

Isabelle Beckett-Smith is a student at Sheffield College's City Campus.

Conversely, domestic abuse related reported incidents continue to increase year on year, although the number of crimes involving domestic violence were lower in 2013 than five years ago. This is perhaps as a result of early intervention by agencies. Domestic violence can have a significant negative impact on people's health and wellbeing. It is estimated that over 10,000 Sheffield women (of 16 to 59 years old) experienced domestic abuse in 2012/13. The numbers of households who reported Anti-Social Behaviour (ASB) at least once during the past year reduced by 2.5% from 12,338 to 12,027 over the same period. This is equivalent to just over 300 fewer households affected.

There is a long-established link between drug use and offending with 23% of all individuals in drug treatment in Sheffield coming through the criminal justice system/drug interventions programme route. In terms of re-offending generally, South Yorkshire Probation Trust is the top performing Trust in England and Wales at reducing reoffending, and there has been a consistent reduction in the reoffending rate of around 12% over the past 3 years. There has been a significant reduction in the number of first time young offenders over the last five years, from 1,018 in 2006/07 to 279 in 2011/12. This is in line with the national trend, although Sheffield's rate of improvement over the period has been slightly greater than in other areas. The City's rate of first time offending is now less than the national average. However, the rate of reoffending rose between 2009 and 2010. Although the latest data indicate some improvement, this stood at 33.5% in early 2003.



Working in Sheffield

Sheffield in its City-Region and Economic Context

As the UK has moved from an industrial to a service oriented economy, the historic competitive advantages of many regions have disappeared, while new employment and investment has focused on London and parts of the south close to the capital. This trend has accelerated as the UK has developed its global role as a centre for financial, professional and business services. As a result, the economic performance of Sheffield and the future of its economy have become increasingly associated with a wider City-Region, as this offers the potential for greater economic scale and represents a more coherent functional geography of contemporary work, business development and connectivity.

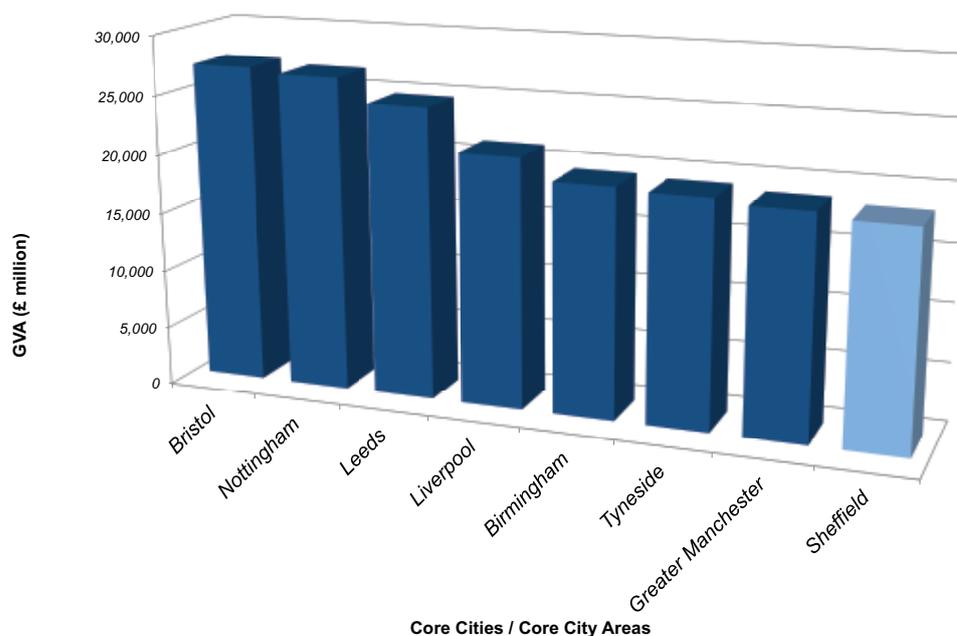
This City Region is comprised of the nine neighbouring local authority areas of Sheffield, Rotherham, Doncaster, Barnsley, Bassetlaw, Bolsover, Chesterfield, North East Derbyshire and the Derbyshire Dales. The latest figures show that the City Region is home to 1.8 million residents, almost 700,000 employees and 44,700 businesses. Sheffield City Region is not a classic mono-centric conurbation in the manner of Greater Manchester, Birmingham or Glasgow. This reflects the region's economic history and the dominance of industries such as coal mining that historically led to very strong local economies. Consequently the city of Sheffield has the largest single economy, but all of the districts make distinctive contributions to wealth and job creation in the City Region.

Sheffield is the fourth largest city in England, a major centre for engineering, with two large Universities and a variety of culture and retail facilities. In terms of an economic contribution, the city is the only local authority area which generates a higher share of the City Region's total Gross Value Added (GVA) and higher skilled occupations when compared to its share of employment. Sheffield is a key net provider of jobs to the rest of the City Region, with strong connectivity to the other districts.



Sheffield City Region's connectivity, both within the City Region and to other parts of the UK, is emphasised by the clustering of employment centres, not only in the urban areas, but along the strategic road network. In particular, the M1 and M18 corridors are home to a large number of major employers. There is also evidence of clustering along parts of the tram network in Sheffield and towards Meadowhall. Consequently there are high levels of commuting within the city region, in particular between Sheffield and Rotherham. In 2011, 135,300 residents in Sheffield used a car or van to travel to work, whilst 43,000 travelled by bus or by tram, and 31,000 walked to work.

GVA per Head



Source: Office for National Statistics (2013)

Like many other parts of the north of England, the Sheffield City Region has too few businesses relative to the size of its economy and working age population. In sectoral terms, the City Region has very low levels of businesses in some of the most high value added service sectors. Sheffield City Region has a very limited private service sector employment base, amongst the lowest of equivalent city regions, and low even by the standards of the north of England. This in part reflects economic history since Manchester, Leeds and Birmingham are regional capitals and have long been centres of trade and commerce as well as industry. This wider regional role has given them a much larger business base, allowing for a speedier transition to a service based economy.

Contrary to many popular views, neither Sheffield City Region nor the north has too many public sector jobs relative to its size in population terms. Sheffield City Region has fewer jobs in the public sector than the other larger city regions, but was more dependent on public sector expenditure to create jobs during the last growth cycle before 2008. The size and performance of the private sector is seen to be the major challenge to delivering future economic growth, a similar challenge to many other City Regions outside of London and the South East, but the Sheffield City Region is seen to do so from a weaker base.

A successful city might be seen as one where people who seek to work can gain rewarding employment, and businesses that wish to set up and grow can do so. Over the last twenty years the economy of the city of Sheffield has begun a transformation, as new types of firms and job opportunities have come to reshape working life for many people living in the city and the wider city-region. However, in the year 2013, during which the city celebrated a hundred years of stainless steel, questions have been raised about the resilience of the city's economy in light of the 2008 financial crisis. Has the previous process of transformation continued, or has it been adversely affected by national and international economic conditions?

In 2008 and 2009 the UK economy suffered its deepest recession since the 1930s, and Gross Domestic Product (GDP) contracted by 7.2% between the first quarter of 2008 and the second quarter of 2009. Recovery has been patchy, and in September 2013 UK GDP was still below the pre-recession peak. However, recent official figures on the levels of national economic activity suggest that the UK's slow recovery from this deep recession is continuing. Over the period July to September 2013, GDP grew by 0.8%, the third consecutive quarter of growth, following growth of 0.7% and 0.4% for April to June and January to March respectively. GDP performance in this latest quarter was underpinned by growth in agriculture, industrial production, services and construction. Nationally, the service sector has now more than made up the ground lost during the slump of 2008/9, but construction and industrial production are still 12% down on their pre-recession levels.

Economic performance across the UK has been uneven, and while the recession has affected all parts of the UK, albeit to a varying degree, London's output has fallen less than elsewhere and much of the recent growth is most apparent in the capital and the South East of England. Sheffield's economy is now estimated to be worth over £10 billion, and to date the city has broadly followed the national trends in levels of economic activity, with a decline in GVA between 2008 and 2009, followed by small growth in 2010 and 2011. Over the four year period between 2008 and 2011, GVA increased by 3.8% nationally and 3.7% in Sheffield. Throughout the recession, Sheffield's GVA per head has also tracked both the UK and Core Cities averages closely.

However, Sheffield's current GVA per head is £17,752, a small increase on 2012, but still the lowest among the Core Cities. As a result, even if Sheffield continues to track wider UK economic trends, it will not significantly close the output gap. The gap between the city and national average has been estimated as £1.6 billion, which represents the difference between what the Sheffield economy does produce and what it could produce.

Indeed, it is the detailed nature and specific characteristics of current economic conditions that can have the most impact on people working in Sheffield and those businesses operating in the city, especially smaller and medium sized companies. How have working conditions and employment opportunities in Sheffield, and the trading and investment conditions for the city's businesses changed in this post-recession period?

I came to Sheffield to do my degree in 2010 and decided to stay here. With the help of a project to get local graduates into jobs, I've managed to find paid employment which has meant that I have been able to stay. Friends of mine, who graduated with good degrees, have chosen to extend their education, take unskilled jobs or go on the dole in order to stay in Sheffield. Others who also wanted to stay have had to go back home because they couldn't find work here.

There aren't enough jobs for graduates. The areas of Sheffield where things seem to be happening – business and industry - are not where the students are. There are certain bubbles in the city, creating a disconnect between graduates and the businesses providing the jobs. Compared to other cities, Sheffield doesn't have enough graduate schemes like RISE, which helped me find a job. There need to be more opportunities for graduates to use their skills.

Sheffield is a good place to live and people want to stay. The student areas of the city are the nicest and Broomhill and Ecclesall Road probably don't really reflect Sheffield as a whole. Since starting work three months ago, I've learned more about the city than I did in the previous three years.

A problem that Sheffield has is that it's too inward looking and doesn't have a realistic view of its position in the country. It hangs on too tightly to the "Steel" tag, which isn't a good idea when that's such a small part of what Sheffield is now. It also places too much emphasis on the Peak District. It's nice that there is green-space in Sheffield, but you can get to the countryside from many other cities as well. Instead, Sheffield should promote other things that it's good at, like independent businesses, promoting diversity and providing a really good student lifestyle.

Sam Cook
is a recent graduate and a participant in the RISE graduate intern scheme.

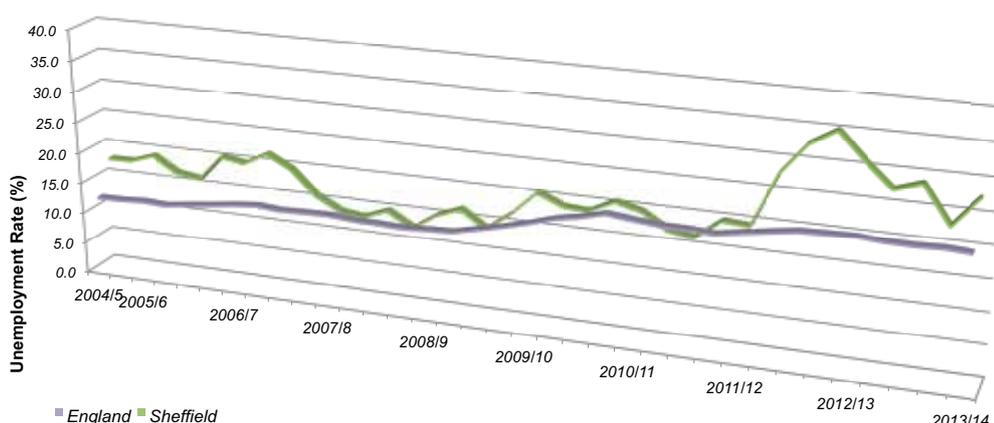
Employment in the City

There have been large regional variations in employment within the UK since the recession, with unemployment concentrated in the urban areas. In Sheffield there were 239,300 employees working in December 2012, slightly more than in 2011 but down from 246,100 in 2009. The fall in people employed over the last five years has largely been caused by declines in some major sectors, in particular Public Administration and Health, Arts, Entertainment, Recreation, Accommodation and Food, sectors directly affected by cuts in public expenditure and declines in disposal incomes. Sheffield currently has the lowest average annual pay of all core cities. In contrast, employment in the Information and Communication sector has increased since 2008, reflecting the strength of a sector that also experienced a growth in GVA.

