

Sentiment Cards

Statement of intent

The purpose of these cards is to represent '**what we know**' about Sheffield.

It synthesises the **private knowledge** held in people's lived experiences, whether professional or personal, that were surfaced during the engagement process.

These 'sentiments' are organised into clusters of key themes, that hold different but connected insights and perspectives.*

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The logo for Sheffield, featuring the word "Sheffield" in a bold, yellow, sans-serif font, positioned on a solid blue rectangular background.

**A caring &
resilient city**

Working together

A caring &
resilient city

Sheffield City Goals

Sheffielders are talking about...

...fragmented collaboration, coordination and communication among different entities in the city.

Along the lines of...

'Leadership in the city needs to integrate more with communities.'

'Communities need a chance, and the right support, to be heard, to take action and to lead.'

'There are good things happening in Sheffield but we don't shout about it enough.'

#Communication Gaps #Lack of coordination
#Limited Citizen Involvement

Hard & soft infrastructure

A caring &
resilient city

Sheffield City Goals

Sheffielders are talking about...

...issues related to the city's physical and social infrastructure and its impact on resilience and care.

Along the lines of...

'The city's transportation system is inadequate and hinders people coming together.'

'Housing needs to work better for people and grow community infrastructure that can support an ageing population.'

'The city's healthcare facilities are overwhelmed and under-resourced, while care needs to be accessible to all no matter who you are or where in the city you live.'

#Transport issues #Housing concerns
#Healthcare system challenges

Community participation

A caring &
resilient city

Sheffield City Goals

Sheffielders are talking about...

...the importance of community-led initiatives and citizen participation in fostering resilience.

Along the lines of...

'Initiatives that are genuinely community-led action can help build cohesion.'

'We need a culture not based on fear but on encouragement, to enable and engage our communities.'

'Community organisations are well networked, trusted and can reach new people and places.'

#Citizen participation #Community-led
#Community reach

Leisure time

A caring &
resilient city

Sheffield City Goals

Sheffielders are talking about...

...the importance of outdoor and indoor leisure activities for building a caring and resilient city.

Along the lines of...

'Parks and green spaces are a source of connection - it can bring us together.'

'People need time for enjoyment - culture, nature, socialising all play a part in healthy living. But it costs money and isn't accessible to all.'

'There's a social ethos underpinning much of the arts & culture scene in Sheffield, just like there is with the Outdoor City brand.'

#Connection to nature #Enjoyment
#Arts & Culture

Embedded inequality

A caring &
resilient city

Sheffield City Goals

Sheffielders are talking about...

...the presence of racial, geographical and social inequality within the city and its impact on care and resilience.

Along the lines of...

'We are a city of two halves - affluence and poverty. We need to create better access and opportunities for all and get rid of racial and class barriers.'

'The city will show it cares for us by treating us equally, investing closer to where we live and letting us have a say.'

'More joined up and localised support can help ensure marginalised communities have their right of access to essential services.'

#Resource distribution #Marginalised communities
#Access to services

**A city of good
ancestors**

Intergenerational connection

A city of good
ancestors

Sheffield City Goals

Sheffielders are talking about...

...how younger and older generations have become disconnected and need to listen to one another.

Along the lines of...

‘There’s a generational gap. Older people had different experiences growing up to young people now.’

‘We need more social interactions between different generations - nursery visits to care homes, co-working spaces, intergenerational residencies.’

‘Those in power need to take into account the impact of each decision on future generations.’

#Generational divide #Social connection
#Future generations

Investing in young people

A city of good
ancestors

Sheffield City Goals

Sheffielders are talking about...

...how to create a safe and healthy city for children of the future to grow up in.

Along the lines of...

'We need to provide spaces for young people to influence the city and have their say, and for people in positions of power to respect their ideas and listen more.'

'Young people don't have anywhere to go. They need role models who can give them confidence to shape the future.'

'There's a big difference between young people who can access things and those who can't.'

#Youth voice #Youth services
#Youth leaders

Think hyper-local

A city of good
ancestors

Sheffield City Goals

Sheffielders are talking about...

...how localised planning can contribute to a better future in the city.

Along the lines of...

'We can make decisions about our neighbourhoods in partnership with Local Area Committees and the council.'

'Local talent needs valuing and supporting if it is to stay and grow. There's a role to play for local businesses as well as the learning institutions, but they need help.'

