

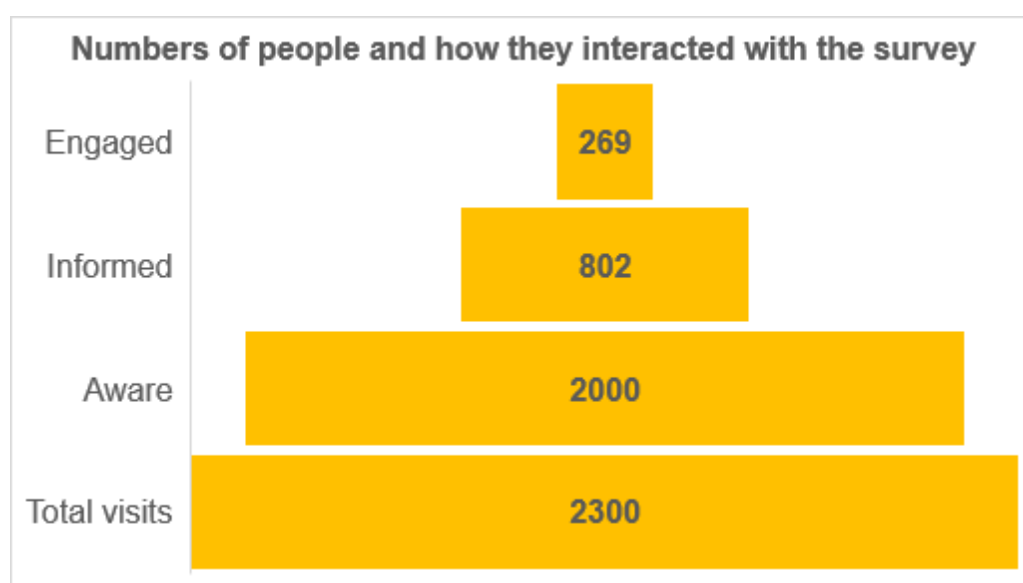
Council Plan 2024-28 – summary of consultation

1.0 Numbers of people reached

1.1 The consultation took place between 21 December 2023 and 26 January 2024 and centred around an online survey, introduced by a video from the Council leader, Cllr Tom Hunt.

1.2 The table below shows the total number of visits to the site and how many people:

- were aware of the survey (made at least one single visit to the site)
- became informed about the survey (e.g. viewed the video and/or clicked on the survey)
- engaged in the survey (responded to the questions)



1.3 An equality profile of respondents is shown in the appendix.

1.4 People responded in different capacities – for example, as residents of Sheffield, through working or studying in the city, as individuals and on behalf of organisations. In addition, specific organisational submissions were received from:

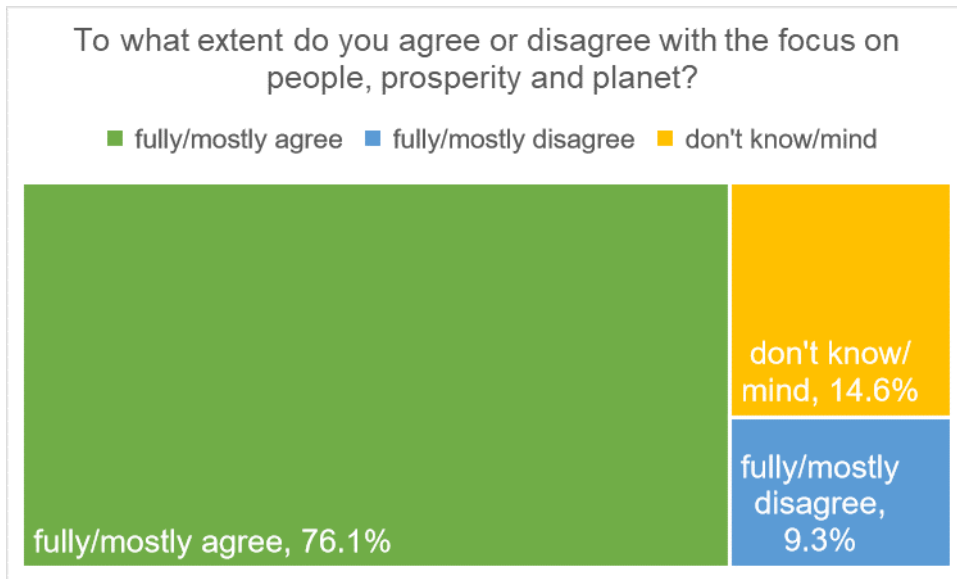
- Joined Up Heritage Sheffield
- Disability Sheffield

1.5 In line with our engagement duties for budget setting, online engagement sessions were also arranged with:

- organisations from the voluntary, community and faith sector,
- members of Sheffield Chamber of Commerce

2.0 Policy drivers

Feedback about the Council Plan's focus on Sheffield's people, the city's prosperity and the planet



2.1 Summary of feedback – people, planet and prosperity are the right areas of focus but more work needs to be done to define their inter-relationship and the measurable success of the Council Plan itself.

2.2 Around three out of four responses fully or mostly agreed with the focus, while less than one in ten mostly or fully disagreed. To many respondents, the three priorities were completely the right ones, even to the point of being obvious. Arguments were made for each to be more than important than the others:

- *People are a city's most valuable resource. Investment in people leads to economic prosperity...*
- *[We] need to focus on prosperity, we have lost too much of the city centre (like most cities).*
- *There's nothing more important than our planet. Nobody can be happy or prosperous unless we care for our planet.*

2.3 Several comments reflected the relationship between each:

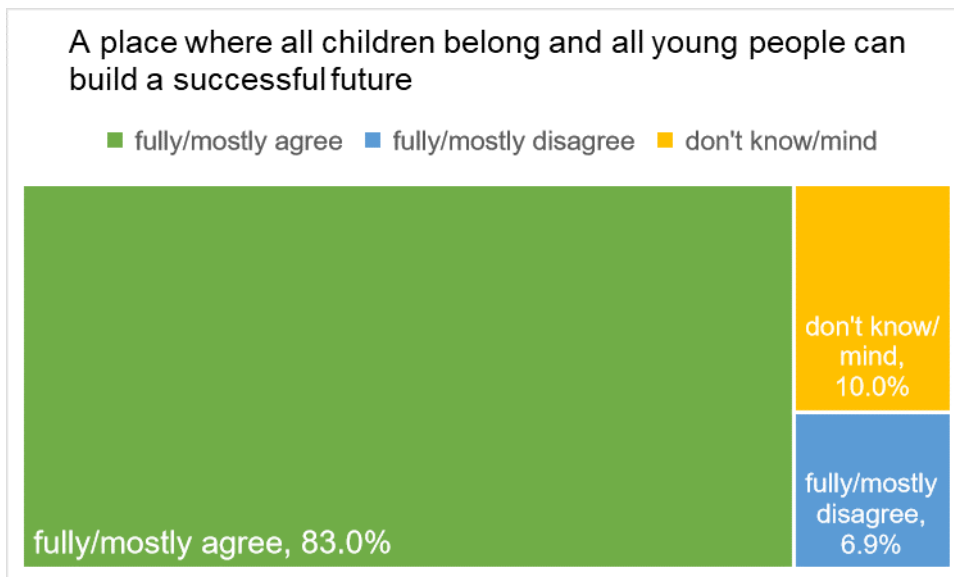
- *People, planet and prosperity makes up the Triple Bottom Line The 3 things combined will give a well-rounded view of how the council performs,*
- *All need to be in equilibrium to function and prosper, nothing is in isolation,*
- *People, prosperity & planet ... what else is there?*
- *These are good broad themes for focus. Planet should encompass not only climate goals but also local nature/biodiversity. Prosperity should always be seen through the lens of people, so that it doesn't just mean businesses profiting but also improvement in people's lives.*
- *I believe we need to be ambitious to grow the city, attract businesses and people to Sheffield by showcasing what we have, holding prestigious events and being proud of our heritage.*

