

Sheffield City Goals: public conversation - final insights

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Background

Between November 16th and December the 10th, a public conversation was held around the final draft of the Sheffield City Goals.

This was the third phase of engagement to inform the City Goals. An initial 'listening' phase took place between March-June in 2023 aimed at gathering in-depth insights and perspectives, using both a survey, 28 face to face workshops and 17 sessions run through the Collaborative Conversations project. Over 1500 people completed the survey.

This was followed by a second phase with workshops over the summer where over 70 stakeholders worked on behalf of the city to make sense of the evidence together. Early drafts of the Goals were shared with the same group in the autumn.

The purpose of the third phase was to give Sheffielders a chance to influence the final iteration of the City Goals, while also encouraging a wider and ongoing conversation about how the Goals can change how things are done in Sheffield.

This conversation consisted of an online survey and targeted face-to-face sessions with stakeholders, such as the Sheffield Equality Partnership, Youth Groups, and the Burton Street Foundation.

1,563 surveys were completed, which also included the data from face-to-face conversations hosted by different stakeholder groups.

Sampling representation

The sample has a good representation of:

- Sheffielders from different organisations, with 28.3% representing the voluntary, community, faith sector, 21.7% representing the private sector, and 17.4% representing the public sector.
- Sheffielders with a disability (18.4% of responses compared with 20% population census data).

Interpretations should be made alongside acknowledgement of the following skews in data:

- Over-representation of people belonging to organisations with 0-50 employees.
- Under-representation of 19-24 year olds and under 18 year olds (adjusted for population spread).
- Under-representation of people from Asian backgrounds.
- Under-representation of people who are unemployed / jobseekers.
- Over-representation of homeowners.
- Under-representation of students living in halls of residence / shared housing.

Consent-based & Opinion-based data

From this sample, we can interpret the responses to the closed survey questions as a showing of broad support for the City Goals, with over 78% of respondents scoring a 4 or 5 out of 5 for each of the 6 stories and their associated goals.

The data gives us an indication of which themes might benefit from further tweaks and improvements. The nature of those improvements will be informed by interpretations of responses to the open survey questions.

We can interpret the responses to the open survey questions as weak signals for how we might make final edits to the Sheffield City Goals, both in terms of language but also their intent.

Through these open questions, respondents had the opportunity to explain their scores for each of the 6x stories and their associated goals, and to state what they felt was missing or could be strengthened across the piste. With over 3000 data points to interpret, a keyword analysis was conducted, surfacing some initial insights.

A Creative & Entrepreneurial Sheffield



Where we all have opportunities to invent, make, create and build in ways that grow shared prosperity, create jobs and enrich our communities and ourselves.



We build a just, diverse and creative local economy that attracts talent and investment while giving everyone the opportunities they need to thrive.



We have access to the skills, resources and training we need to pursue our curiosity and develop new ideas that benefit ourselves and others.



We enable artists, musicians, makers and creatives to thrive, by sharing and learning from one another, as part of an enriching cultural economy.

Consent-based data

- 78.7% of respondents scored a 4 or 5 out of 5 as a show of their support.
- Respondents felt the most important inclusion was the theme of 'Skills & development for the future', followed closely by support for 'Investment & Jobs'.
- Inclusion of the 'Arts & Culture' was viewed to be least important but still received a positive response.

Opinion-based data

- Attractive destination - there were strong sentiments about the need to make Sheffield an attractive place for investment and for people to work & live, with an emphasis on the need to compete regionally and nationally across themes that play to the city and the region's identity & strengths.
- Attract & retain talent - there were strong sentiments about the need to both attract talent to the city, but also to retain talent that's already here, with focus on providing opportunities for skills development, fulfilling employment and opportunities to contribute.
- Broader creative focus - there were a number of comments that felt the emphasis on arts & culture underplayed creative and entrepreneurial industries like science & technology, as well as leisure, sports and other aspects of the experience economy.
- Purposeful growth - there were sentiments about the need for economic growth but not at all costs, with an emphasis on investment and job creation with a purpose around social, environmental value as well as ethical values.
- Inclusion as a driver - there were some concerns raised about opportunities to be creative and entrepreneurial were limited to the middle class, and that there was a need to emphasise that diversity is a key ingredient for creativity.