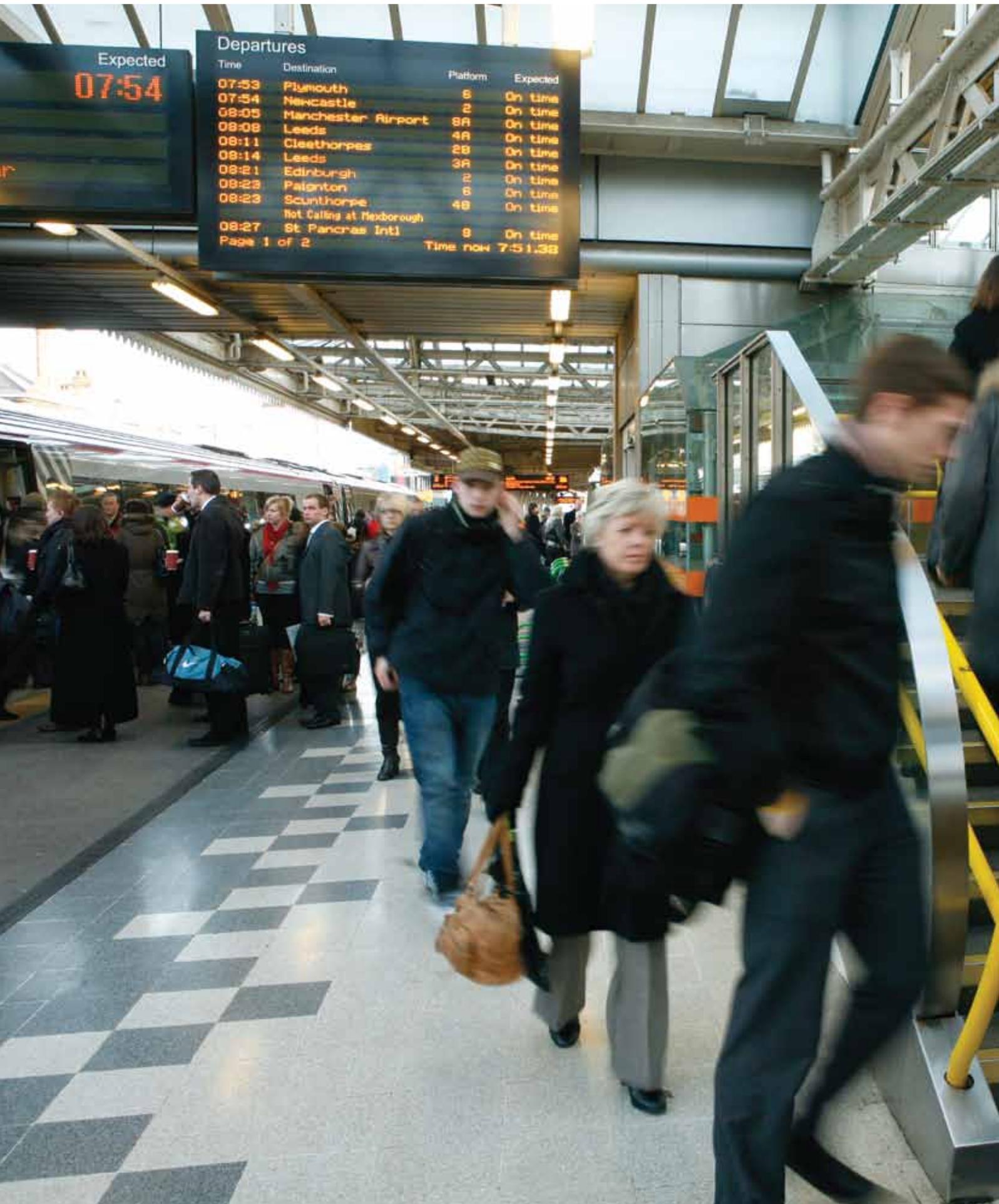
Among the Core Cities, only Sheffield, Leeds and Bristol experienced employment decline between 2010 and 2011. A similar weak performance is shown by the city's employment rate – expressing the proportion of those economically active who are working. The employment rate in Sheffield in December 2012 was 65.8%, below the UK average of 70.6%, and although an increase compared to the previous December (65.5%), this was still below the pre-recession rate of 68%.

These impacts of the recession on employment levels have resulted in increases in unemployment in the city over recent years. The current rate in the city is 10.8%, higher than the national rate of 7.8%. Sheffield's rate continued to increase between 2009 and 2013, reversing the relatively favourable position the city was in before the recession when the unemployment rate in the city was slightly lower than the UK as a whole. A similar trend also emerges by looking at unemployment claimants of which there were 16,109 in the city in August 2013, a rate of 4.4% compared to the national average of 3.4%. Of the claimants at this point of time, 10,837 were males and 5,272 females, but the proportion of females had gone up since 2008, and there has also been a significant rise in those aged 18 to 24 years old. The majority of claimants are from lower skilled occupational backgrounds.

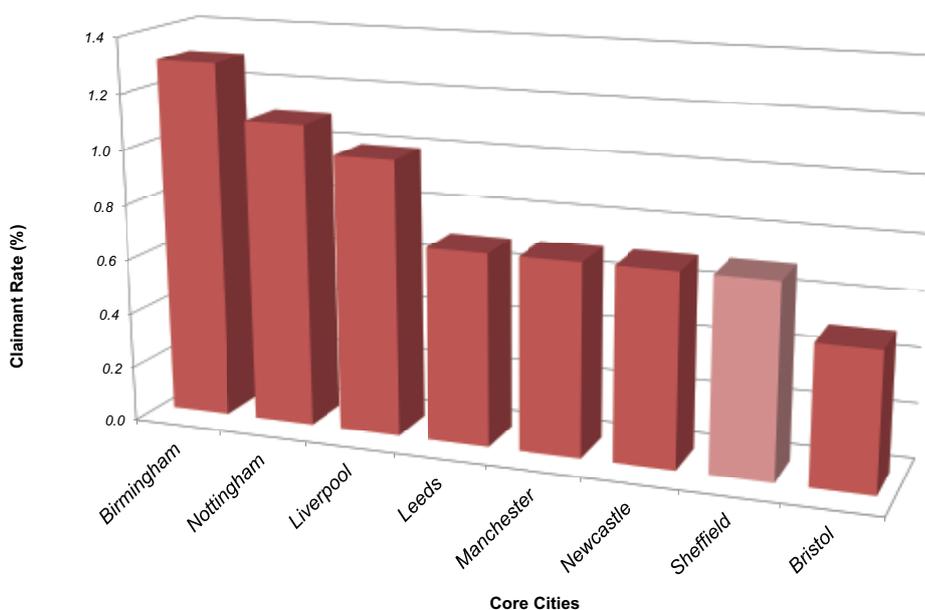
Unemployment Rate for People Aged Between 16 and 24



Source: Annual Population Survey

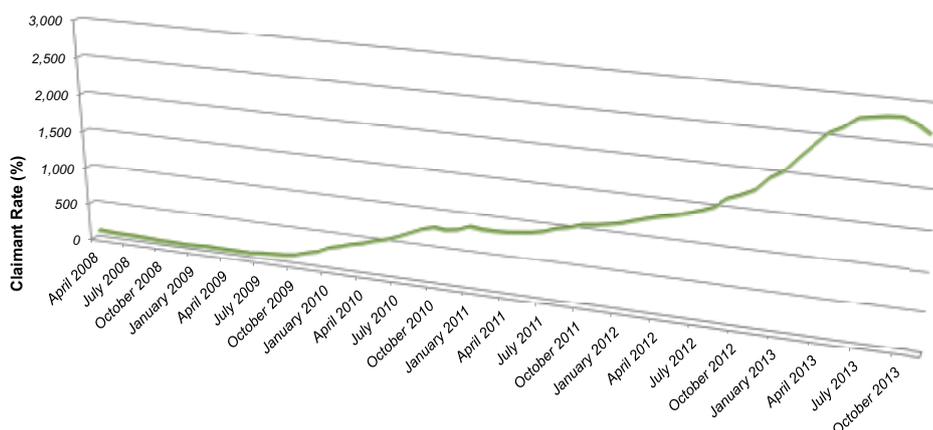


Claimant Count -
People Claiming for
More Than Two Years



Source: Claimant Count - November 2013 (Nomis)

Claimant Count -
People Claiming
in Sheffield for
More Than Two Years



Source: Claimant Count (Nomis)

Unemployment claimant rates also vary across the city. In September 2013, the unemployment rate was below the national average in the Hallam and Hillsborough Parliamentary constituencies (1.4% and 2.7% respectively), but above in the other four areas with the rate highest in Brightside (7.3%). However the city compares well in comparison to the two constituencies in Birmingham with the highest rates in cities, with 9.3% people claiming in Hodge Hill and 11.4% in Ladywood.

Of particular concern for the city, is the possibility of a 'lost generation' or permanent 'exclusion' from the labour market for specific groups of people. In August 2013, 46% of those signing on had been doing so for up to six months and 34% had been signing on for over a year.

Long term unemployment (signing on for two years or more) has also increased significantly during the recession. There were 100 long term claimants in July 2008, in July 2013 there were 2,780, and the number has doubled in the last twelve months alone. Men from elementary and lower skilled occupations are most at risk of becoming long term unemployed once they begin signing on. Long term unemployment is growing fastest for those in the 18 to 24 year old bracket, with the number tripling over the last twelve months up to August 2013.

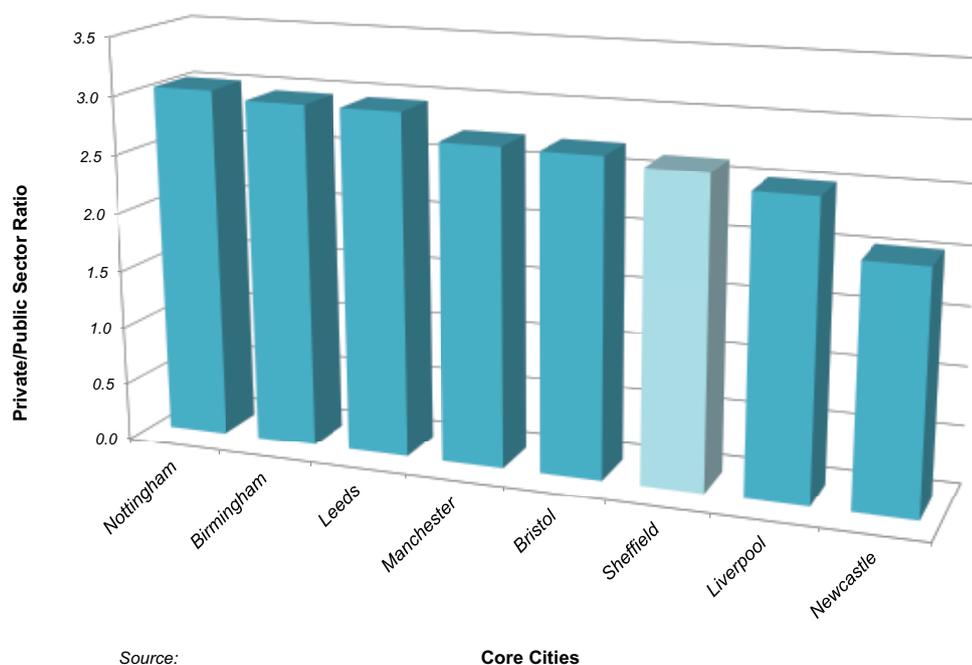
However, more encouragingly for the city, the recent improvement in the wider national economic conditions are reflected in the Sheffield claimant rate falling for ten consecutive months in 2013, with almost 4,000 fewer people claiming than in February 2013. Similarly, Sheffield's performance when compared to Core Cities shows it has the lowest claimant rate of all these cities except for Bristol (3.4%), with Birmingham (6.4%), Liverpool and Nottingham (both 5.6%) having the highest rates.