- 2.4 Although not everyone agreed, prioritisation of the planet received most individual comments, overwhelmingly supportive of its importance. Some respondents challenged the Plan to go further. Points were made both about the global imperative of taking action and resources and opportunities in Sheffield:
- *While I realise they can be viewed as interlinked, I would put planet ahead of prosperity. We'll have no prosperity if we don't work to save our environment.*
 - *Pretty good balance but I think Sheffield should promote itself more as a green city – and this links with it being an outdoors city.*
- 2.5 The focus on people had the next most feedback, again very largely positive and intuitive for respondents. Equality was a clear underlying message. There were several individual comments referencing older people, disability and health, as well as inequalities between communities (for example, in relation to experiences of crime).
- 2.6 For a minority of respondents, there was some risk of the priorities being at odds with each other. This was expressed principally in relation to prosperity. While some respondents identified prosperity and growth as the key driver, a larger number considered prosperity to be in conflict with the other two and, at the same time, there being a more natural correlation between people and planet, (for example, seen in communities deriving benefits from sustaining parks and green spaces).
- 2.7 A key concern was of prosperity not being generated and shared equally:
- *People and the planet yes. Not sure about prosperity unless you mean addressing inequalities, which are so bad for so many people.*
 - *We need to get the foundations right as a priority, so tackling child poverty and inequalities is more important to me than generating prosperity and profit.*
 - *We need to get away from the idea that growth is the answer to everything. Prosperity is a better word to use, provided it incorporates equality. It is inequality that holds communities back, and ends up costing far more.*
- 2.8 Alternatively, the need to address concerns over the city centre environment and service provision were seen by some respondents as being more important (and separate) issues than the drivers presented in the Plan. In this context, and in much of the feedback, prosperity was viewed as an additional aim rather than being integral to solving issues.
- 2.9 Some respondents felt there was enough detail to give confidence in the Council Plan being delivered but more asked for greater detail:
- *I agree with this high-level approach and the focus on these three areas – the problems arise in the details of how the plan defines them and what it leaves out.*
 - *There is no info on how any of this will be measured, assessed or externally evaluated.*

- 2.10 Interest in having more detail appears to be reflected in nearly 15% of respondents saying they either ‘don’t know’ or ‘neither agree nor disagree’ if people, prosperity and planet are the right areas to focus on. There were some concerns about the deliverability of the Plan, due, amongst other factors, to funding concerns and the risk of long or delayed implementation periods.
- 2.11 Other concepts and priorities were also highlighted as alternative or connected drivers – including health, sustainability and equality – but by far the largest degree of commentary was on people, prosperity and planet. As set out above, this was very largely positive, with many contributions exploring these priorities further, while prosperity elicited more debate and differing perspectives.

3.0 Strategic outcomes

3.1 A place where all children belong and all young people can build a successful future



- 3.1.1 Summary of feedback – children and young people are an important focus and critical to the future. Inequalities need to be addressed to make this outcome successful for all.
- 3.1.2 Over four in five respondents fully agreed or mostly agreed with this outcome, while only around one in 14 did not agree.
- 3.1.3 There was a very strong recognition of the need to focus on children and young people and although (or perhaps because) it was self-evident, a large number of comments referenced children’s importance to the future, both in terms of safeguarding the city and in being affected by decisions taken today:
- *A young person's childhood defines their adulthood and future prospects. This need to be the best it can be for them to have the best life chances.*

- 3.1.4 Investing in and supporting children and young people to thrive had widespread support but, as shown throughout feedback in the consultation, inequality of opportunity was a significant issue in respondents' comments. There were several references to children with special educational needs and disabilities. Mental health, neurodiversity, race equality and single-parent households were also highlighted.
- 3.1.5 Concerns were raised about funding of services, including schools and social care. Poverty and disparities between household income, and between different areas of Sheffield, were highlighted as potential barriers:
- *The divide between the affluent areas and poorer areas of Sheffield is too big. Not all children are given the same opportunities and chances as this is linked to family finances.*
 - *The gap between the haves and have-nots has widened, particularly since Covid. Children who live in the more affluent areas of the city are at a far greater advantage than the poorer areas.*
 - *I am also concerned about the long-term impact of children growing up in poverty.*
- 3.1.6 Several comments reflected on different aspects of children and young people's sense of place in the city. This included feedback of the importance of young people both feeling safe themselves and enabling other people to feel safe too.
- 3.1.7 Although there were a very limited number of comments about concerns over gangs and crime, more comments focused on the need to harness opportunities for young people to make a contribution: to be included in decision-making, to have respect for the community they live in, to have pride in the city. There was a need for targeted resourcing for sport, music and other areas:
- *You need to invest more in youth services.*
 - *Also more places for teenagers to exist for free. They don't have the money but they bring community and life to a city, and they should be valued. Skate parks, well-lit outside places and more area to hang out.*
 - *Affordable and accessible clubs/youth clubs/activities.*
- 3.1.8 There was agreement for the need to support early years and for a greater focus on schools, both in terms of educational attainment but also given schools' central role in the lives of children and young people and communities, in climate education and in pathways to academic progression. Encouraging links with and between schools, colleges, universities and employers was also important.
- *This outcome can be strengthened by a serious engagement and discussion with schools who are central to effective delivery of this strategy.*
 - *Need to work with schools / colleges / other education settings, linking them with local businesses to raise aspirations with young people - e.g. 'See it Be it in Sheffield' campaign*

3.1.9 Paradoxically, some respondents highlighted the impact of the car-orientated 'school run' on the environment and road safety. Strong connections were made between the Plan's drivers of children and planet. The future impacts of continual climate change were highlighted, as were environmental factors today:

- *Children can't have fully successful childhoods while they are restricted from playing out, walking to school and breathing clean air by the constantly growing number of cars.*
- *There needs to be a focus on outdoor education/play/experiences for children... [to] benefit physical health, mental health, and to improve their learning.*
- *We can improve children's wellbeing by making more accessible, safe and natural play areas for children [which should be] a priority considering that Sheffield calls itself the Outdoor City.*
- *More resources needed in less affluent areas. Work with partners (e.g. Wildlife Trusts) to maximise resources.*

3.1.10 Transport and mobility were also important for young people to have a stake in the city:

- *This is good but doesn't go far enough. There needs to be more investment into cheap public transport and cycle infrastructure to help young people get around the city.*
- *[Make] public transport as cheap and flexible as possible for young people, working with the MCA on options for new more incentivising forms of ticketing.*