A Green & Resilient Sheffield



Where we all act faster on the climate & environmental crisis, prepare for a changing future, and prioritise the health and wellbeing of our city's people and nature.



We foster and grow businesses, organisations and local initiatives that look after people, place and planet.



We adapt our economy and city to a changing climate, restore our relationship with nature and safeguard it for future generations.



We invest in our wellbeing and mental health, and work with nature to create better, more resilient places and communities.

Consent-based data

- 79.3% of respondents scored a 4 or 5 out of 5 as a show of their support.
- Respondents felt the most important inclusion was the theme of 'Safeguarding Nature', followed closely by support for 'Our Wellbeing & Resilience'.
- Inclusion of the 'Green Economy' was less strongly supported but still received a positive response.

Opinion-based data

- The role of business - there was a perceived tension between business and environment, and a concern about growth for growth's sake, especially in the context of Goal 4 being the first one listed in the Green & Resilient Story.
- Just Transition - there were concerns that green action could negatively impact the poorest most, further reduce accessibility and exclude the majority.
- Green Leader - there was a sentiment that Sheffield could be a world leader of 'green' approaches/policies and should aspire to be 'greenest city in the UK'.
- Under-emphasis of Mental Health - there were some questions about why mental health is grouped within Green, despite acknowledgement that they are linked/overlapping.
- Climate as crosscutting - there was a sense that climate should encompass all other Stories, or at least that the intersections are particularly important here.

A Sheffield of Thriving Communities



Where we all belong to welcoming communities that care for one another, help us live safe & fulfilling lives and share equitably in the city's success.



We benefit from vibrant, creative, accessible and diverse public spaces across all of our neighbourhoods and communities.



We're able to influence what happens in our neighbourhoods, and shape our local economy around fairness, equity & wellbeing.



We're able to embed strong and caring relationships that bridge divides across generations, neighbourhoods and communities.

Consent-based data

- 80.7% of respondents scored a 4 or 5 out of 5 as a show of their support.
- Respondents felt the most important inclusion was the theme of 'Public Spaces', followed closely by support for 'Care for one another'.
- Inclusion of 'Involvement in decision-making' was viewed to be least important but still received a positive response.

Opinion-based data

- Experts vs Agency - there was a split sentiment between wanting to be more directly involved in decision making (more than 'influence'), and wanting experts / representatives to do their jobs better.

- Between as well as within - there were sentiments about the need to build cohesion & integration between communities, with a re-emphasis on the divides that exist across the city.
- Poverty (of investment) - there were connections being made between the unequal allocation of investment and resources across the city and poverty.
- Accessible AND good quality - there were sentiments that well maintained, clean, and good quality spaces are very important - not just access.
- Safe & inclusive - there were sentiments that despite being present in other stories, safety & inclusion should be more represented in this one.

A Connected Sheffield



Where we all have opportunities to form lasting, positive relationships in our neighbourhoods and across the city, through technology, great transport and common causes.



Everyone has quality access to people, culture, nature and services no matter where they live or background they come from.



Everyone is able to safely and easily move around our neighbourhoods, across our city and out into the wider world.



We have access to the digital & physical infrastructure we need to work together to solve shared problems and make positive choices.

Consent-based data

- 85.9% of respondents scored a 4 or 5 out of 5 as a show of their support.
- Respondents felt the most important inclusion was the theme of 'Easy & Safe Travel', followed closely by support for 'Access to services, people, culture and nature'.
- Inclusion of 'Access to digital & physical infrastructure' was viewed to be least important but still received a positive response.

Opinion-based data

- Public transport - there were strong and consistent views about the importance of improving the city's public transport as an end in itself but also as precursor for several of the other goals, with reference to affordability, reliability and safety.
- Active Travel vs Motorists - there were split sentiments between wanting to prioritise and better promote active travel, and motorists feeling targeted with the perception that the goals will make it harder to travel by car.
- Climate-related transport - there were connections made between the city's role in tackling the climate emergency and the role of EVs and public transport in becoming a greener city.
- Digital accessibility - there were strong sentiments about the importance of digital infrastructure (alongside many who didn't understand goal 12), with an underlying concern about how easily / confident certain groups are in accessing digital technology (e.g. elderly, poor and vulnerable citizens).
- Equal access - there were notable comments about the importance of addressing accessibility to nature and culture for everyone, so it's not just enjoyed by more affluent citizens.