Business Activity in the City

As Sheffield is primarily a small and medium sized enterprise (SME) economy, ensuring that the city's start-ups and small businesses grow is an important factor in employment creation for local people. Sheffield's business stock remains significantly lower than the UK average, at 296 businesses per 10,000 population in Sheffield compared to 413 in the UK, and also lower than other Core Cities. However, since the financial crisis the city has broadly tracked the national trend in terms of changes to this stock. The number of businesses declined from 2008 to 2011, with 2012 data showing the first upturn in business numbers since the start of the recession for the city and the UK as a whole. In Sheffield there has been an increase of 1%, compared to a 2% increase for the UK. This follows an increase in new enterprises coupled with a decrease in business deaths. All Core Cities barring Birmingham and Nottingham experienced a growth in business stock between 2011 and 2012, with Manchester experiencing the highest growth of 5%.



Ratio of Private
to Public Sector
Employment (2013)

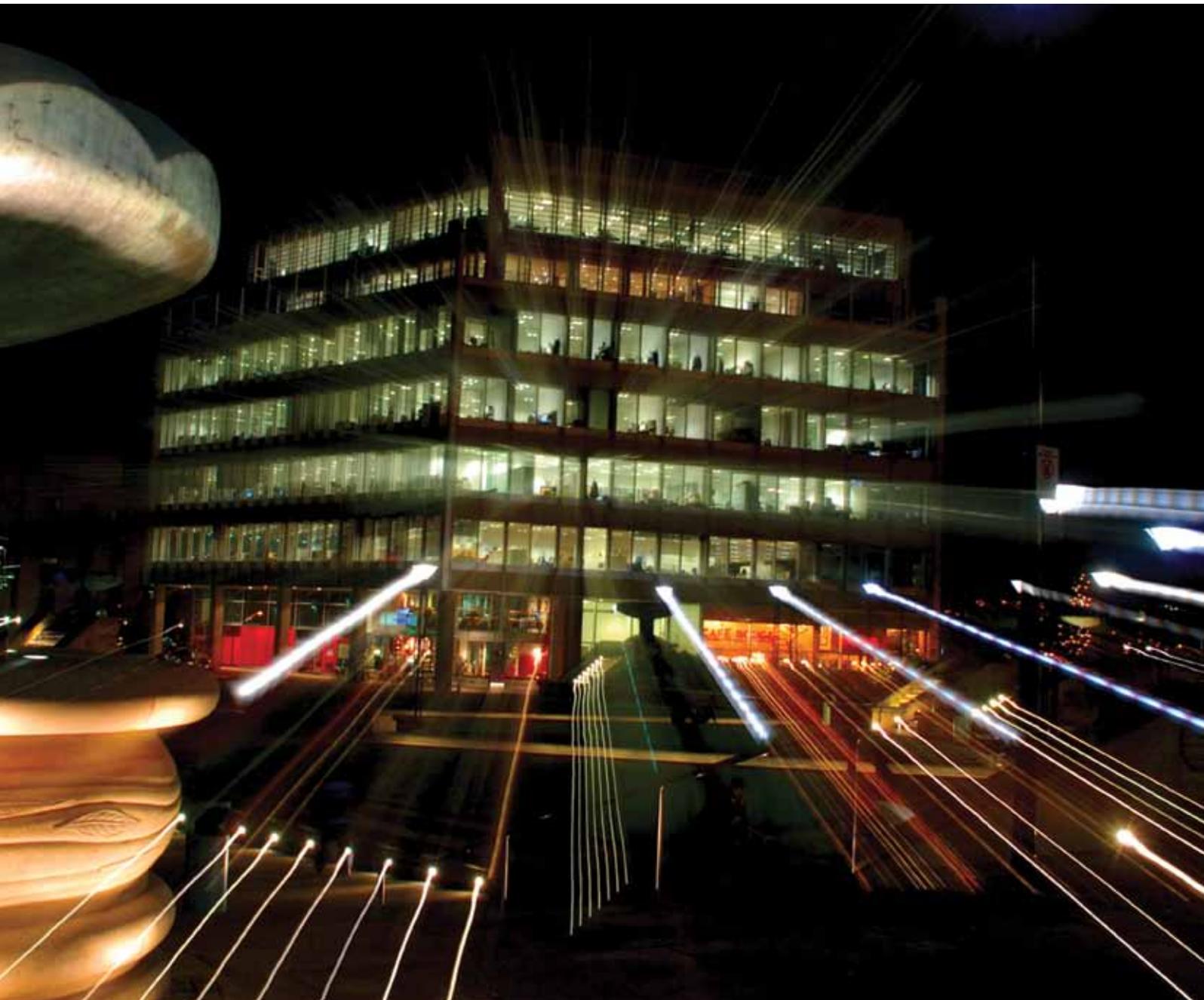


The growth in business stock in the city in the past year has been driven by several sectors. The Professional, Scientific and Technical sector increased by some 100 businesses. This sector has continued to grow throughout the recession, with 12% of businesses now belonging to this sector. Information and Communications is another key sector behind the recent change, with some extra 50 businesses in 2012. Having declined for the previous 3 years, Retail saw an extra 50 businesses in 2012. Production and Construction sectors had declined for three consecutive years before the 2012 upturn, growing by around 20 businesses respectively. In line with the decline in employment levels in the city, the greatest contraction was experienced in the Public Administration and the Accommodation and Food Related Service sectors.

Data relating to new businesses is only available up to 2011. This shows that following a three year decline in Sheffield, there was an increase of 11% in new businesses in 2011, in line with the national average. Despite this increase, the city still underperforms when compared to the national average, with 28.9 new businesses per 10,000 people in Sheffield compared to 41.3 for the UK. The eight Core Cities also all saw an increase in the overall number of new enterprises in 2011, but Sheffield still had the lowest level of new businesses per 10,000 of the population in all these cities. Leeds had the smallest growth of 3%, with Birmingham and Sheffield the second lowest, and Newcastle and Nottingham experienced the greatest proportional increase of new businesses, with Newcastle expanding by 23%.

The number of business deaths in Sheffield initially increased in response to the recession but has now fallen back to pre-recession levels. The decline of 9% between 2010 and 2011 was broadly in line with the UK average of 8%. Overall the number of business deaths in Sheffield per 10,000 of the population was lower than the UK average, 31.4 in Sheffield compared to 36.3 in the UK as a whole.

Whilst enforced redundancy might be a trigger for someone to consider self-employment, the general economic climate can create difficult trading conditions. The number and proportion of working age residents who are classed as self-employed in Sheffield has declined recently, from 32,600 (8.6%) in 2011 to 27,800 (7.3%) in 2012. This remains lower than the UK average of 9.5% which has recently remained stable having grown slightly overall during the recession, and all the Core Cities have experienced fluctuating levels of self-employment. However, Sheffield does have the second highest percentage of self-employed among all Core Cities, second only to Bristol, and the city has consistently remained in the top three through the recession.



Ten years ago me and my husband Tim were working for an e-learning firm; and when that firm went bust we had no problem finding work. At that time it felt like there was a lot going on in Sheffield and we felt positive and hopeful for the future, that's when Tim started Team Cooper. I remember being on a bus going past the Electric Works when it was being built and thinking, "we're going to put the business in there."

Now I'm not sure I would be as brave. Cash flow is a challenge for us; it is for all businesses, but especially small businesses. We work internationally, regions and localities mean nothing in digital and so networking in the city doesn't really pay off for us in a meaningful way.

The question of finding skilled staff that are ready for work is also a big one. We've had some excellent graduates from Hallam, but last year it felt like the best students on their work placement programmes weren't interested in coming to us. That's a problem facing businesses like ours: the skills we need are in the city, but we have difficulties getting those people to understand small businesses can be as a good opportunity for them.

We rely on creativity and inspiration and for this we need access to galleries and cultural events; the power of happenstance at good cultural events is important for us. There are still good things going on in Sheffield but the increasing lack of them has become noticeable. There's a link to skills here as well: the kind of people we want to work for us will ask themselves "Why stay in Sheffield when Manchester or Leeds have so much more going on?"

The real positives for businesses like ours are the major international conferences we get in Sheffield. The Children's Media Conference gives me connections we wouldn't get otherwise. Being on our doorstep is invaluable; it gives us home team advantage because we know all the good places to go and makes it affordable.

Doc/Fest has similar status as an internationally renowned festival and TEDx this year was awesome, I got leads I wouldn't have otherwise. We need events like these to continue to happen and coordinate them better; they bring interesting people to Sheffield and create opportunities for chance meetings that are so important for businesses like ours.

Sheffield is a solutions city. We're great at working together: we do one bit, then we know someone who can do the next, then someone we met at the pub who can do the next, and so on. It's that co-operation that made the steel industry successful here, and means that we're still a city that's good at making stuff and problem solving. It helps that Sheffield is a city full of compassion, friendliness, and awesome 'people' people.

Having said that, I do think we need to look to the future and stop harping on about the past. I don't want to do a disservice to where we've come from but there's more to Sheffield than steel; we've got companies like Warp, Sumo and Pimoroni that kick ass internationally and they've got nothing to do with it.

When I talk to people from outside the city, no-one thinks of Sheffield as a digital hub, even though that's what we're trying to be. That's not because we can't be, but because we're not doing a good enough job of telling that story. We need to get better at joining up all the awesome things we do in this city and tell the world about it, and maybe ourselves, too. Self-deprecation makes us likeable and lovely but we need to figure out how to have the balls to power through and do something without being arrogant.

We need to not let ourselves be defined by the circumstances we're in but instead aim to define ourselves, then live up to that.

**Emma Cooper
is Business Development
Director for Team Cooper.**

City Vitality

The health of the business base and the number and nature of employment opportunities available to people of a working age are important to understanding how broad trends are operating in the city economy, but it is widely accepted that urban economies also rely on more qualitative factors. Cities are successful when they provide conditions for creativity, for innovation, for new trading opportunities, for wider social enhancement and ambitions. Measures of such city vibrancy are difficult to construct and even more difficult to track over time. Vibrancy is also something which is equally 'experienced' and can shape perspectives and confidence as well as being represented in economic outcomes such as expenditure. Similarly city centres have long been the economic and civic heart of our cities, places where people come to meet and interact, but the success of a city centre economy is not a given, even if the wider economy has performed strongly.

The skills of the working population are regarded as a major determinant of urban economic growth. Higher end occupations including managerial, professional and technical workers make up 43.2% of Sheffield's workforce. These are considered as 'knowledge occupations', and a recent analysis ranked Sheffield the third highest among the Core Cities. Evidence also suggests that the broad skills profile of the city has remained in line with the UK average over the last four years. Whilst higher level skills (as measured by those educated to NVQ Levels 3 and 4) declined between 2010 and 2011, they have recovered in 2012. This could relate to the population decline in age groups 20-24 and 25-30, as this represents a potentially mobile graduate population migrating to find jobs. Data supports this trend across other northern cities, with a movement to London.

Similarly, in 2012 Sheffield's two Universities had a total student population of 63,125 with 21,410 graduating. There has been a slight decline in student numbers from 2011 to 2012 but overall numbers have grown by 13% since the beginning of the recession. The proportion of the working age population in Sheffield qualified at degree level or equivalent compares well to the national average, with the proportion of those in work who are educated to NVQ Level 4 and above being only slightly below the UK average of 34.2%. In 2008 and 2009, Sheffield had the second highest percentage of population qualified at this level, but Manchester, Leeds and Newcastle have now experienced faster growth, placing Sheffield fifth in this particular ranking.