'Some neighbourhoods are struggling because the value of high streets has been lost and there's not much to do locally.'

#Neighbourhood decision-making #Local talent
#Local business

Educating future generations

A city of good
ancestors

Sheffield City Goals

Sheffielders are talking about...

...the role of education in giving future generations the best chance in life.

Along the lines of...

‘Education needs to fit each individual’s needs, offer a way of closing the attainment gap in Sheffield, and build young people’s mental wellbeing.’

‘We need to talk about all forms of worth, and ensure young people get an education that is anti-racist and pluralistic.’

‘Young people from all backgrounds, but especially those from marginalised, working class communities, need a pathway to fulfilling lives that are future-proof.’

#Wellbeing education #Pathways to success
#Anti-racist education

**A city where
everyone can lead**

Community leadership

A city where
everyone can lead

Sheffield City Goals

Sheffielders are talking about...

...the involvement and active participation of community members in decision-making processes.

Along the lines of...

'We need to involve citizens in decision-making processes to ensure their needs are met. Minority groups are often excluded.'

'Communities want influence. They need the large anchor organisations to properly devolve power, money and resources.'

'We need to be pragmatic and prioritise what we collectively value at a city level, but also respond to the geographical inequality in the city.'

#Citizen participation
#Community influence #Pragmatic Localism

Diversity is strength

A city where
everyone can lead

Sheffield City Goals

Sheffielders are talking about...

...how best to represent, hear the voice of, and empower different people who hold different opinions.

Along the lines of...

'Sheffield is a diverse city - in people and opinions. We need help to have conversations that value that, rather than just listening to the angry voices.'

'We need diverse representation across our city, within employers and anchor institutions as well as the council.'

'Leadership in the city needs to demonstrate inclusion and show people what humility and listening looks like.'

#Diverse conversations
#Representation #Leaders listening

Power to innovate

A city where
everyone can lead

Sheffield City Goals

Sheffielders are talking about...

...encouraging everyone to be creative, to collaborate and to be forward-thinking.

Along the lines of...

'Sheffield is a creative city. But we need to get rid of the barriers to people self-organising for creativity, because it's too hard at the moment.'

'Public, private and community sectors can and should create things together, and explore innovative solutions to the city's changing needs.'

'If we offer creative experiences in our community, we can cultivate a culture of civic contribution.'

#Reduce barriers
#Creative collaboration #Civic contribution

**A creative &
purposeful city**

Creative spaces

A creative &
purposeful city

Sheffield City Goals

Sheffielders are talking about...

...how to create new, accessible spaces to support creative industries in the city.

Along the lines of...

'We need access to affordable, accessible spaces to build creative groups. Why don't we repurpose industrial and vacant city centre buildings into creative spaces?'

'The city centre shouldn't just be for retail. It should have multi-purpose buildings for start-ups and makerspaces.'

'We need more sharing of innovation and discovery by our universities and industry leaders with the general public.'

#Repurposing #Multi-use spaces
#Inclusive innovation

Creative communities

A creative &
purposeful city

Sheffield City Goals

Sheffielders are talking about...

...the significance of communities engaging in creative activities.

Along the lines of...

'We need inclusive spaces for communities to come together to share ideas, like the Festival of Debate.'

'There's a need for more collaboration and co-production to drive creative problem solving.'

'If we offer creative experiences in our community, we can cultivate a culture of civic contribution.'

#Sharing ideas #Co-production
#Civic contribution

Shaping the economy

A creative &
purposeful city

Sheffield City Goals

Sheffielders are talking about...

...what kind of local economy can generate shared prosperity while minimising human and environmental costs.

Along the lines of...

‘Sheffield can make a unique contribution to the country and the world.’

‘We can move towards more experiences rather than consumables, and focus on wellbeing instead of growth.’

‘What happens to the growth once it’s produced – how does it stay in the local economy?’

#Purposeful economy #Experience economy
#Community Wealth Building

Cultural expression

A creative &
purposeful city

Sheffield City Goals

Sheffielders are talking about...

...the significance of cultural diversity and expression in fostering a creative and purposeful city.

Along the lines of...

‘There’s an opportunity to grow a cultural vibrancy and identity for the city, built on existing culture and heritage assets.’

‘Diverse culture is our thing for everyone - our brand is a city of sanctuary. Not all culture should be in the city centre, it needs to be in communities too.’