3.1.11 While there was clear support for focusing on children and young people, some respondents also highlighted the need to consider other age groups (for example, older people, working age people and families) within the Plan. Some concerns were expressed about achieving the aims of the outcome:

- *Very well put. But we need to see proposals for delivery.*

3.2 Great neighbourhoods that people are happy to call home



- 3.2.1 Summary of feedback – suitable housing, infrastructure, transport and travel options and measures to create healthy environments all contribute to great neighbourhoods. Inequalities between and within areas impact on their success.
- 3.2.2 Over 80% of respondents fully agreed or mostly agreed with this outcome, almost ten times more than disagreed.
- 3.2.3 There was recognition and support for the need for more housing, and themes around how to achieve this. Planning has a key role in facilitating developments that support the Council Plan's aspirations, which meet a range of needs while not affecting wider plans to retain – and provide greater access to – green spaces and facilities or environmental protections like flood defences. Representative comments included:
- *Healthy and well-designed new housing in a pleasant and well-maintained environment makes a "happy community", something we need to achieve to develop happy neighbourhoods....for the longer term.*
 - *Children should have space to 'kick a ball' around close to their own homes where they feel safe and without having to pay to join clubs.*
 - *Although we need new housing, this needs to be sympathetic to the areas it is built in.*
 - *Housing estates and land [should be] dealing with the challenges of electric vehicle (EV) charging infrastructure – particularly for the disabled where Motability will switch sooner to an all EV model.*
- 3.2.4 There were calls for mixed tenure housing and different emphases within the feedback about utilising and repurposing existing buildings and creating new developments to environmental standards:
- *More of a focus of bringing empty houses back into use should be the first priority.*
 - *Not high-rise flats, further conversion of redundant industrial buildings, partly to conserve Sheffield's industrial heritage rather than pulling these old buildings down.*
 - *The importance of the historic environment in realising climate goals is also overlooked... Re-use of historic buildings makes a direct contribution to carbon reduction.*
 - *Great sentiment and we need to ensure we offer a variety of homes that are NET ZERO and close to the city centre. We cannot afford to build on green spaces and so we need to offer other solutions, such as more high-rise, attractive apartments where again we can more control their carbon footprint.*
 - *Improving existing housing and providing eco homes are needed.*
 - *if changing existing housing, then what's the plan for this? And spell out disability access and cross-city offers.*
- 3.2.5 Respondents clearly identified affordable housing and social housing as priorities, and many were keen to make sure that developments would include the right balance. This also included the need for accessible homes for older and disabled people, and provision to tackle homelessness.

- *How are you going to ensure there is enough social housing with limited council budgets. How will you make sure private developers do not build homes at the expense of the poor. How will you make sure green belt land is protected?*
- *You have listened to comments made last year. Thanks. Particularly important to make housing affordable for younger people.*
- *These goals should not just result in more poor-quality housing with a minimum of 'affordable' housing. Quality council owned housing would be ideal.*

3.2.6 Ensuring the right infrastructure was essential, including community spaces, GP surgeries, small businesses and walking and cycling routes. There was support for active travel initiatives and very few actively supportive comments relating to car-usage.

3.2.7 However, feedback highlighted that accessible and affordable public transport needed to be a clear element within the Plan to serve neighbourhoods. People with mobility difficulties and other diverse needs should be at the forefront:

- *Better localised active travel networks, bike storage and local public transport links. Pavements free of parked cars.*
- *Cycling and active travel needs to be a priority. Cars have taken over our roads, pavements and fill our air with toxic fumes ... Grey to green looks amazing but it doesn't do anything for active travel in the suburbs where most people start their journeys by bike.*
- *Can housing be developed in a way which is positive for the environment (encouraging nature, near to green spaces and public transport), and fit for the future, i.e. well-insulated.... . [and] with a view to all the needs of citizens including disabled people, autistic people and other additional needs.*
- *There is hardly space on many pavements to walk, and if you have a baby buggy or a wheelchair it becomes impossible and dangerous in places.*

3.2.8 Respondents strongly supported the need for green spaces throughout Sheffield – safe, clean and accessible to different communities. The availability of such resources was seen by some as a potential area of inequality. Similarly, feedback highlighted how litter, fly-tipping, graffiti and other anti-social behaviour affected the quality of some communities and parts of the city more than others. The Council Plan needed to recognise and address wide divergences in the lived experience in different areas:

- *Specific plans to improve nature in green spaces, e.g. nature corridors... would be excellent.*
- *We have 8 green spaces/parks walkable from our home and it's one of the reasons we love Sheffield.*
- *Please address inequalities in green space, trees and outdoor amenities across the city.*
- *We need clean streets and graffiti free buildings.*
- *Safe Neighbourhoods – clean, litter-free and graffiti-free.*

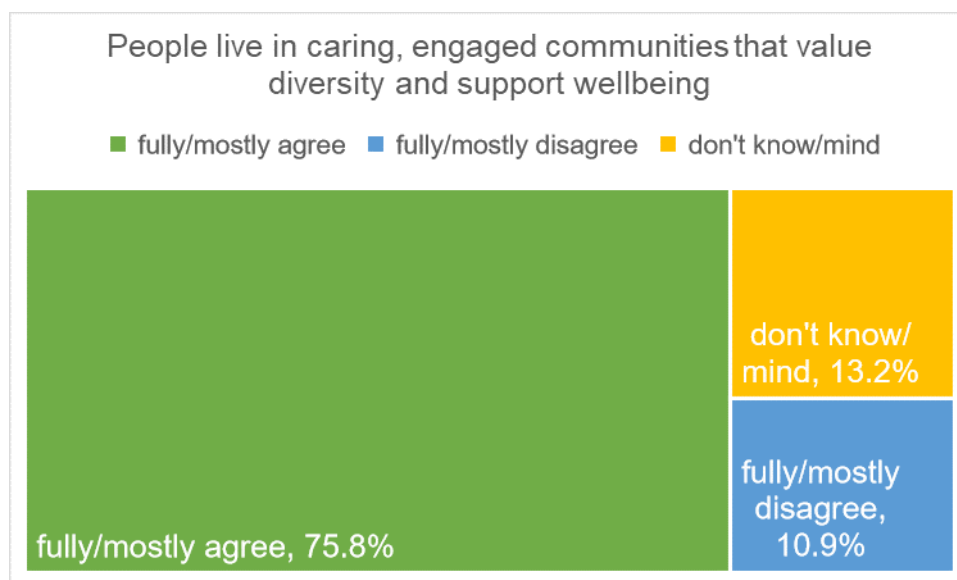
3.2.9 Many respondents welcomed the aim of community involvement to help develop the aspirations of the Plan, (while also highlighting difficulties and inequalities in engagement):

- *Neighbourhood development needs a strong focus to maintain a healthy City ethos. People need to be involved and share in this development with a sense of belonging.*
- *Availability of affordable, decent housing is a key building block to a better society and future for everyone but the standard of involvement with local people to increase their commitment to the improvement of their local community is vital work which needs to be undertaken rapidly.*
- *Think creatively about existing spaces that can be repurposed and used by the community to make places better for all – there is a willingness for people to contribute, doesn't all have to come from SCC. People can get involved.*

3.2.10 This comment captured sentiment within the overall feedback to this strategic outcome:

- *Neighbourhoods should meet high standards around clean and well-maintained streets and on waste and recycling; ensure they are safe places for all residents, [with] more and safer options for people to move around, providing choices that support walking, wheeling and cycling. Neighbourhoods should be places that support health and provide resilience against the challenges of climate change.*

3.3 People live in caring, engaged communities that value diversity and support wellbeing



3.3.1 Summary of feedback – communities are highly valued assets and the Council Plan is right to focus on a new approach to engagement. External pressures could impact on the outcome's care and diversity priorities.