People my age find it difficult to find jobs and feel pressured into deciding what you want to do too early. I did go on to A-levels after my GCSEs for a year because I felt pressured to do so by my school. I chose subjects I thought might be useful, but I really didn't enjoy it. My careers adviser at Sheffield Futures suggested that an apprenticeship might be a good option, which my school hadn't talked to me about at all. I got a placement at Wake Smith and now I want to pursue law as a career.

Schools are asking constantly what you want to do, what subjects for GCSE and then further on, asking what you want to do in your life when you might not know yet. People have it in their mind that they want to university, so you're pressured into choosing subjects, then pressured into doing well. Schools want you to go to university because they're measured on how many pupils they get into university, so that's their focus. I'd heard of apprenticeships, but not in a way that I thought would be relevant for me: I thought they were for people who want to do plumbing, or be a mechanic, or do health & beauty. I didn't realise they could also lead to a profession like law.

I was only given advice about apprenticeships when asked because my adviser told me about them and said to ask my school.

I don't feel like it's going to get easier for people to find work – it might get harder, but not easier unless the economy improves. I think we've still got a while before we get over the credit crunch. Even with apprenticeships and stuff like that, young people feel more vulnerable as we feel like we'd be the most likely to be cut if companies need to make savings.

I think things change as you get older – a few years ago I would have been not bothered about how the city centre is doing but since I've got older I've been to more places and seen the differences. Manchester feels more spaced out than Sheffield

and has got all the big shops that Sheffield doesn't, but I don't know how much we can do about that. Manchester city centre is so new and modern, and so much more open, like it's been knocked down and rebuilt. Though while I like to visit places like Manchester and London, I wouldn't want to live there, it would be too hectic. Sheffield's big, but not too big.

I think over the next few years the city centre might get nicer – they've done all the work on the Moor, and the new markets and there might be other stuff to come in the city centre.

People I work with find it difficult at rush hour, especially working in the city centre, it feels like everyone's getting pushed out of the city centre in the same direction. Though I don't like public transport and don't use it now I can drive. The prices have gone up so much it's now cheaper to drive, and it can be really unpleasant when it's busy. Though sometimes when a buss whizzes past in the bus lane and I'm stuck in traffic I think "I wish I was on that".

I like the people in Sheffield; people who come in from outside say we're so much nicer than in other places. I think in Sheffield we try to look after people when they're down on their luck.

I don't like the fact that money doesn't seem to get spent on the places that need it – some places aren't pleasant and you don't feel safe. But we've got a lot of open and green spaces in Sheffield, more than other places I've visited, and the Council try to keep these well. The thing about the place you live is that you can get so used to the good things about it so you take them for granted.

Hayley Jones was a Business & Administration apprentice at Wake Smith LLP, and has since moved to a permanent position at the company.

The growth of new and innovative sectors and businesses is another feature of vibrant and successful cities, indicating an ability to create new economic opportunities, but also to provide resilience within the changing global economic order. In Sheffield much of this local innovation continues to be linked to research and investments undertaken by the city's two Universities. Three examples of such emerging innovative economic activity are present in the city: Low Carbon, Advanced Manufacturing, and Creative and Digital.

The Low Carbon sector is estimated to comprise of over 300 companies across Sheffield City Region, employing approximately 10,000 people, and contributing £570 million in GVA. The potential in this area is also enhanced by specific expertise in advanced manufacturing where there are opportunities to develop new products that form part of the supply chains for sub-sectors like nuclear, wind and tidal power and geothermal.

Advanced Manufacturing businesses generally serve many international markets. They have specialist and multi-disciplinary expertise providing unique engineered solutions where high levels of precision, quality and reliability are paramount. The sector in Sheffield City Region is estimated to employ over 82,000 people and contribute some £3.5 billion to GVA.

Sheffield is also developing a cluster of Creative and Digital companies (CDI), characterised by an abundance of high performing home-grown businesses, micro start-ups and freelancers, and key inward investment from international market leaders. The CDI industry is one of the highest value sectors in Sheffield (measured by GVA per job of £53,000 GVA). A vibrant CDI sector is perceived to also have a positive impact on the city's image and can boost related industries in culture, tourism and leisure.

Indeed, Sheffield now hosts a number of high profile events and festivals such as MADE, the Global Manufacturing Festival, Doc/Fest, Off the Shelf, Tramlines, the Food Festival and the Festival of the Mind. All command audiences in the thousands and attract visitors from across the UK and internationally. Sheffield is also home to a large theatre complex, performance venues, and sport assets including international competition standard facilities at Ponds Forge Pool and the English Institute of Sport. The city boasts a diverse range of museums and galleries, and during 2013 the city celebrated the centenary of Harry Brearley, credited with the invention of stainless steel in 1913, with a year-long programme of events including two exhibitions, 'Rustless' and 'Designed to Shine'.

Together these cultural and sporting assets attract visitors which generates income for the local economy. Perhaps reflecting wider economic conditions and decline in disposable incomes, the total attendances at the main sporting and cultural venues in Sheffield has declined over the last three years. In 2010/11 these venues in total attracted an attendance of some 7.9 million, but this had declined to 7.4 million in 2012/13. There was a steady decline in attendance at cultural venues over this period, from 3.3million to 2.6 million, but attendance trends varied between individual venues.

Footfall on the city centre streets can be another approximation for vitality, and has always varied throughout the year, fluctuating significantly from one month to the next, with highs driven largely by city centre events such as the Tramlines Festival, Fright Night and the Continental Markets. Whilst footfall in Sheffield city centre rose between 2008 and 2009, before falling in 2010, the last two years have seen numbers increase again and footfall is currently higher than in 2008. The City Region's business conference market was also estimated to have grown by 25% from £226 million in 2011 to £282 million in 2012.

Similarly, levels of hotel occupancy fell between 2008 and 2009 from an average of 70.3% full to 57.9%. Performance has now improved (68.6% average occupancy), but figures for 2011 show occupancy has yet to return to pre-recession levels (68.6%). However, although Sheffield achieves approximately the same number of 'bed night stays' in a year as other comparable smaller Core Cities, the expenditure within the City resulting from these is considerably lower than all others. The average day rate has also fallen steadily throughout the recession: in 2008 it averaged at £56.24 per room, and by 2011 this had fallen to £46.89.



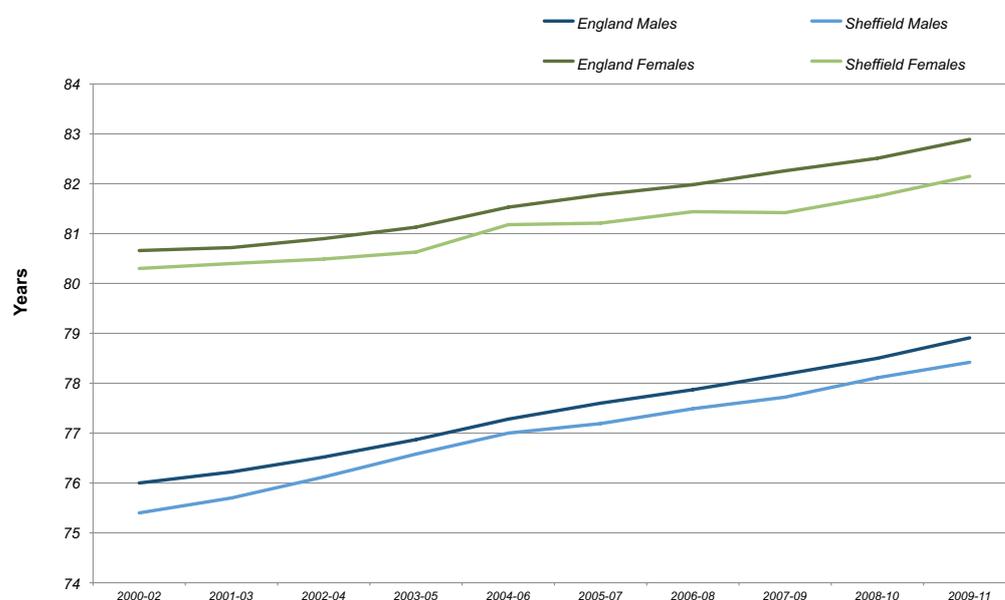
Wellbeing & Welfare

Life Expectancy

The health of the people of Sheffield is generally better than it has ever been, with health improving significantly in the past few decades for most communities. People in all parts of the City are living longer and deaths from major illnesses, especially heart disease and cancer, have reduced. However, there are a number of areas of concern, such as infant mortality rates, unhealthy lifestyles, dementia and poor mental health and wellbeing, and persistent geographical inequalities across the city remain.

Life expectancy is one of the key indicators of health and wellbeing. Currently in Sheffield (2009-2011) average life expectancy at birth is 78.4 years for men and 82.1 years for women – a gap of 3.7 years between the genders. In 1975-1977 life expectancy was 69.7 years for men and 75.8 years for women with a gap between the genders of 6.1 years. Therefore, as well as year on year improvements in life expectancy, the gender gap has also narrowed. The narrowing of the gap is almost certainly linked to changes in types of work and smoking habits. Comparing Sheffield to available England data shows that Sheffield's life expectancy rates remain lower than the national average of 78.8 years for men and 82.8 years for women.

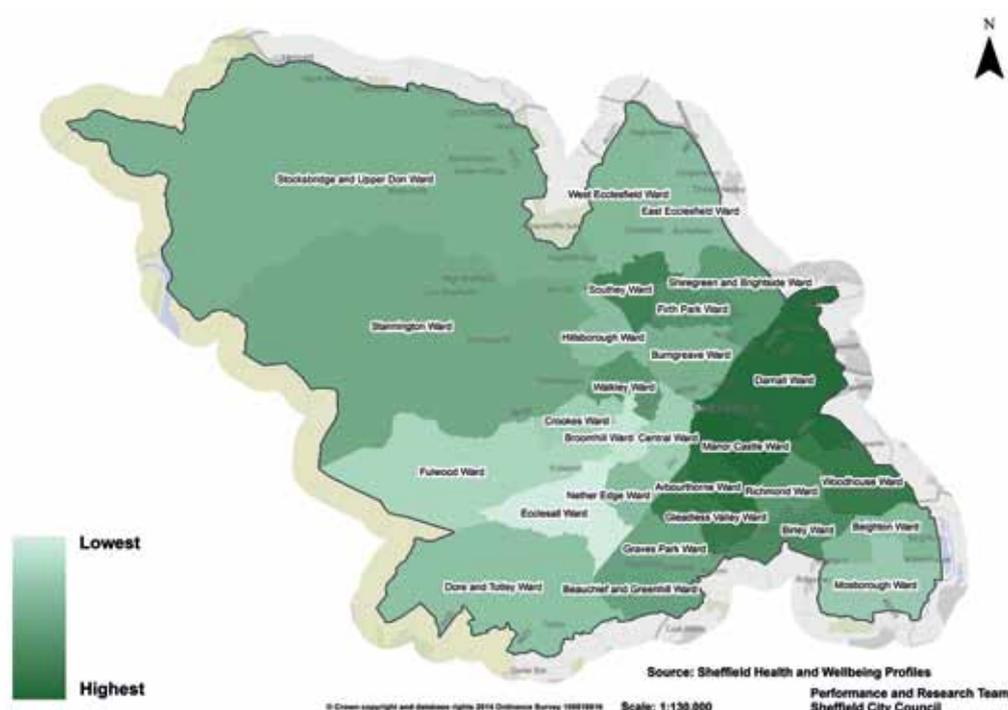
Life Expectancy At Birth



Source: Office for National Statistics

The main causes of premature death (under the age of 75) in Sheffield are cancer and cardiovascular disease (such as heart attacks and strokes), and these also make a major contribution to the gap in life expectancy between the City and England as a whole. Cancer and cardiovascular disease account for around two thirds of premature deaths, which is consistent with the national picture. For all cancers, the premature mortality rate is equivalent to almost 650 deaths a year and about 370 of these per year are from preventable cancers. Whilst this represents a continuing decrease, it is significantly higher than the national rate, but is the third lowest rate amongst the Core Cities. The leading causes of cancer are smoking, alcohol, poor diet and physical inactivity. For cardiovascular disease the local rate equates to around 370 deaths per year, which is significantly higher than the national rate but again the second lowest of the Core Cities. The leading causes of cardiovascular disease are high blood pressure, smoking and diet.