A Caring & Diverse Sheffield



Where all our voices are heard equally, and we feel the respect and celebration of each other's histories, heritage and cultures across our city.



GOAL #13

We have diverse leadership that is trustworthy, effective and inspiring, putting inclusion and diversity at the heart of decision-making.



GOAL #14

We are honest with each other about the challenges we face, and are brave enough to find common ground and try new things out together.



GOAL #15

We continuously strive to live, play and work free from racism & prejudice, with zero tolerance for inequalities, stigma and discrimination in any corner of our lives.

Consent-based data

- 80.3% of respondents scored a 4 or 5 out of 5 as a show of their support.
- Respondents felt the most important inclusion was the theme of 'Zero tolerance or racism & discrimination', followed closely by support for 'Diverse & trustworthy leaders'.
- Inclusion of 'Brave & honest conversations' was viewed to be least important but still received a positive response.

Opinion-based data

- Addressing tensions - there were sentiments about the need to acknowledge and address tensions between groups in communities and across the city.
- Education & awareness - there were sentiments about the need for education to play more of a role in building the awareness and understanding required to redress balance / reduce division in communities and across the city.
- Underrepresented views - there were recurring claims of underrepresented views and the need for Leaders to listen more closely to all needs as well as better representation for all groups across emerging narratives.
- Leadership & accountability - there were prominent sentiments about a desire for more direct accountability in decision-making, be it on spending, development plans or policy formation.
- Safety of the persecuted - there were sentiments about the need for greater provision of measures to ensure the safety of minorities / persecuted groups.

A Sheffield For All Generations



Where old, young and future generations bridge divides, are hopeful about the future and can flourish today, regardless of background, free from poverty & oppression.



GOAL #16

We make long-term decisions that address the climate breakdown and technological advancements young people face now and will inherit in the future.



GOAL #17

We invest in children and young people, providing them with a strong start to life with healthy, secure homes and inspiring places to learn, play and lead.



GOAL #18

We support everyone to age well, with dignity and control over the care they receive and where they receive it.

Consent-based data

- 85.7% of respondents scored a 4 or 5 out of 5 as a show of their support.

- Respondents felt all three themes ('Long-term decision making', 'Ageing well' and 'The best start to life') were of roughly equal importance.

Opinion-based data

- Intergenerational - there were sentiments about the need to link generations across all three goals, for example it's not just young people who are worried about climate or want to learn new skills.
- More than care - there were sentiments around how ageing is about more than just care, it's about living independently and actively, safely and contributing - older people have value to societies.
- Youth trauma - there were comments about how young people have experienced trauma through the Covid pandemic that has impacted their mental health and therefore need additional emotional support.
- Middle-age overlooked - there were some comments about people who are neither old nor young (i.e. middle ages) who aren't acknowledged and are entangled with a need to talk more about families.
- Investment in Services - there were lots of comments about access to education, services and transport, with additional reference to investment in social care & children's services.

What's missing?

Opinion-based data

- National / international connection - there were sentiments about the need to connect Sheffield to other cities in the region and the wider national and international context.
- Housing for all - there were strong sentiments about the need to tackle homelessness and provide safe, affordable and warm homes for everyone, particularly the vulnerable and those on low incomes.
- A safe & liveable city - there were sentiments about the need to tackle crime and build a sense of safety particularly in the city centre to enable more active travel and build greater vibrancy.
- Healthy living & lifestyles - access to high quality health services, healthy entertainment & leisure activities that connect to the Outdoor City brand.
- Trust & visibility of decision-making - there were sentiments about how those with power can listen better, work with experts better and share decisions with local people better.
- Specificity - there were sentiments about a need for the goals to have greater specificity and stronger connection to Sheffield's identity.
- Follow-through - there were repeated sentiments about wanting to know how these goals were going to be acted on, and what will be done to build confidence in the ability to deliver on them as a city.