- 3.3.2 Three-quarters of respondents fully or mostly agreed with this outcome, compared to almost one in nine who disagreed, and one in eight who were less certain.
- 3.3.3 There were a lot of comments and ideas about community engagement to encourage and facilitate local participation, decision-making and empowerment. This ranged from interest in maximising the effectiveness and reach of Local Area Committees and its decision-making to community-led initiatives and the co-production:
- *If we're serious about extending Supertram for instance, many local communities will probably object – leadership needs to stand up and be counted.*
 - *Being open to a bottom-up approach will be the way to achieve this, supporting new, innovative ideas whilst giving members of communities more autonomy in creative solutions to their local issues.*
 - *I'd want to see a statement or intention about co-design and co-production here too, in line with good community development principles.*
 - *Hand over spaces and get people involved – take over days, businesses supporting local community, driven by SCC.*
- 3.3.4 In calling for greater local involvement, some responses identified a need for support for communities to help ensure that more than limited groups of people or interests were involved in setting the agenda:
- *The important process for these will be the council actually getting into and engaging with locals and local groups and not merely expecting locals to pick up the baton and run with it. More leading from the front is essential.*
 - *Community empowerment should not leave out children and young people.*
 - *Community consultation in new communities needs to encourage discussion [and] buy in to how their community develops... with some community development input.*
 - *All methods of communicating issues to you should be open to residents. Not everyone has a smartphone or internet access.*
- 3.3.5 For some respondents, concerns about community safety, anti-social behaviour or hate crime were significant issues affecting communities. For others, poverty and financial exclusion were key issues:
- *People that can't work shouldn't be left behind.*
 - *The aims aren't coming out clearly enough... 40% of our city live in poverty right now, perhaps change [the outcome] to be more realistic of the current situation a lot of people are in right now in Sheffield.*
- 3.3.6 A lot of comments were made about the importance of recognising and embracing diversity, as well as the challenges of doing so in the face of local, national and global issues that present significant tests for community cohesion.
- *Celebrate the heritage of a community – i.e. the people and their history.*
 - *The call to create caring communities overlooks the importance of caring for people by enabling them to know how they fit into the story of their*

community, neighbourhood and city, and empowering them to protect that relationship.

- *You ought to add a clear statement about anti-racism and anti-discrimination, so that it is explicit that the city/local authority will challenge problems too.*
- *We need to work with (certain) communities to treat each other and the environment in our neighbourhoods with respect.*
- *I agree with the sentiment but virtually impossible to achieve success in certain areas where there is currently massive social and cultural divide.*
- *There are cultural obstacles in some neighbourhoods.*
- *We need to get back to enjoying each other and enjoying sharing everyone's culture and perspective on the world.*

3.3.7 There were several comments about people living at home as older or disabled people in need of care and support. Key issues identified included concerns over the availability of care, linked to worries about social care funding and resources, staff pay and availability, and associated connections with health services, hospital delays and accessible transport.

3.3.8 The affordability of care at home and in care homes was also a concern for some respondents. Other comments reflected on what living independently at home meant – with increases in dementia recognition – and the transition to residential care. One response highlighted the need to join-up with the strategy and approaches already in place in Adult Social Care and other services:

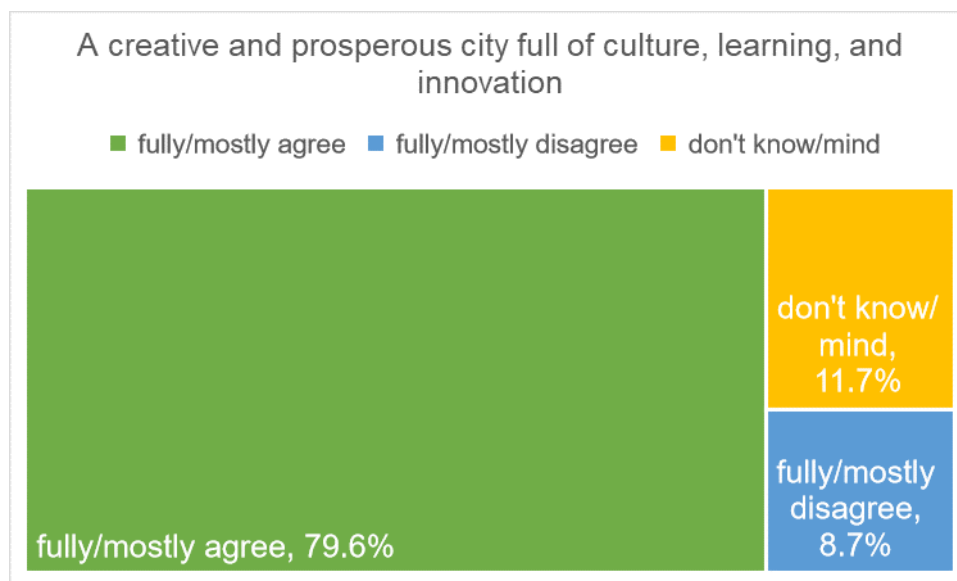
- *I hope that the adult social care approach and vision is fully joined up with health and housing, and modelled on the Social Care Future vision: We all want to live in the place we call home, with the people and things we love, in communities where we look out for each other, doing the things that matter.*
- *Changes [should not] be done in inaccessible ways, or increase isolation.*

3.3.9 There were some concerns about funding and resources, including for more isolated communities. Transport links were important to community life. Cuts to local clubs and classes, and access to information and support about available activities, were also mentioned. Some responses identified ongoing community roles for voluntary, community and faith sector organisations and for the Council.

3.3.10 As with many comments through the consultation feedback, respondents were keen to see more detail about how this outcome could be achieved. One respondent suggested

- *It would be better to include for each high level aim an articulation of the specific problems that need addressing, and then state how the council will address these. That way each part of the plan is a specific action and it will be clear how to achieve it as well as recognise when it has been achieved.*

3.4 A creative and prosperous city full of culture, learning, and innovation



3.4.1 Summary of feedback – prosperity and job-creation are needed but people in Sheffield must benefit and the outcome must be consistent with the commitment to the planet and environmental goals. City centre groundwork and developments must be prioritised.

3.4.2 Almost eight out of ten respondents fully or mostly agreed with this outcome, while less than one in eleven fully or mostly disagreed.