**Cancer Registrations
2005-9
Standardised
Registration Ratios
(SRRs)**



Whilst not as great in terms of overall numbers of deaths, infant mortality (deaths in babies under the age of 1 year) impacts significantly on the overall average calculation of life expectancy. Currently the Sheffield rate is 5.2 per 1,000 live and still births (2011), which compares with a national rate of 4.3 per 1,000 and is ranked fifth of the eight Core Cities. Since falling significantly between 2007 and 2009, the infant mortality rate in Sheffield has been rising slightly but remained steady over the last two years.

It is widely accepted that the health of a baby is crucially affected by the health of its mother and a range of risk factors are pertinent to the Sheffield population:



The ageing profile of Sheffield's future population, with more people forecast to live longer than 75 years and even 85 years, raises challenges in respect to their well-being. The number of people aged 90 years or more has increased by 26% since 2001, to 4,300. There are currently around 6,400 people living with dementia in the City, but this is expected to rise to over 7,300 by 2020 and 9,300 by 2030, with the biggest increase in people aged 85 and over. The population distribution varies with age across Sheffield's neighbourhoods with the majority of people aged 85 and over living in Chapeltown, Burncross, High Green, Mosborough and across the south west of the City. Around one third of people with dementia currently live in largely private sector care homes, and the trend is towards entering care with more severe disease. Unpaid carers (mainly female family members) provide the majority of care in the community. If current policies remain in place, by 2025 the demand for this type of care home accommodation is predicted to increase by 55% with 71% of the increase coming from people aged 85 and over.



I was brought up in Sheffield. I have lived in other parts of the country and in America, but there is nowhere else I'd live long-term. I've not been anywhere with the same friendliness and history. It feels warm. If you smile in Sheffield, people respond. That doesn't happen in many places.

I work in Adult Social Care and I can see a series of challenges that we will have to meet. How the Council, businesses and individuals respond to an ageing population is a huge issue that is not necessarily accepted by anyone other than older people or those who provide them with services. People are getting older and money is getting shorter. It should be more of a concern for younger people; couples in their early thirties with two kids. These are the people that need to think about what kind of life they want in their old age and what they need to do know to enable that to happen. Also, there are a lot more single younger people now, which may mean a lot of older single people in the future.

This is a national problem, but there are things about Sheffield that make it worse. Sheffield has a higher than average number of older people, for example. Topography is also an issue. Many older people will be isolated by the fact they live on a steep hill that they can't walk up or down easily.

We need a shift in culture away from simply preparing financially for later life. There are other questions that people should ask themselves, such as: is my house and bathroom suited for someone less mobile? Is there a supportive community I can connect to? Do I have any interests now that I will be able to maintain as I get older? There is a wider question about whether we have the right planning guidelines now or whether there should be an emphasis on planning "properties for life".

The economic crisis has been a challenge for Sheffield. Things tend to get centralised when money is tight, because it's economies of scale mean it can be cheaper, but we should be recognising and valuing natural communities. We need to develop communities that can withstand the expansion and contraction of the economy and this should be everyone's responsibility. This is a time for innovation and creativity, where people are forced to think differently. I would like this to happen at other times though, not just when people have a knife to their throat. Having said that, Sheffield is best in times of crisis. I've never known communities to come together when needed as much as here. It would be better if it also happened with there wasn't a crisis – the other 90% of the time.

Sheffield needs to get better at selling itself. The view from outside is Sheffield of 100 years ago. It's good to celebrate the past, but we need to let it go. The City Centre is great, but I'd like to see it be different to other cities, which means it needs to be kinder to small businesses. We should be proud to be different. "Sheffield: We don't do chains!" would be my selling point. I also don't want the City Centre to turn into the Forth Bridge. I just want it to be finished!

Lorraine Jubb works in Adult Social Care for Sheffield City Council.

Mental Health

Mental wellbeing can positively affect almost every area of a person's life – relationships, family, education and employment. It can help people achieve their potential, realise their ambitions, cope with adversity, work productively and contribute to their community and society. Those groups in the population most at risk of mental ill-health include: people who are at risk of being homeless; new and expectant mothers (e.g. post-natal depression); people misusing alcohol and other substances; people undergoing significant life stresses (such as debt or bereavement); people with a long term health problem or limiting illness; prisoners and people in contact with the criminal justice system; survivors of abuse or people who were in care as children; and asylum seekers and refugees.

Mental health problems are common, with one in four people experiencing a mental health problem in their lifetime and around one in one hundred people suffering a severe mental health problem. In relation to common mental health problems, such as depression and anxiety, around 12.27% of Sheffield adults are estimated to have depression compared with 11.68% in England. Major depressive disorder is increasingly seen as chronic and relapsing, resulting in high levels of personal disability, lost quality of life for individuals, their family and carers, multiple morbidity, suicide, higher levels of service use and many associated economic costs. In terms of severe mental illness (such as psychosis or severe depression) the latest figures for Sheffield (2011-12) suggest that the number of people with a psychosis (all ages) registered with a Sheffield GP practice was approximately 4,500. When considered as a percentage of all people registered with a Sheffield GP, this represents 0.80% which is on a par with the England average of 0.82%.

People with a severe mental illness have a threefold increased risk of premature death than those without such an illness and a reduced life expectancy of approximately 16 years for women and 20 years for men. Although suicide accounts for around 25% of these deaths, physical illnesses account for the other 75% with cardiovascular disease being the most common cause of premature death in people with mental ill health and diabetes the most significant cause of increased ill health. Smoking rates in people with mental health problems are, on average, twice as high as those in the general population. Smoking related illness and early death is also greater. The excess premature mortality rate in Sheffield people with a mental illness (988 per 100,000 population), is higher than that for England (921 per 100,000 population). The mortality rate from suicide and undetermined injury however, at 6.45 per 100,000 population (2009-2011) is much lower than the average for England (7.87 per 100,000 population).



Half of adult mental health problems start before the age of 14. Early intervention to support children and young people with mental health and emotional wellbeing issues is vital. The Sheffield's Every Child Matters annual survey gives information on the self-reported emotional wellbeing and mental health of children and young people. Children who qualify for free school meals report high levels of sadness and lower levels of wellbeing than average. In addition, Looked After Children are particularly at risk of developing mental health problems. The main indicator used to measure emotional wellbeing in Looked After Children (aged between 4-16 years) is the total difficulties score. The average score for Sheffield's Looked After Children is 15.4% which is considerably higher than the average for England at 13.9% and is the second highest average score of the Core Cities.

Life Conditions and Wellbeing

People with learning disabilities often face significant disadvantages in terms of their health and wellbeing. These can include shorter than average life expectancy, higher rates of avoidable or preventable ill health, unequal access to or low uptake of services and poorer outcomes in relation to the wider determinants of health and wellbeing such as employment or independent living. Sheffield has a higher prevalence of people with learning disabilities than the national average – this relates both to adults (18-64 years) where prevalence is 5.17 per 1,000 people registered with a GP compared with 4.33 nationally, and to children where 35.20 per 1,000 known to schools have a learning difficulty compared with 24.61 nationally. There is local evidence that these are all increasing.

However, the increased recorded prevalence in Sheffield may simply be a reflection of better detection and recording of people with learning disabilities than elsewhere. The health and wellbeing of people with learning disabilities in Sheffield is generally on a par with the average for other people with a learning disability in England. Overall however the key concern is that the median age at death of people with learning disabilities in Sheffield is 46 years compared with 55 years in England. This represents a significant gap, or health inequality, both between Sheffield and the rest of the country and between people with learning disabilities and the general population.

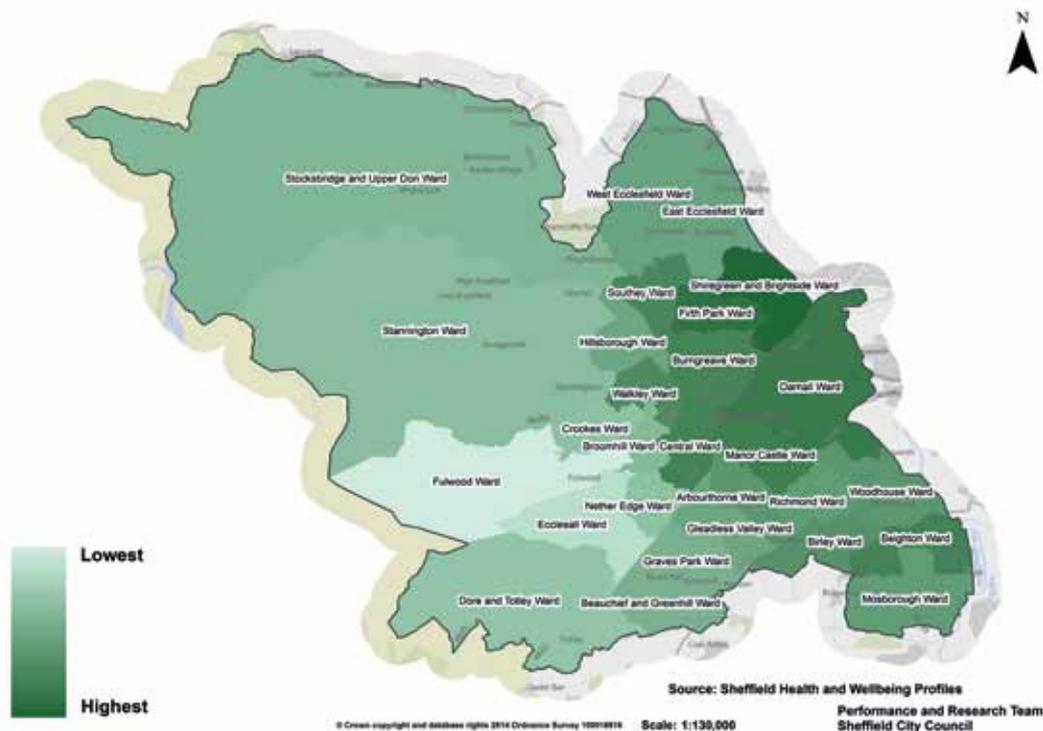
Certain lifestyles and behaviours, linked to the way we live our lives, are also leading to a rise in the incidence of diseases such as cardiovascular disease, diabetes, liver disease and cancer. Unhealthy or risky lifestyles put people at greater risk of suffering from acute and chronic disease, leading to increasing need for health and social care and poorer health and wellbeing outcomes including premature death. Sheffield is not immune to this trend and there are significant, and in some cases increasing, levels of need in our population. For example, around 1,000 new cases of diabetes are diagnosed in Sheffield every year, and its prevalence is expected to continue to rise for the foreseeable future.