‘We have respected organisations such as the Museums. But we have some people who don’t feel the collections are theirs to enjoy.’

#City of Culture
#Cultural inclusivity #Culture for all

**A city looking after
the planet**

Access to nature

A city looking after
the planet

Sheffield City Goals

Sheffielders are talking about...

...equitable access to nature within the city and what that means for their role in protecting it.

Along the lines of...

‘Some people & communities need support to connect or reconnect with nature.’

‘We would be more responsible to nature if there were easier opportunities to take part in creating and caring for green spaces.’

‘Let’s transform our peak district into a haven for wildlife and reintroduce species, and our city centre into urban forests and orchards.’

#Access to nature
#Caring for nature #Connection to nature

Planet-friendly infrastructure

A city looking after
the planet

Sheffield City Goals

Sheffielders are talking about...

...the development and improvement of city infrastructure that helps them look after the planet.

Along the lines of...

'The Outdoor City has meant there's been progress around bike schemes and cycle lanes, but there's still lots more to do.'

'We need better uses for things households don't recycle. Can our universities play a role in researching new techniques?'

'Considerations for the environment and our impact on it need to be more present in our urban planning decisions.'

#Cycling infrastructure
#Circular Economy #Green Planning

Long-term, political will

A city looking after
the planet

Sheffield City Goals

Sheffielders are talking about...

...the necessity for political leadership around the most difficult issues affecting the planet.

Along the lines of...

'Leaders need to be trustworthy and inspiring so they can bring people together and enable them to make change happen.'

'Leadership means taking risks and recognizing when to let go of power and create more agile power structures.'

'Sheffield could be a global leader on environmental stewardship. We need to encourage research, innovation and skills development.'

#Trust #Humble Leadership
#Capability Building

Investing in ourselves

A city looking after
the planet

Sheffield City Goals

Sheffielders are talking about...

...how caring for our planet means investing in ourselves
and the things we care about.

Along the lines of...

'There are amazing people and places doing great work but there's a lack of investment.'

'Sheffield's potholes show the lack of investment. It creates low confidence and diminishing pride in the city.'

'We need to attract investment but also encourage local spending that has social value.'

#Low investment #Low confidence
#Social value

Survey results

When asked about who they feel are **doing good work** in their neighbourhood, survey respondents overwhelmingly referenced **local** and/or **community groups** (45%) compared to a small mention of the Council (9%).

When asked about what they **love about living in Sheffield**, respondents overwhelmingly referenced **nature** with specific mention of green space (39%), the Peak District (23%), the countryside (16%) or parks (14%). Responses also featured references to **the people** of Sheffield (28%) and their friendliness (23%).

When asked about a **great day out in Sheffield**, respondents reiterated their valuing of **the outdoors** with reference to walks (39%), the Peak District (16%) and parks (32%), while locations like Kelham Island and the City Centre only sporadically mentioned (7%).

When asked about what would **make Sheffield an even better place** to grow up, lead a good life, and grow old, respondents focused on the **ability to move around the city** with references to the topic of transport (29%), and more specifically cars (17%) and buses (15%). Other references related to shops (13%) and safety (10%).

When asked what makes them **feel happy in life**, respondents remained focused on **people** and **the outdoors**, with specific reference to family (31%), friends (25%) and nature (13%).

When asked about what **keeps them up at night**, responses were more **varied** than other questions with 10% of respondents referencing **no worries at all**, while 11% referenced worries about **work** and 10% referenced **Climate Change**.

When asked if something was keeping them up at night, **what change could make a difference**, respondents focused on the **role of the public sector**, with government (7%), police (9%) and the council (8%) referenced the most.

When asked what they **love about their neighbourhood**, respondents continued their focus on **people** and **the outdoors**, referencing green space (19%), parks (20%) and people and/or their community (15%). However, there was also a noteworthy reference to **accessibility of shops** (21%).

When asked if they could **change one thing to make their neighbourhood even better** than it is now, respondents focused on **transport** and **mobility**, with reference to improved roads (15%), buses (13%) and reduced traffic (11%).

When asked **what they could do to make change happen**, either alone or with their neighbours, respondents tended to focus on their **relationship with the Council** (20%), with specific reference to holding council representatives to account, expecting the council to lead change themselves, as well as the supportive role the council could play in enabling community-led change.