3.4.3 There was strong support for job-creation across different industries, and several comments identifying differing perspectives on achieving growth, and an approach that would mean local people would benefit. Although this would apply to workers of any age, there was particular interest in young people:

- *We need to attract more investment to Sheffield, encourage more private sector businesses to base themselves here, and create more well-paid jobs.*
- *New public transport routes to make access to new work locations as easy as possible... Investment in public transport will be expensive but critical for our future prosperity for the businesses and the employees.*
- *Let's start to manufacture. Let's start to produce metal goods with made in Sheffield stamped on them including resurrecting the cutlery industry. More jobs are good but only if they support people in the city and are sustainable.*
- *Sheffield should promote local business by local wealth creation and retention. Increasing growth should not be the goal, increasing people's quality of life and working conditions should be.*
- *Training for good, stable jobs is also vital, reducing people's dependence on zero-hours jobs.*
- *I hope everything is done to grow new employment opportunities in Sheffield. I don't want young people feeling they have to move to Manchester or London to do well.*

3.4.4 Respondents were keen that strong partnerships should be made with learning institutions and facilities:

- *Need to work with schools / colleges / other education settings, linking them with local businesses to raise aspirations with young people.*
- *Education at school level should be preparing people for their future working career.*
- *What about the huge opportunities Sheffield has by virtue of housing two great universities*
- *Fully accessible learning for all, training in communities rather than just college or university-based.*

3.4.5 Other respondents identified opportunities to prioritise green developments:

- *I would suggest a focus on training for green employment [and] As the government seems keen to create a void in the supply of people qualified to work on the necessary green technologies, Sheffield could quickly establish itself as a centre of excellence that will promote employment for generations to come.*
- *Regarding economic growth, focus on the green economy that combats climate change, reduces environmental pollution, and increases biodiversity.*

3.4.6 Many respondents were very keen for improvements to continue as a priority to the city centre. Several expressed regret over issues ranging from empty or temporary shops, accessibility issues, the city centre environment and the groundwork currently taking place. Infrastructure was needed to sustain planned residential developments, while at the time, mixed uses were called for.

3.4.7 Restrictions on parking and driving in town, and disruptions to traffic flow and the Clean Air Zone, were identified as contributing factors to perceived downturns in city centre visitors. There was a clear inference that more needs to be done to promote and enable transport mode changes. Some respondents were concerned that growth could be incompatible with climate targets and that 'sustainability' should be the focus.

3.4.8 These responses in particular highlighted the need for the Council Plan to articulate and demonstrate its triple commitment of people, prosperity and planet.

3.4.9 Respondents wanted to be proud of the city centre, which in part was seen as representing Sheffield to a wider audience and, in comparison, to other cities. However, feedback also highlighted the importance of local commercial hubs and to encourage local businesses throughout Sheffield, for example:

- *Don't over emphasise the city centre at the cost of the larger neighbourhood and surrounding small towns. The pandemic highlighted the importance of very local services thriving also.*

3.4.10 Several comments related to Sheffield's heritage and culture, with wishes for commitments and partnerships to harness what many viewed as significant resources for the city. There were specific calls for more recognition of

heritage within the Plan, and to connect more clearly with both the Cultural Strategy and Heritage Strategy.

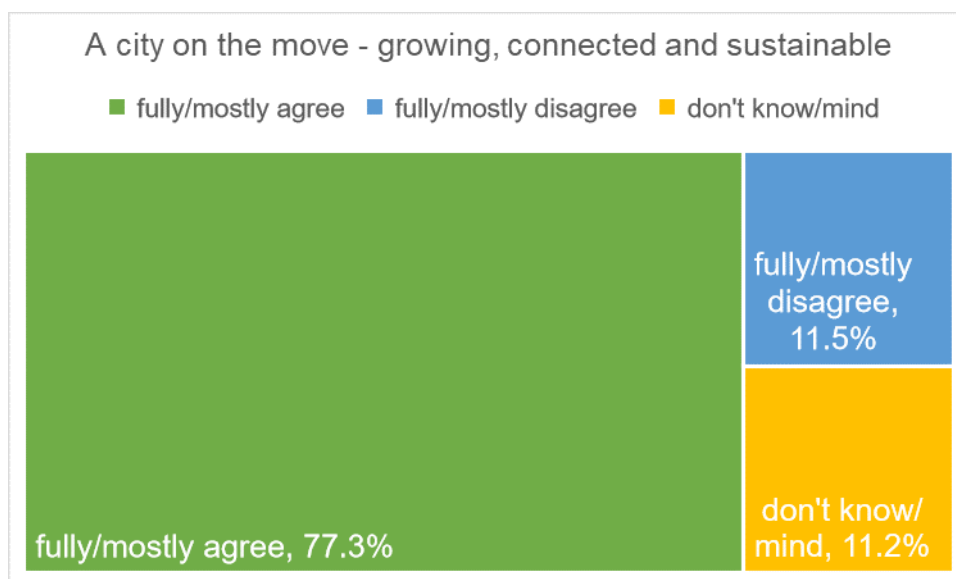
3.4.11 Direct links were made between heritage and each of the Plan’s drivers. This included research indicating correlations between high density of heritage assets, location choices for businesses, workers, visitors and residents, and hospitality and retail spending. Feedback included :

- *The contribution of heritage to the economy is well-evidenced and substantial... showing the value of investing in the historic environment.*
- *More thought needs to be given to the city centre and viable cultural projects.*
- *I'd love to see some ambition in the plan to secure a nationally significant cultural institution – like Liverpool's Tate gallery, or Dundee's V&A. Perhaps a partnership with the National Gallery, or British Museum.*

3.4.12 Separate appeals were made for a whole-building art gallery, a world class concert hall and a mid-range music venue. To other respondents, more investment was needed in existing assets or in recognising other heritage and culture:

- *Yes, culture is one of our main strength. Sheffield Theatres and our exhibition and art spaces are the envy of many other cities (incl London!) – yet there has been underinvestment over many years.*
- *You need to commit more to libraries, museums, community arts projects, theatres.*
- *Culture does not just mean high culture, it means all of the elements including popular culture such as football and football heritage.*
- *It would be great to see more direction into creative industries and a city that can sustain jobs in the creative industries.*

3.5 A city on the move - growing, connected and sustainable



3.5.1 Summary of responses – affordable and accessible transport and travel across Sheffield is critical. There are opportunities through developing the

tram system but the bus network is currently a significant problem. New and re-purposed housing options are much needed.

3.5.2 Just over three respondents in four fully or mostly agreed with this outcome, compared to one in nine who disagreed.

3.5.3 For many respondents, there was recognition of an imperative to move to Net Zero. There was also concern at costs being borne by people, and the effect on vehicle usage and access for some residents and businesses. an effect of restricted access to the city centre

- *Going for net zero is almost certainly the most important thing we can do for the future.*
- *Leading the way to net zero feels important. Clean air is needed across the city.*
- *I don't see how spending money to achieve Net Zero is going to help the people of the city. You mention the cost of living crisis and striving for Net Zero, yet Net Zero will play a huge role in making the cost of living higher.*
- *Are you listening to small businesses that need to get around and function in the city?*

3.5.4 By far the largest single subject of comments was about the transport network and, principally, bus services in the city. There was a strong sense that respondents wanted accessible, reliable and affordable public transport:

- *We need to sort the buses out before we stop or prevent people from getting around in their current modes of transport.*
- *I would really like to see a local bus network which provided frequent, reasonably priced buses to encourage people to leave their cars at home. I feel the reliability and frequency are probably the most important things - people need to know they will arrive at their destination on time.*
- *Please sort out our buses! They are unreliable, dirty and polluting. I would use them more if they weren't!*
- *Public ownership and control of public transport should be prioritised over subsidising private providers.*
- *Not just in the centre for one thing. Making the bus service reliable will be a big improvement, and reintroducing more routes which were cut – e.g. the circular bus.*
- *You need to reopen the city centre closed routes and put the buses back onto the routes they used to service through the city centre.*
- *The transport network needs to be as accessible to the outlying areas as it is to Crookes, Walkley, etc.*
- *Really keen to see all this happen but where is the bit that SCC has powers regarding taxis and private hire?*