Childhood Obesity

% of Year 6 School

Children Obese

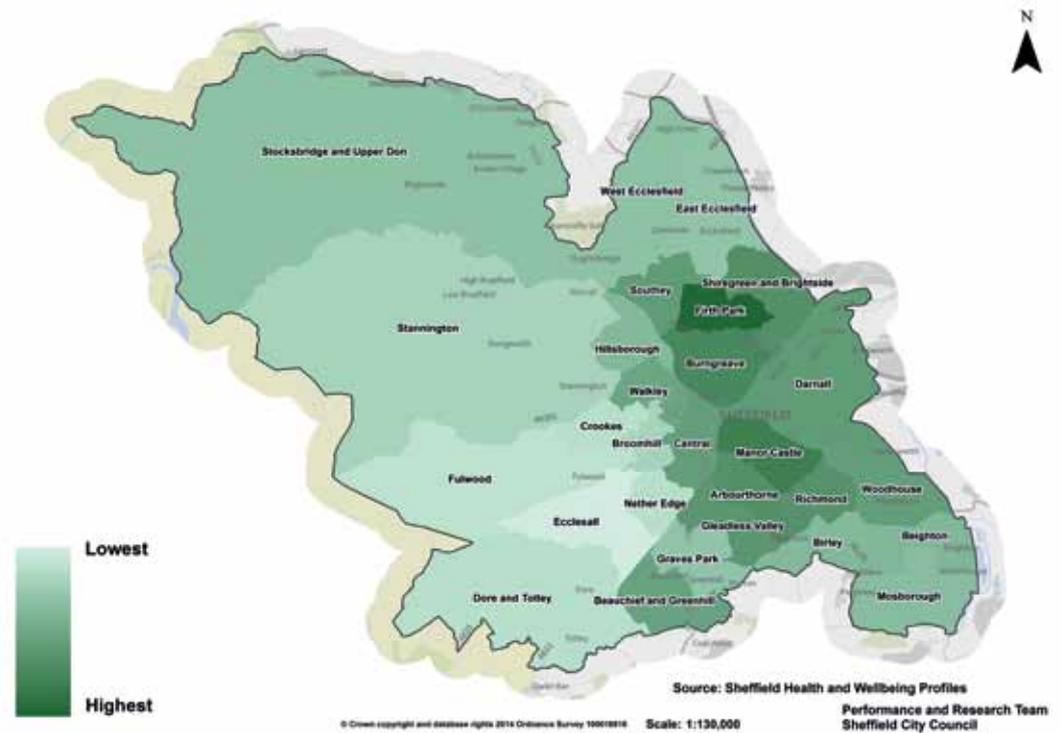


Obesity, poor diet and increasingly sedentary behaviour are associated with higher risk of hypertension, heart disease, diabetes and certain cancers. By 2015 it is estimated that obesity will cost Sheffield £165m per year. In terms of childhood obesity, in 2012/13 19.6% of 4-5 year olds and 33.7% of 10-11 year olds were classed as overweight or obese. Overweight and obesity levels for both of these age groups have increased between 2006/07 and 2010/11, in line with most other areas of the country, but have since reduced to the lowest rates of the Core Cities. In terms of people aged 16 years and over in Sheffield 23.7% are estimated to be overweight or obese. This is slightly lower than the national average of 24.2% but the 4th highest out of the eight Core Cities. Although reflective of the national picture, Sheffield's amount of both adult and childhood obesity is worrying and poses a major risk to health.

Obesity is typically caused by unhealthy food choices and sedentary behaviour. Sheffield has poor levels of diet and nutrition and it is estimated that only 25% of Sheffield adults eat five or more portions of fruit or vegetables a day, lower than the national average of 28%. Estimates suggest that around 580 deaths in Sheffield a year could be prevented if diets complied with national nutritional guidelines. In Sheffield around 18.7% of adults were estimated to be physically active in 2005/06 rising to 21.6% in 2011/12.

Smoking remains the largest, reversible cause of ill health and early death in Sheffield. It is estimated that smoking related illness costs Sheffield up to £151.5m every year and overall accounts for approximately 900 deaths in the City each year: around almost 84% of all deaths from lung cancer; 86% from lung diseases; and 15% from cardiovascular disease. It is estimated that currently 21.5% of the adult population (aged 18 years and over) smoke, which is slightly higher than the England average, (20.7%) but the second lowest among the Core Cities (range 21.3% - 27.8%). Smoking prevalence varies by occupation and by area. For example, in 2009/10, the estimated smoking prevalence in routine and manual workers (32.7%) was significantly higher than that in the population as a whole (23.4%). Smoking is also estimated to range from around 40% of the adult population in the most deprived areas of Sheffield to just below 13% of adults in the least deprived areas.

Smoking: Attributable
Mortality (Aged 35+)
2010-12. Direct
age-standardised
rate (DASR)



Alcohol consumption is linked to over 60 different medical conditions including liver disease, mouth, throat and other cancers, neurological conditions (including dementia), poor mental health, reduction in fertility, as well as acute conditions resulting from accidents, self-harm and violent assault. In Sheffield, 85.8% of people aged over 16 years are estimated to drink alcohol, higher than the national average of 84.5% and the other Core Cities. Sheffield has an estimated 51,000 'high risk' drinkers and around 6,500 people are admitted to hospital each year due to alcohol-attributable conditions, whilst the number of adults accessing local community alcohol treatment increased by 6% between the years 2011-12 and 2012-13.

Those who misuse drugs often suffer from multiple vulnerabilities including poor physical and mental health, offending behaviour, homelessness or inadequate housing, lack of education and unemployment. The latest data show there has been a reduction in the prevalence of people using opiates/crack cocaine in Sheffield (the second lowest rate of the Core Cities) with around 4,000 problematic opiate and/or crack drug users in the City (15-64 years). In 2012-13 over 2,200 opiate users accessed structured drug treatment and over 300 individuals accessed treatment for non-opiate drug misuse. This represents a decrease of 4.7% between 2011/12 and 2012/13 and is larger than the 2% national average decrease.



I work in Shiregreen & Burngreave, both deprived areas of the city, where I see the whole range of health problems, from purely medical diseases to conditions related to socio-economic circumstances. A lot of problems will present at GPs as the door is always open.

Sheffield has challenges around the sheer deprivation and poverty in some areas of the city, influenced by austerity, reductions in welfare and unemployment; it's inevitable that these will have an impact on people's health and wellbeing. I see a lot of people who are finding it harder to cope, leading to health problems, not just physical but also mental or psychological. I see people pursuing solutions to these that aren't solutions, like drugs, alcohol or debt. The poverty premium is very real and a big problem and the increase in people living longer means that we see higher incidences of debilitating diseases like dementia.

Sheffield has many positive features; where we are going wrong is to not inspire and incentivise people effectively. The education system is broadly good if people are willing and able to take advantage of it, and there are jobs though they might not be exactly what people want. Some of the difficulty is that people are dealing with multi-factored problems, such as a challenging home life or a deprived local area, so that they never see effective or inspiring role models.

There's been a shift in emphasis of what Sheffield is; it's time as an industrial city is ending, at least in terms of employment, and people are still struggling to catch up with the move to service industries. There's a generational change taking place: the young get it, and are less connected to the historical concept of Sheffield.

We need to avoid the move towards a homogenised society by emphasising the things that make Sheffield different: its diversity, tolerance, the

increase in people being better informed due to the development of new industries, so that Sheffield is defined by a multiplicity of things.

However, I think sometimes the academic and professional worlds isolate themselves from the wealth of practical and creative talent in the general population; connecting these areas better with people and communities would have benefits for all and the city in terms of jobs, training and skills.

There are fantastic sport and leisure opportunities in Sheffield, particularly with the easy access to the Peak District and the Olympic legacy plans. But this could be more accessible: pricing disincentives result in underused facilities, which is a tragedy. We need to focus sport and leisure not just on the obvious people, but also on the very young, the elderly and those with disabilities and harder to reach groups.

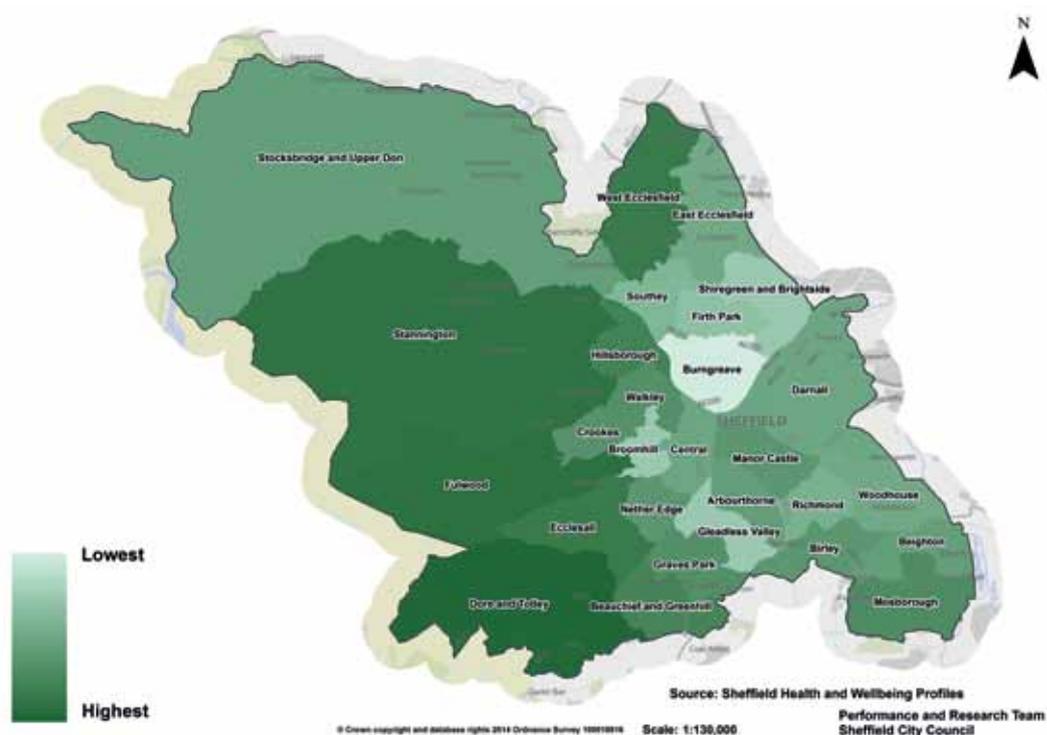
Sheffield is a very tolerant and open society, full of lovely friendly people, so that you don't feel you are living in a city of half a million people; there's a superb sense of community that is more like village life. But we need to allow people to build on that, whether that is through VCF organisations or small businesses, or local democratic structures. This isn't all about spending money, it's about how organisations are allowed and encouraged to go about their work. There are many enthusiastic and committed people and we need to free them by dismantling some of the social and economic barriers and finding ways to reinvigorate and reinvent some of the old industrial zones; hence we could expect to do more to attract investment and incentivise community resilience.

Ted Turner is a GP based in Shiregreen & Brungreave, and a member of the Sheffield Clinical Commissioning Group Board and the Sheffield Health & Wellbeing Board.