What we heard, What we did

From the above synthesis, we have analysed the data to make a set of edits to the draft Sheffield City Goals summarised in the below 'what we heard, what we did':

<i>What we heard</i>	<i>What we did</i>
<i>Creative & Entrepreneurial Sheffield</i>	
<i>you wanted greater aspiration for Sheffield to be an attractive destination and to compete and be connected regionally, nationally and internationally.</i>	<ul style="list-style-type: none"> added '...Sheffield reputation regionally, nationally and globally' to goal 2.
<i>you wanted a more balanced creative economy that emphasises science, technology as well as arts & culture.</i>	<ul style="list-style-type: none"> added 'scientists & technologists' to goal 3. edited goal 3 to read '...as part of an enriching cultural and creative economy'.
<i>you wanted aspirations for retaining talent as well as attracting it, and greater support for local business.</i>	<ul style="list-style-type: none"> added 'retain talent' to goal 1. added 'supports local business' to goal 1.
<i>you wanted greater emphasis on opportunities for all within the creative economy.</i>	<ul style="list-style-type: none"> edited goal 1 to read 'we build a fair, inclusive and...' added 'invests in opportunities for all' to goal 1.
<i>A Green & Resilient Sheffield</i>	
<i>you wanted greater aspiration about Sheffield as a 'Green Leader' in both decarbonising and rewilding.</i>	<ul style="list-style-type: none"> added 'lead the way on decarbonisation, re-use and the rewilding of nature' to goal 4.
<i>you wanted greater emphasis on a just transition, ensuring it works for all abilities and doesn't reduce accessibility.</i>	<ul style="list-style-type: none"> added 'while ensuring a just transition for people of all abilities' to goal 5.
<i>you wanted resilience to be explained and unpacked more.</i>	<ul style="list-style-type: none"> added 'that can better understand and act on the challenges they face' to goal 6.
<i>A Sheffield of Thriving Communities</i>	
<i>you wanted greater emphasis on inclusion within the thriving communities story.</i>	<ul style="list-style-type: none"> added 'that are accessible to people of all abilities' to goal 7. edited goal 1 to read 'we all have a say over...' Included 'inclusion' in the Overarching Principles.
<i>you wanted greater emphasis on the quality of public spaces, not just access to them.</i>	<ul style="list-style-type: none"> added 'high quality' to goal 7.
<i>you wanted investment in communities to alleviate poverty.</i>	<ul style="list-style-type: none"> added 'combating poverty' to goal 8.

A Connected Sheffield	
<i>you wanted greater emphasis on a mix of transport options, including active travel, public transport and appropriate use of cars (e.g. eVs).</i>	<ul style="list-style-type: none"> added 'through a range of climate-friendly transport options' to goal 11.
<i>you wanted a clearer connection between transport and climate action.</i>	<ul style="list-style-type: none"> referenced to 'climate-friendly transport options' to goal 11. Added 'and healthy lifestyle' to goal 12.
<i>you wanted greater emphasis on providing equal access and support for those who need it.</i>	<ul style="list-style-type: none"> added 'or what support they need' to goal 10.
A Caring & Safe Sheffield	
<i>you wanted to acknowledge that Sheffield was already diverse and that safety was a big concern.</i>	<ul style="list-style-type: none"> Replaced 'diverse' with 'safe' in the story title.
<i>you wanted leadership that can listen to both the majority voice and to marginalised groups.</i>	<ul style="list-style-type: none"> added 'that listens' to goal 13.
<i>you wanted leadership that acts on, not just listens to, marginalised groups.</i>	<ul style="list-style-type: none"> added '...and acted upon' to the headline story statement.
<i>you wanted more accountability over leadership in the city.</i>	<ul style="list-style-type: none"> added 'accountability' and 'expertise' to goal 13.
<i>you wanted more emphasis on addressing tensions between groups and protecting the persecuted.</i>	<ul style="list-style-type: none"> added 'heal divides' to goal 14. added 'all forms of hate' to goal 15.
A Sheffield for All Generations	
<i>you wanted to emphasise contribution and living well (e.g. leisure activities), alongside care.</i>	<ul style="list-style-type: none"> added 'to live with dignity and to...' to goal 18. added 'with access to leisure activities' to goal 18. added 'and the opportunity to contribute to the city's present and future' to goal 16.
<i>you wanted to acknowledge all generations, not just the young and old.</i>	<ul style="list-style-type: none"> edited headline story to read 'where all generations can flourish today while remaining hopeful about the future...'