3.5.5 Concerns about congested traffic and jams and not prioritising bus lanes were exacerbating factors. The affordability of travel options was another theme:

- *Can you make more discounts available to adults, in order to encourage more and safe use of public transport.*

- *We need an efficient and reasonably priced 'transport' system like London enjoys. I am totally envious at 64 of my London friend's 'Freedom Pass'!*
- *Create large park and ride system at the of the Park way M1 junction, reduce fairs, single travel fee per day and make City car free.*
- *Public transport should be overhauled and improved. Net Zero is laudable but not at the expense of ordinary residents trying to make a living. An electric car is more than many families' yearly income. People have no option but to run a conventional vehicle.*

3.5.6 There was support for greater use of trams and the promotion of electric vehicles generally:

- *Extend the tram system to cover the whole of the City and beyond. Sheffield has too many hills to expect people to cycle everywhere but a huge tram system would dramatically cut the use of cars. I've seen it work in Melbourne.*
- *Very excited about the integrated transport plans, particularly the proposed tram extensions.*
- *High levels of carbon emissions and smog still in Sheffield. The displacement of traffic just displaces the pollution. Promote electric buses and electric cars and their maintenance.*
- *A real train will get done quicker and give accessible, reliable travel options – no loo gives no real improvement. there are trade-offs of the different vehicle types, routes, etc.*

3.5.7 Other respondents wanted more commitment to active travel initiatives, for example:

- *I think that pedestrianised streets which keep traffic on major roads and free local communities from rat runs should be prioritised. This could get more people walking within their neighbourhoods, enable children to walk to school and encourage more people out of their cars.*

3.5.8 Much of the feedback considered plans and opportunities to make housing available to people through developments and other measures, and more energy-efficiency:

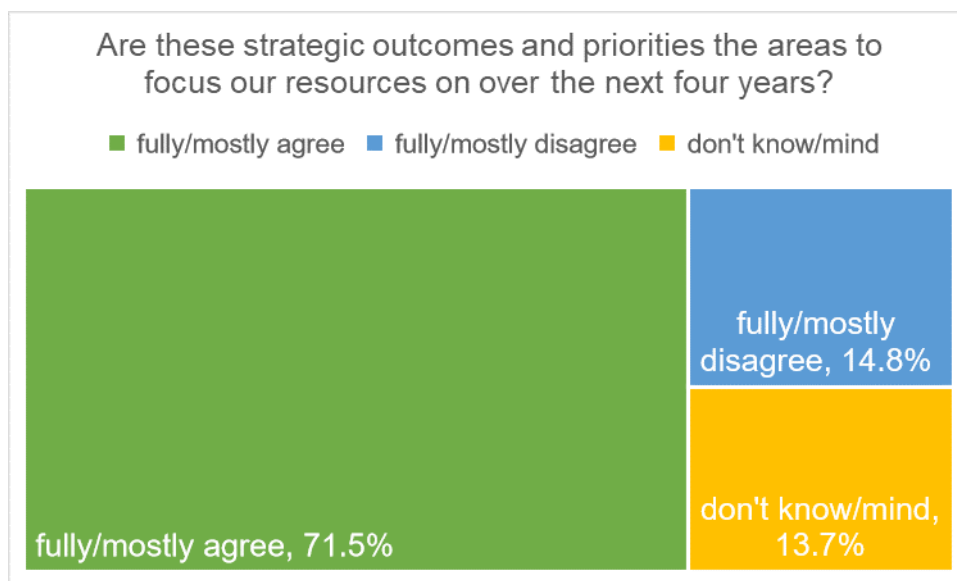
- *Good quality, affordable housing is definitely a priority. I would support a council house scheme or similar.*
- *Social housing should be a provision for those that need it.*
- *Just building more houses is not enough – we need to look at improving accessibility and affordability in our existing housing.*
- *Reuse and rethink existing spaces for housing in the City Centre.*
- *New homes with green credentials such as solar panels and heat pumps... might be expensive in the short term but will save money – and the climate – in the long-term. We all know that short termism is endemic; this is Sheffield's chance to lead the way and put other towns and cities to shame.*
- *Our City plans need to take care of our Planet by requiring thermally efficient new housing and green transportation.*
- *Very important to focus on house building on brownfield sites, no building on the green belts.*

- *People in Sheffield should be kept better informed about progress/achievements, and they need guidance on what improvements may be needed to their homes (insulation, heating etc) and how to get the work done.*

3.5.9 There were also some concerns about train links to Manchester. Other respondents highlighted an opportunity and need for greater partnership-working:

- *Sheffield is a great place for innovation, the university and its ties with the AMRC are vital. More incentives for local students to attend the university would lessen the burden of student loans and encourage the university to engage with local schools.*
- *Become a leading city in managing and increasing the biodiversity and tree cover in conjunction with neighbouring local authorities as part of the South Yorkshire Woodland Partnership and the SY Mayoral Combined Authority.*
- *The historic environment can also be especially vulnerable to the impact of climate change... It must be conserved and protected in order to sustain its wider benefits. The skills and techniques required for this will also be applicable and in demand more widely, especially in respect of floodwater management.*

3.6 Are these strategic outcomes and priorities the areas to focus our resources (money and staff) on over the next four years?



3.6.1 Summary of responses – these seem the right areas to focus resources on, although more detail is needed and there are concerns about funding and services. There needs to be more clarity about how the Plan’s people, prosperity and planet drivers might work together to achieve its aims.

3.6.2 Seven out of ten respondents fully or mostly agreed that these were the areas to focus on, but one in seven disagreed. Most comments had been provided in feedback to the earlier questions. However, some respondents provided overview feedback, which can be broadly themed as below.

3.6.3 Although there was strong, overall agreement with the direction set out in the Council Plan, it needs stating that not everyone agreed and there was some debate between what respondents felt should be key priorities or how to achieve the strategic outcomes. Different themes and focuses were suggested, including transport, inequality, social care, sustainability, safety and crime, health, business and education. However, there was not an alternative suggestion that had a clear consensus.

3.6.4 The feedback quotes below (and throughout this report) are designed to be representative of the different sentiments and priorities expressed by respondents.

People

3.6.5 Although not everyone felt the same, there was a clear theme throughout the feedback that tackling inequalities was either a pre-requisite for making the Plan a success or was something that delivery of the Plan should closely factor in.

3.6.6 Respondents highlighted risks of inequality for several characteristics, including age (both older people and younger people), disability and race. However, social deprivation and income disparity between and within communities was the most frequent example provided. In reality, the delivery of the Plan will need to take account of all protected characteristics and other equality groups, in line with the Council's legal and policy obligations to equality.