The Geography of Health

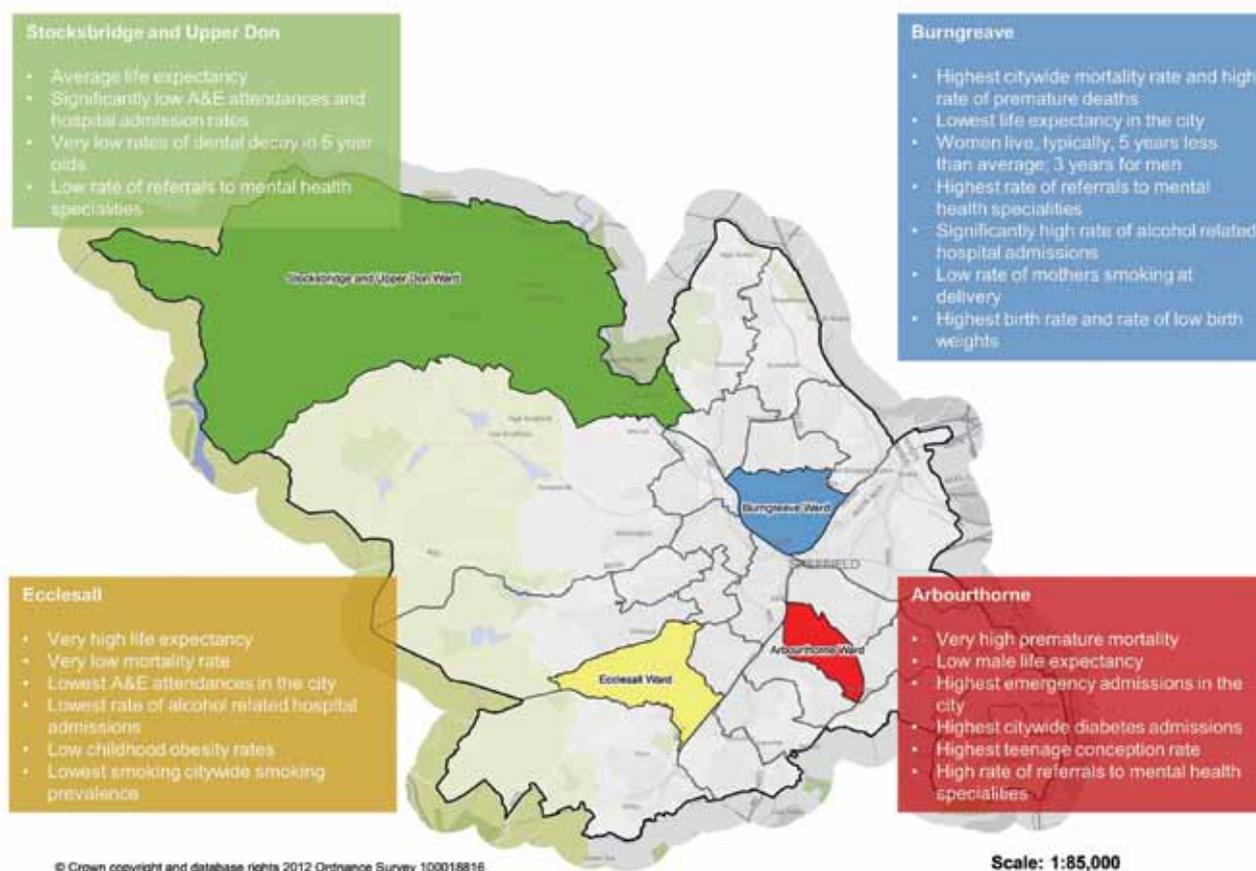
It has been consistently recorded that the health of people varies considerably across the city with the health profiles of wards showing marked differences. This is not to say that living in certain parts of the city necessarily causes ill-health, but rather people in those areas experience and suffer marked differences in health related conditions, linked to wider social, economic and cultural factors. Subsequently, male life expectancy is lowest in the wards of Woodhouse (75.6 years), Firth Park (75.9), Burngreave (76.0) and Shiregreen/Brightside (76.5). By contrast male life expectancy is longest in the wards of Ecclesall (84.4 years), Fulwood (84.0), and Dore/Totley (82.6). Differences also exist in the geography of female life expectancy, which is lowest in the wards of Burngreave (76.9 years), Broomhill (79.5) and Shiregreen/Brightside (79.6). The difference between the longest and shortest life expectancy in wards for women is 10.4 years, compared to 8.8 years for men, with women in Dore/Totley having a life expectancy of 87.3 years.

Female Life Expectancy At Birth (2010-12)



Marked variations occur also in the proportion of mothers at delivery who are recorded as smokers and the proportion of babies of a birth weight less than 2,500g. A number of factors are related to low birth weights, but again social and economic conditions and other health lifestyle conditions are often significant. On average 7.5% of babies born in the city are below the 2,500g birth weight. However, for babies born to mothers from some wards this is significantly higher. In Birley ward this proportion was 8.8%, and in Manor Castle ward 8.7% and in Burngreave, 8.6%. In contrast the proportion of babies below this weight born to mothers in Ecclesall was 3.4%, Broomhill 3.8% and Fulwood 4.5%. Mothers from the wards of Manor Castle (28.6%), Arbourthorpe (26.1%), Southey (25.5%) and Firth Park (25.3%) are most likely to be smokers, and have rates of smoking well above the city average of 14.1%. Women from Ecclesall (3.0%), Crookes (3.4%) and Nether Edge (3.7%) are markedly less likely to be recorded as smokers at the time of delivery.

These health inequalities and varied combinations of health conditions can be illustrated by profiling four different wards of Sheffield:



Poverty and Hardship in the City

The recession and on-going conditions of austerity raise serious concerns around poverty and inequalities in the City. It is estimated that the proportion of children in poverty is 24% compared with the national average of 20.6%. Over one fifth of households in Sheffield are living in 'relative poverty' (defined as having a household income less than 60% of the national average). It is no longer the case that work is the route out of poverty, as over 55% of children living in poverty in the UK live in a household where at least one adult is working, which equates to 15,000 children in Sheffield.

In terms of future trends, many of those already in difficulty will potentially face even more extreme hardship and additional groups currently on the margins of poverty and new groups of households who may have been financially secure previously could have new challenges to face. Anecdotal evidence suggests that there has been a significant growth in pay day loan companies and loan sharks in the City. This is reflective of the national picture, with demand driven by a combination of higher unemployment, low wage growth, rising fuel prices, food and transport costs and cuts in welfare spending. We know that people living in poverty are most likely to use high cost credit and there is a danger that in doing so they become even more vulnerable and fall further into poverty.

Our organisation sees about 200 people a week, both through our front door in the S6 area and across Sheffield. Different changes have different impacts; the move from Incapacity Benefit to Employment Support Allowance or Job Seeker's Allowance has led to various levels of stress and anxiety among some very vulnerable people, while the new sanctions regime can often magnify this. We are currently regularly meeting people who are facing no source of income for weeks or months at a time as a result of sanctions.

The bedroom tax is another challenge. It's not that people aren't willing to move house – they often are – but they don't want to leave the area where they have connections and 1-bed properties are often elsewhere in the city. This can often lead to increasing levels of social isolation and the breakdown of social networks, which are the things that hold people together in difficult times.

It's not just about benefits, either. Over the last year, we've seen people who used to cope on their wages start to find that they can't anymore. These people have always been independent, and they don't always know where to go for help. In this respect, the cuts we have seen to some of the advice services couldn't have come at a worse time.

In this context, it's probably not a surprise that we're also seeing a lot of people with debt and other financial problems. People are having to make choices between eating and paying the bills and finding that their homes aren't secure from being repossessed or tenancies are at risk. There's been an explosion in the use of payday loans in the last 3 or 4 years; at our food bank we see more and more people reliant on them.

Andy Niblock oversees St Thomas Church Philadelphia's projects working with disadvantaged people in Sheffield; Chris Hardy runs the Sheffield S6 Foodbank, based at their Philadelphia campus.

There are massive and escalating issues around food poverty in Sheffield; there are now up to 17 food banks operating in the city. As well as the question of food, there's also that of whether people have got gas/electricity to cook with and the skills or confidence to do so – it's about eating well as much as simply eating.

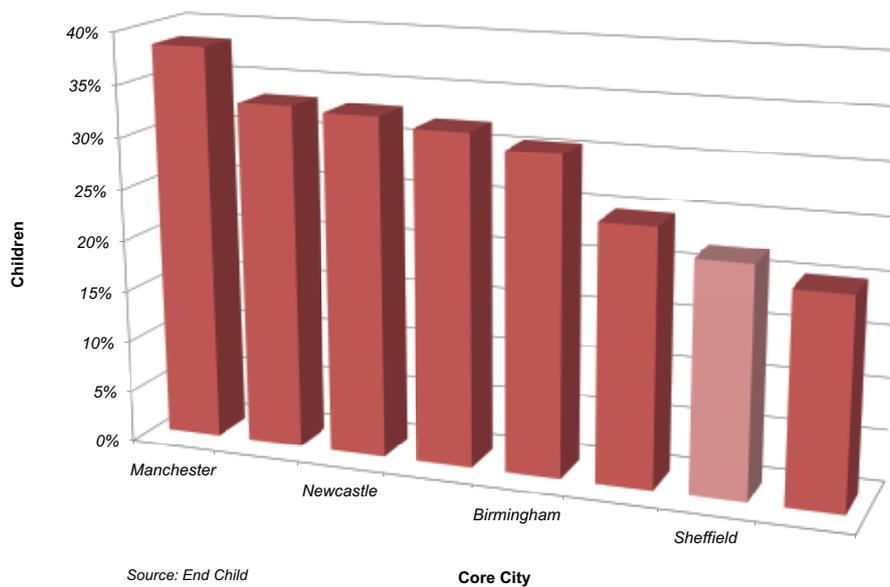
The thing is that there is a fine line between struggling and things becoming a crisis, and people get used to living on that line, meaning they don't always ask for help when they need it. They have pride in being independent and don't want to lose that; we see some people circling the block at our food bank, plucking up courage to come in. When people lose that pride and hope, they've hit the bottom. In some communities, it seems like there is less hope than there was a few years or a decade ago.

Overall, Sheffield feels like a city of contrast, with a danger that a greater sense of inequality could lead to some parts of the city being alienated from each other. It feels uncomfortable that there's a need for food banks; it's our opportunity to respond but we don't feel good about them being required and don't want it to become an accepted part of life. Alongside this, the commitment of the city to aspire to become fairer through the aspirations of the Fairness Commission is a great sign.

It's fantastic that Sheffield is recognised as a city of sanctuary. You will see Syria on the news, then two weeks later see someone who was there being accepted into the local community. That's one of the great things about the city: that we are so accepting of people in need. In general, in Sheffield people go a step further for those who are in need, and don't just see their work as just a job.

Fuel poverty is also a real issue for the City. Living in cold homes can damage people's health as well as being a potentially significant problem or risk factor in relation to winter deaths, people with chronic health conditions, and mental ill-health. The elderly, children and those with long term limiting conditions (which keep them at home a lot) are especially vulnerable. In 2010, 18.3% of households (42,190) in Sheffield experienced fuel poverty, which is 1.9% above the national average but the sixth lowest rate amongst the Core Cities.

**Estimated Percentage
of Children in Poverty
(2012)**



The key contributory factors to fuel poverty are fuel prices, household fuel requirements, and property-related energy efficiency. Looking forward, the negative drivers are that fuel prices will continue to rise, household incomes are falling or are set to fall at the lower end; and climate change. The rising cost of living, static incomes, changes to benefits, underemployment and unemployment have meant increasing numbers of people in the UK have hit a crisis that forces them to go hungry. There are increasing numbers of people in Sheffield who are unable to access enough food or the right food to feed themselves and their families. Nationally, there has been a 170% rise in numbers of people turning to food banks in the last 12 months, and Sheffield is no different. According to the Sheffield Food Bank Network, 16 food banks are currently known to be operating in Sheffield (November 2013), in comparison with 3 in early 2010.

Welfare reforms introduced by the Government as part of the 2010 Welfare Reform Act are already underway with more significant changes to be introduced. Because of the complexity of the welfare reform changes and the varied and shifting timescales for the implementation of the changes, it is not straightforward to estimate or assess the full impact of the changes. Until benefits changes come into effect it is not always possible to know precisely how many people will be affected by the changes and therefore more accurate data is usually available after changes have been implemented. Changes to Housing Benefit and Council Tax Benefit were the main reforms implemented in 2013, although many residents are affected by reductions in payment rates and eligibility for Child Tax Credits and Working Families Tax Credit, paid to lower and middle income families.





In April 2013 the Government reduced the amount of Housing Benefit (HB) for working age Council or Housing Association tenants living in homes that are classed as too big for them. Tenants with one bedroom too many have lost 14% or more of their HB. Tenants with two or more bedrooms too many have lost 25% or more of their HB. The number of people affected by under-occupancy is continually fluctuating, due to tenants' ongoing changing circumstances. Therefore, whilst current information offers some insight into the impact of Under-occupancy on Sheffield residents, it should be noted that this is a moving picture.

At the end of June 2013 there were 4,685 council tenants affected by under-occupancy. Of those approximately 84% were assessed as having 1 bedroom too many, losing an average of £10.44pw; and approximately 16% were assessed as having 2 or more bedrooms too many, losing an average of £19.95pw. Since April 2013, 199 tenants have been awarded a rehousing priority to move to a smaller property. Of these 178 tenants have stated this is due to the impact of welfare reforms. It is important to note that there are approximately a further 2,000 households affected by Under-occupancy living in Housing Association properties.