Sheffield City Goal [FINAL]

Informed by the above, as well as additional edits based on semantic judgements and feedback from wider socialisation efforts, we have finalised the Sheffield City Goals as follows (edits highlighted):

A Creative & Entrepreneurial Sheffield

Where we all have opportunities to invent, make, create and build in ways that grow shared prosperity, create **high-quality** jobs and enrich our communities and ourselves.

Goal 1: We build a **fair, inclusive** & creative local economy that attracts **& retains** talent, supports local businesses, and **invests in opportunities for all**.

Goal 2: We have the **education**, training, skills and resources we need to pursue our curiosity and develop new ideas for the benefit of ourselves, others and **Sheffield's reputation regionally, nationally and globally**.

Goal 3: We enable all creatives to thrive, from artists & musicians, **to scientists & technologists**, sharing and learning from one another, as part of an enriching cultural and **creative** economy.

A Green & Resilient

Where we all **act urgently** on the climate and environmental crisis, prepare for a changing future, and prioritise the health and wellbeing of our city's people and nature.

Goal 4: We adapt our economy and city to a changing climate, restore our relationship with nature and safeguard it for future generations, **while ensuring a just transition for people of all abilities**.

Goal 5: We foster and grow businesses, organisations and local initiatives that look after people, place and planet, and **lead the way on decarbonisation, re-use and the rewilding of nature**.

Goal 6: We invest in our wellbeing and mental health, and work with nature to create better, more resilient places and communities **that can better understand and act on the challenges they face**.

A Sheffield of Thriving Communities

Where we all belong to welcoming communities that care for one another, help us live safe and fulfilling lives and share equitably in the city's success.

Goal 7: We benefit from **high-quality**, vibrant, creative, and diverse public spaces **that are accessible to people of all abilities** across all our neighbourhoods and communities.

Goal 8: **We all have a say over** what happens in our neighbourhoods, and shape our city around fairness, equity, wellbeing and **combating poverty**.

Goal 9: We're able to embed strong and caring relationships that bring people together and bridge divides across generations, neighbourhoods and communities.

A Connected Sheffield

Where we all have opportunities to form lasting, positive relationships in our neighbourhoods and across the city, through technology, great transport and common causes.

Goal 10: Everyone has good access to people, culture, nature and services no matter where they live, what background they come from or what support they need.

Goal 11: Everyone is able to safely and easily move around our neighbourhoods, across our city and out into the wider world, through a range of climate-friendly transport options.

Goal 12: We have access to the digital and physical infrastructure we need to work together to solve shared problems and make positive and healthy lifestyle choices.

A Caring & Safe Sheffield

Where all our voices are heard and acted on equally, and we feel the respect and celebration of each other's histories, heritage and cultures across the city.

Goal 13: We have diverse and accountable leadership that listens, is trustworthy, effective and inspiring, putting inclusion, expertise and diversity at the heart of decision-making.

Goal 14: We are honest with each other about the challenges we face in our communities, and are brave enough to find common ground, heal divides and try new things out together.

Goal 15: We continuously strive to live, play and work free from racism, with zero tolerance for all forms of hate, discrimination and stigma in any corner of our lives.

A Sheffield for All Generations

Where all generations can flourish today while remaining hopeful about the future, free from poverty and oppression and regardless of background

Goal 16: We make long-term decisions that address the economic, ecological and social crises we face and create opportunities for everyone to contribute to the city's present and future.

Goal 17: We invest in children, young people and families, giving them a strong start to life with affordable, healthy, secure homes and inspiring places to learn, play and lead.

Goal 18: We support everyone to live with dignity and to age well, with access to leisure activities and control over where and how they receive high-quality health & care services.