3.6.7 These comments were representative:

- *The strategic outcomes are sound but please don't leave anyone behind. We have a diverse population, which is overall a really good thing. However, all policies need to be applied fairly and executed as promised... It is not a coincidence that the areas with the most deprivation also have the poorest health, more disabilities and less opportunity.*
- *I'm in agreement with most of the goals. Sheffield leading the way in green technology and using this for local wealth creation is an excellent goal. I like the focus on improving conditions and addressing inequality across the city. More specific targets to achieve the goals would be welcome – I feel like I generally agree with the goals but they lack substance.*

Prosperity

3.6.8 In the main, respondents associated 'prosperity' with business, growth and investment, rather than prosperity at local or household level. As before in this report, many respondents disagreed with this interpretation of prosperity, without greater context or assurances about its relationship with the other drivers of people and planet.

3.6.9 However, other respondents strongly agreed about the role of prosperity within the Plan:

- *The aims are laudable but the council should make prosperity the number one priority. The city centre is not attractive to businesses, public transport is poor and the council lacks commercial nous. Businesses bring prosperity, prosperity funds the council.*
- *Where is the help for businesses that create the prosperity?*
- *It would be great to know that where such expenditure takes place, its value will still remain in Sheffield, driving further growth and prosperity for all.*
- *The prosperity of our city depends on many things but more emphasis needs to be put on wealth creation as a priority. From this then many other aspects and policies can be implemented.*

Planet

- 3.6.10 A large majority of respondents recognised the need to tackle carbon emissions and take other action in response to climate change. A significant amount of feedback highlighted the centrality of the need to protect the planet. Other feedback, highlighted before, indicated Sheffield's potential to promote its recognition as an outdoor city and to take opportunities to grow a green economy.
- 3.6.11 Some respondents were concerned at the impact on people of taking action on climate change. These worries were primarily about financial impacts or the focus on planet affecting the provision of services. A minority of respondents were sceptical of climate change or did not consider it to be something the council should be committing resources to addressing. Representative comments included:
- *Climate change has to be the main priority as that will impact everything going forward.*
 - *Extremely important for future given all climate change. Goals need to be really specific and clear on how targets will be met and measured otherwise efforts will be futile... Does there need to be some collaborative working with other regions/cities?*
 - *The 'green leaning' priorities make the strategy as it should be.*
 - *Have proper open debate and consultation with residents on green agenda issues, rather than just forcing them onto us. Really listen to local residents not just pay them lip service.*
 - *I think the pursuit of Net Zero and Climate Resilience are political red herrings.*
 - *It would be silly to say don't aim for these ideas and goals. But realistically you will never get everything done with the budget you will be given and putting taxes up will drive more families into poverty, putting more strain on services.*
- 3.6.12 A majority of respondents saw the Plan's three drivers of people, prosperity and planet as central to the work of the council, and so to the deployment of its resources. As highlighted before, this came across most clearly in feedback about people and planet, with a consensus view that these should underpin the creation of prosperity. These views are represented in the comments above.

3.6.13 A minority of respondents saw the three drivers as being separate or additional to the Council's core functions, rather than being integral to them. This is shown by this comment:

- *The council should invest in the basics, keeping the city clean, keeping traffic flowing efficiently, tackling anti-social behaviour, doing more for the homeless and those suffering with addiction, making the city centre more appealing. Get the basics right and everything else will improve. Ignore the basic problems and all the vanity projects will fail.*

3.6.14 There were more mixed views from other respondents, who, while not disagreeing with the Plan's direction, were less clear how it might relate to services and the experiences of people in the city. A frequent request throughout the feedback was for more detail and measurable targets in the Plan. This was perhaps also indicated by the relatively high percentage (almost 14%) of respondents who were unsure on this question.

- *This all sounds very utopian and hard to disagree with, but there's no detail about how any of this will be achieved on a limited budget. The reality of the challenges that the city is currently facing re. social housing, social and public services, etc, are affecting many lives right now. I work in a food bank and see this on a daily basis. What is the point of a survey like this if you aren't going to provide any details of how these wonderful goals will be achieved. Please be honest with us and talk about the reality of what can be achieved on the current budget.*
- *The words are fine – but not much is new here. It's specific actions which need to be outlined in order for there to be flesh on the bones... [e.g.] % of travel by public transport and cycling to be increased by X by 2030?*
- *Build x no of affordable homes each year.*

3.6.15 Much feedback also recognised financial pressures felt by local authorities and the challenges in implementing the ambitions of the Plan. For example:

- *I agree that these priority areas are correct. My concern is that the medium-term financial analysis indicates growing budget gaps over the next four years and without a clear plan to leverage private sector investment and maximise efficiencies without detriment to the services provided.*
- *I think they incorporate the main areas of importance to making the city a good place to live and work. I think it's a very tall order, to do all those things with resources available.*
- *All you have put forward sound great if you can deliver on the priorities. But not at the expense of lowering standards, accessibility to support, affordable homes, decent transport, support for environment. Hard balance to achieve so keep pressing forward towards the priorities whilst keeping the community with you.*

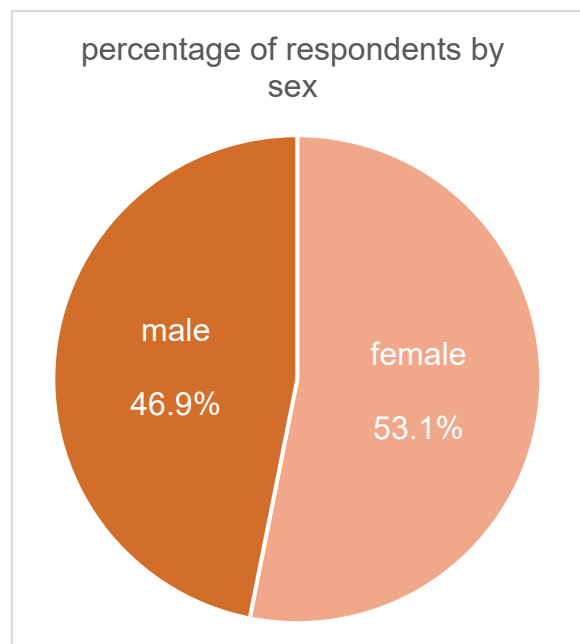
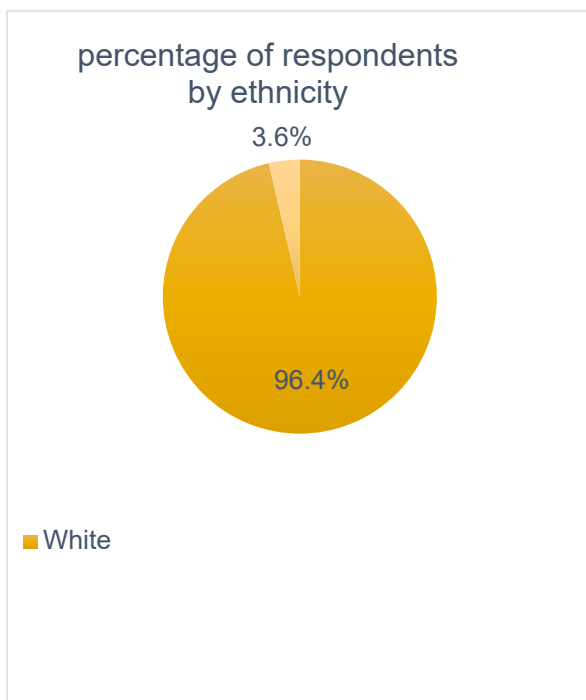
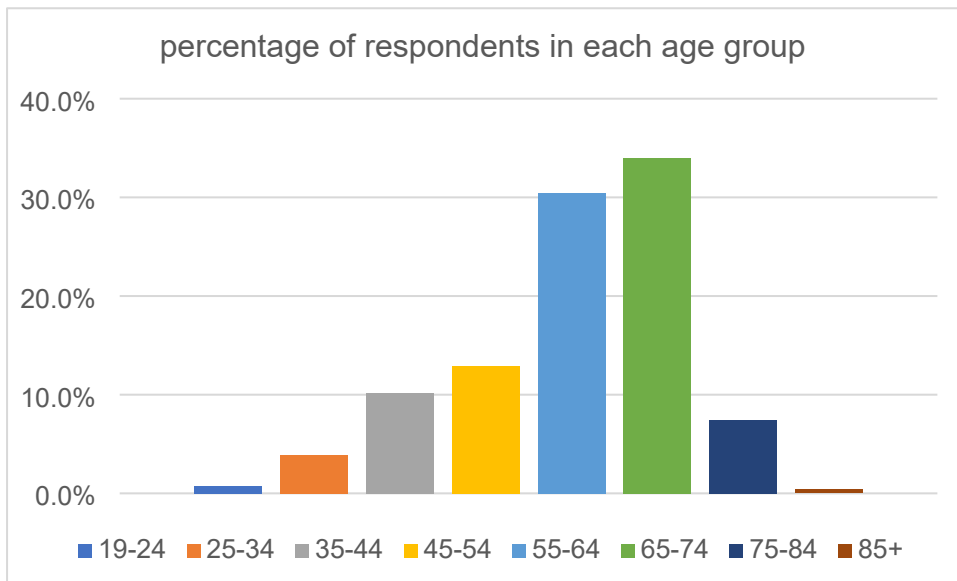
4.0 Initial conclusions from the feedback