From April 2013 the Government replaced Council Tax Benefit with a local scheme of Council Tax Support (CTS) run by individual local authorities. The fund available to local authorities to provide the new scheme included a significant cut, when compared to the money available to provide Council Tax Benefit. As pensioners have been protected from the changes to Council Tax Benefit, working age taxpayers have been forced to share the burden of the reduction in funds available. The changes to Council Tax Benefit also mean that the Second Adult Rebate for working age claimants has now ended. Sheffield has about 33,000 working age taxpayers who receive Council Tax Support. All of these customers now have to pay at least 23% of their Council Tax, including about 24,000 who previously paid nothing.

The overall impact of the welfare reforms is still difficult to calculate, but one estimate suggested that Sheffield could lose £180m in benefits per year. The changes to the welfare system will have a cumulative effect, with many households likely to be affected by more than one of the reforms. Most of the benefits changes which have come into effect to date will not affect people of pensionable age, and are therefore unlikely to have a significant impact on older people at the present time. Evidence does suggest welfare reforms will impact severely on those in the lower half of income distribution, those with children and those living in the most deprived communities. There is evidence that families with children aged under five years old, families with more than two children and lone parent families not in paid work will bear the biggest financial pain in the years ahead. It is also important to note that of those suffering a financial loss there are a substantial number of people who are in work and claiming income related benefits, and a greater number who claim tax credits. Therefore the changes to benefits are not only affecting people who are out of work but also those who are already in employment.



Building Collaboration and Looking Forward

This State of Sheffield report has looked at long term changes revealed by the 2011 census and has also provided insights into more recent changes in the city arising from austerity and recent changes in national policies. The evidence shows that Sheffield continues to change as a place to live and work, and has proved itself to be largely resilient to the worst effects of a deep and sustained recession. This is a major achievement for the people, businesses and organisations of the city as a whole, although some individuals and communities have experienced severe hardship, and continue to do so. However, for many people and businesses Sheffield remains 'a city of choice', and encouragingly some of the recent data indicates an improvement in the economic performance of the city with higher levels of exports and growing business confidence. This is good news for the city.

Looking to the immediate future of the city raises a number of questions:

1. How does the city build more homes for our growing population?
2. How does it continue to support our young people to be successful in school, college and university?
3. How can Sheffield create good quality jobs and employment opportunities?
4. How can it create new and additional businesses, and attract inward investment into the city?
5. What is the city centre and city cultural offer?
6. What type of public services does the city want and need?

These questions and many of the challenges highlighted by the report illustrate the significant potential and importance of collaborative working in the city. Key concerns such as promoting economic development, addressing the health and wellbeing of the population, and advocating fairness in the city require collaborative city leadership, currently provided by Sheffield Executive Board, and partnership initiatives that can bring about substantial and long term benefits to the city.

The Sheffield Employment Strategy launched in 2012 is one such initiative, and has the explicit aims of reducing the number of people claiming out of work benefits by supporting more local people into work, and improving fairness in the labour market by helping the most vulnerable and disadvantaged people in the city access work opportunities. These are significant challenges for the city, with youth employment prioritised in the first phase of activity. In 2014 the city will start work on the Health and Employment strand of the Strategy.

Significant progress was also made in 2013 in delivering Sheffield's City Deal, another partnership initiative. As part of this, Sheffield City Region (SCR) was given control over some of the national skills funding to implement a new model for developing the skills base of the City Region whereby local skills and training provision is directly shaped by the needs of local businesses. In the first nine months, this has resulted in over 550 additional apprenticeships and nearly 300 newly trained employees, helping small businesses in the City Region to get the skilled employees they need to succeed. Progress is also on target for achieving 4,000 apprentices and the up-skilling of 2,000 existing employees by 2016.

The City Deal has also resulted in the SCR having greater certainty about the funding of major transport schemes for the next decade, enabling longer term investment in key transport infrastructure that can boost connectivity in the area and unlock economic growth sites. The Sheffield City Region Investment Fund (SCRIF) has also been established which, through a single assessment framework, enables Leaders in the SCR to decide where best to invest available funding based on the potential impact on jobs and GVA. The first phase of SCRIF investment has a potential value of £280m that could add £5.3bn to the City Region's economy.

Following a comprehensive Governance Review, SCR Leaders have concluded that the time has come to establish a Sheffield City Region Combined Authority, reflecting further the need for collaborative leadership. This brings together two statutory bodies: the Integrated Transport Authority (ITA) and an Economic Prosperity Board (EPB). This model of governance is innovative in that it combines private sector leadership and expertise (through the SCR Local Enterprise Partnership) with the capacity, accountability and stability of the local public sector.

The SCR Combined Authority will be a legal body from April 2014 and will bring together strategic decision making powers for economic development and transport. The nine leaders of SCR councils will therefore be able to make joint decisions over issues which go beyond council boundaries. Establishing the Combined Authority puts SCR in a leading position to negotiate the further devolution of power from Government, providing a statutory foundation to which legal powers and funding could be devolved.

In March 2013, the Government invited all local enterprise partnerships (LEPs) to develop strategic multi-year local Growth Plans. These Growth Plans will be the basis upon which the Government will negotiate future deals for resources with each LEP. The Growth Plan, which will be finalised by March 2014, will set out a shared vision to build a City Region with a stronger and bigger private sector that can compete in national and international markets. If fulfilled, the vision will see a net increase of 70,000 jobs of which 30,000 will be in highly skilled occupations; an increase of £3.1 billion (10%) in the region's economic output; and 6,000 additional new businesses by 2023.

Sheffield plays a leading role in the national economy but recent studies have shown that generally English cities have failed to punch their weight compared to other major international cities. These studies also suggest cities that have more direct control over power and resources tend to be more successful economically and play a bigger role in their respective national economies.¹ The Core Cities in England have recently launched a Prospectus for Growth² which demonstrates that giving these Core Cities more control could enable them to be significantly more successful – contributing an extra £222bn in GVA, 1.16m more jobs and an additional £41.6bn to the Exchequer by 2030.

1 Parkinson, M. et al (2012) European Second Tier Cities in Austerity: Why Invest Beyond the Capital?, https://lpmu.ac.uk/EIUA/EIUA_Docs/Second_Tier_Cities.pdf

2 Core Cities (2013) Competitive Cities, Prosperous People: A Core Cities Prospectus for Growth, http://www.corecities.com/sites/default/files/images/publications/Competitive%20Cities,%20Prosperous%20People_%20Final%20Draft.pdf

The coming years are likely to bring significant debate about the extent of decentralisation in the UK, with the Scottish independence referendum and a referendum for the Welsh Assembly on the devolution of tax powers raising questions about where power is located in England. The Core Cities are at the forefront of this debate and have set out nine clear areas in which power should to be devolved to cities to deliver growth and reform public services. This includes the full devolution of control over skills commissioning, including the commissioning of the Work Programme post-2016; enabling cities to control a greater share of locally raised taxation (e.g. devolution of control over property taxation); devolving control of housing policy and resources at city level to kick start housing development; and the development of single, place-based budget settlements which would enable cities to integrate services to reduce service fragmentation, improve outcomes and increase the sustainability of public services.

Further collaborative leadership has been shown by the Sheffield's Health and Wellbeing Board, which became a statutory group in 2013. The Health and Social Care Act 2012 stated that every local authority area should have a Health and Wellbeing Board to bring together local councils and the newly-created Clinical Commissioning Groups (groups of GPs who decide how NHS budgets are spent). In Sheffield, the Health and Wellbeing Board started in a shadow form in 2012 before being adopted in April 2013 upon the transfer of Public Health functions from the NHS to Sheffield City Council. The Health and Wellbeing Board is a group of local GPs, local councillors, a representative of Sheffield citizens through Healthwatch, and senior managers in the NHS and the local authority. The purpose of the Board is to address the strategic health needs of Sheffield, and to achieve this it commissions the Joint Strategic Needs Assessment and agrees the high-level strategy for Sheffield's health and wellbeing. Part of this is to work with providers to understand market conditions and also to seek their inputs to key strategic decisions. Whilst seeking to improve the health and well-being of all in Sheffield, the Board also continues the need to tackle inequalities in health outcomes alongside the big public health challenges such as poor air quality, smoking and obesity.

How to prevent widening inequality is a major challenge for all cities. Sheffield has sought to set an example through the establishment of the Sheffield Fairness Commission, where businesses, communities and organisations worked together to set the ambition of Sheffield becoming the fairest City in Britain. Following on from the Commission's work and report, the Sheffield Fair City Campaign Group has now been established to advance a Fair and Inclusive Sheffield. The Campaign Group will focus on what can be done to improve matters in the here and now, as well as look at longer term strategic issues, with a mandate from the Sheffield Executive Board. It will proceed on the basis that the Fairness Commission is not only of importance to the poorest areas of the city, but also seek to generate support for the outcomes and aims of the Commission across the city. The Sheffield Fairness Framework suggests that the city will be becoming fairer when the following outcomes are improved:

- The gap between the attainment of the bottom 20% and the remainder of the early years cohort reduced.
- An increase in the proportion of people that can afford to live in a decent quality home.
- A reduction in the gaps in the crime rate and levels of fear of crime between different parts of the city.
- The gap between the unemployment rate in the city and the national unemployment rate being reduced.
- The gap between the youth unemployment rate in the city and the overall unemployment rate in the city being reduced.

- Pay differentials are reduced, wage levels at the bottom rise and working conditions improved.
- The gap in life expectancy between different parts of the City being reduced and healthy life expectancy rising among all groups.
- A reduction in the proportion of households in the city living in poverty

The State of Sheffield evidence indicates that in 2013:

- the attainment gap for the lowest 20% is not significantly narrowing;
- the likelihood of not living in a decent quality home is probably increasing , partly as a result of housing affordability and partly because more people are entering the private rented sector;
- the city has more unemployment although the claimant rate is now declining;
- more women are unemployed and more young people are unemployed than in 2008;
- and there is more long term unemployment, especially in the young male group, with males previously in elementary and lower skilled occupation most likely to be long term unemployed.

Whilst we know that average earnings in Sheffield in 2012 were £441 per week compared with £510 per week in the UK, it is more difficult to measure the security and quality of work. It would seem likely that there are many people whose work is characterised by pervasive job insecurity, but as there is no current way of measuring this, it is impossible to assess need. Finally, gaps in life expectancy remain and these are generally not being reduced, and it is likely levels and proportion of households facing living with poverty has increased.

At the present time the UK is seeing the biggest change to the benefits system in 60 years. Sheffield has seen a considerable impact resulting from welfare reform, as has been the case in many major UK cities. Tens of thousands of Sheffield residents have seen their incomes reduce following these changes. Whilst older people have been largely insulated from the welfare reforms, many people of working age and their families are being deeply affected. Research produced by Sheffield Hallam University's Centre for Regional Economic and Social Research indicates that when the welfare reforms have come into full effect, there could be as much as £173m less per year in the local Sheffield economy.

This equates to a financial loss of £471 per year for every working age adult in the city. It is important to note that clearly the burden of welfare reform changes will not be shared by every working age adult in the city – as many will not be affected at all – and therefore many of those people who are affected are likely to suffer a financial loss of more than £471 per year in the future.

Finally, this year's report, as well as presenting data about the changing landscapes of the city, has also been able to tap into the views of a variety of Sheffield residents. There are common threads in their stories of life in the city, which highlight the experiences of living, working and wellbeing in the city. Generally Sheffield is regarded as a place that offers tolerance, a variety of experiences and is still very much a city of choice for people to come and live. But all interviews also highlighted the current challenges for the city that need active responses. The extent to which Sheffield remains a city of residential choice, provides a sustainable environment for all, and a city in which people can achieve and fulfil their ambitions will be themes that next year's State of Sheffield will need to return to.

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