4.1 There is a good degree of agreement with the direction of the Council Plan. More needs to be done to demonstrate how the three drivers of people, prosperity and planet would work in harmony together.

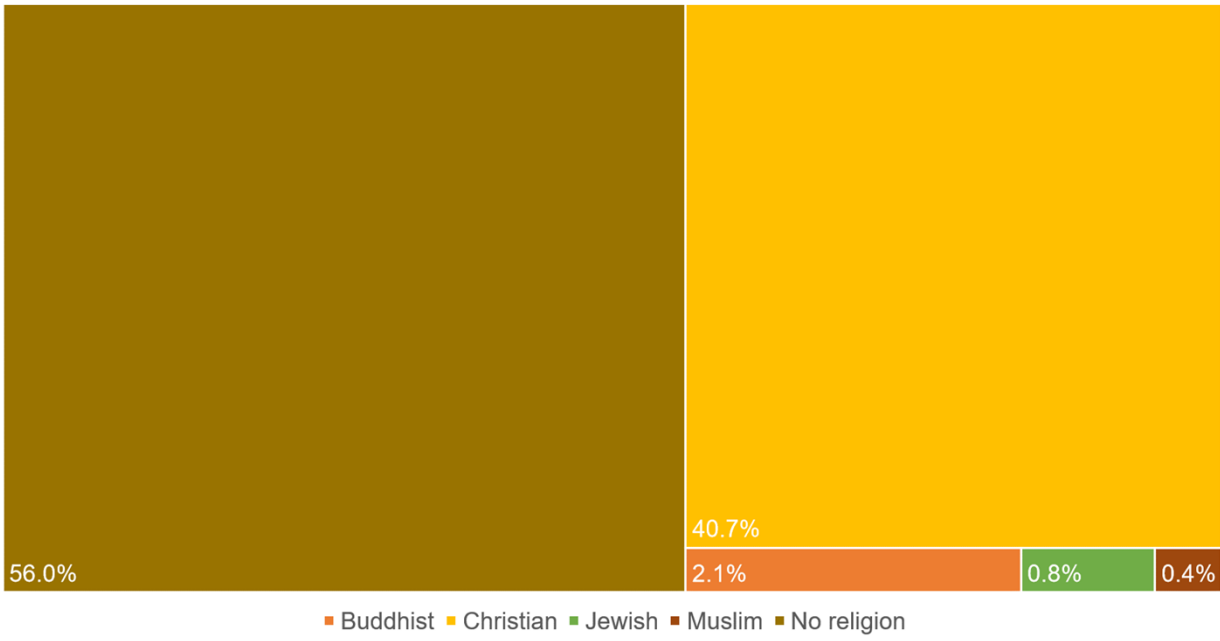
- 4.2 Respondents are keen to see clearer measurable outcomes and to recognise how priorities identified in the feedback, including key services, transport and city infrastructure, would be addressed.

Appendix – equality information

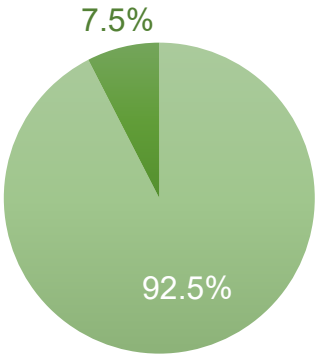
The profile of people who responded to the consultation.



percentage of respondents by religion or belief

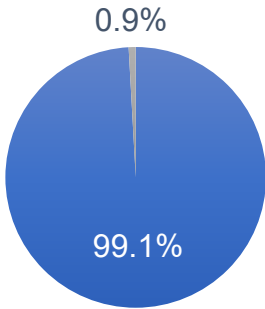


percentage of respondents by sexual orientation



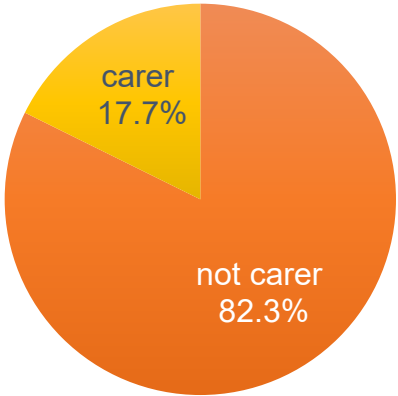
■ heterosexual
■ LGBT

percentage of respondents by gender identity

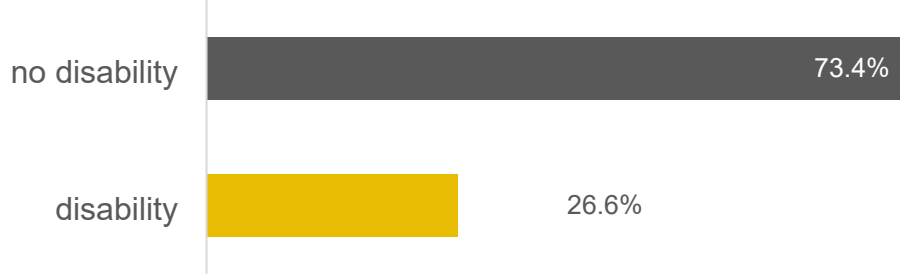


■ gender same as sex at birth
■ gender reassigned

percentage of respondents by unpaid carer status



percentage of respondents by disability status



percentage of respondents by type of disability

