



Report to

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Report of: Kate Martin, Executive Director City Futures
Report to: Economic Development and Skills Committee
Date of Decision: 27th June 2024
Subject: Sheffield Pride of Place Programme

Has an Equality Impact Assessment (EIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, what EIA reference number has it been given?	2717			
Has appropriate consultation taken place?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Does the report contain confidential or exempt information?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>

Purpose of Report:

The report provides information in respect to the Sheffield Pride of Place Programme (PoP) which the Council has committed to support for the next three years requiring a total contribution of £150,000 towards delivery. Business Sheffield, City Futures has secured the first year's (24/25) funding of £50,000 with UK Shared Prosperity Funding (UKUKSPF).

This report seeks:

- Approval for the project
- Approval to enter into the grant funding agreement with Business in the Community (BITC) for three years. Funding is not yet secured for years two and three. This will be secured either from funding from other external funding sources secured by Business Sheffield or identified corporately. If those sources cannot be identified that could mean that savings will need to be identified elsewhere to cover any unsecured amounts.

Recommendations:

That the Economic Development and Skills Committee:

1. Note the content of the Sheffield Pride of Place Programme.
2. Approve the Executive Director of City Futures to enter into a Grant Funding Agreement with Business In the Community for the three year programme 24/25, 25/26 and 26/27.
- 3.

Background Papers:

None

Lead Officer to complete:-	
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.
	Finance: Adrian Hart
	Legal: Daniel Woolnough
	Equalities & Consultation: Bashir Khan
	Climate: N/A
<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>	
2	EMT member who approved submission: Kate Martin, Executive Director, City Futures
3	Committee Chair consulted: Martin Smith
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.
	Lead Officer Name: Yvonne Asquith
	Job Title: Head of Business Sheffield
Date: 4 th June 2024	

1. PROPOSAL

- 1.1 The report provides information in respect to the PoP programme, which following the Seeing is Believing Tour, described below, the Council committed to support for the next three years, requiring a total contribution of £150,000 towards delivery. Business Sheffield, City Futures has secured the first year's funding of £50,000 with UKSPF funding for the financial year 24/25.

The report asks for Committee approval to oversee the programme on behalf of the Council and to agree to enter into a grant funding agreement with BITC. Whilst the funding for the second (25/26) and third year (26/27) has yet to be secured it will be available either from funding from other external funding sources secured by Business Sheffield or identified corporately. If those sources cannot be identified that could mean that savings will need to be identified elsewhere to cover any unsecured amounts.

1.2 Pride of Place Background

- 1.2.1 In 2019, BITC, along with several leading businesses, established Sheffield Business Together. Its ambition is to bring together like-minded businesses to collaborate, connect, share, and harness resources across sectors to address some of the key challenges facing our city and communities.
- 1.2.2 Following a Seeing is Believing Tour led by John Allen, Tesco Chairman in June 2023, Sheffield was adopted by BITC to become one of its "Places" in October 2023, elevating the existing offer. The PoP is a business led forum that aims to strategically connect public, private and voluntary sectors to collaborate and harness resources to exploit economic opportunity, address societal issues and deliver long term transformative change in Sheffield communities.
- 1.2.3 The current Pride of Place Board members are listed below:

▪ Chair, Tim Roberts, CEO, Henry Boot Plc	▪ Baroness Jo Valentine, Place Director, Business in the Community
▪ Kate Josephs, CEO, Sheffield City Council	▪ David Schofield, Sustainability Director, Aviva
▪ Greg Burke, Place Director, Sheffield Hallam University	▪ Janet Himan, Divisional Director, Mott MacDonald
▪ Louise Harrison Walker, CEO - Sheffield Chamber of Commerce	▪ Carolynn McConnell, Place Lead Sheffield, Business in the Community
▪ Kate Sandhu, Head of ESG and strategic initiatives, City Fibre	▪ Helen Sims, CEO, Voluntary Action Sheffield
▪ Yasmin Knight, University of Sheffield	▪ Emma Latimer, Executive Place Director, Integrated Care Partnership
▪ Olivier Tsemu, CEO, SADACCA	

- 1.2.4 The Board have met a number of times and agreed three priority areas for

intervention: economy, infrastructure and social mobility. At the inaugural meeting of the Pride of Place Board in October 2023, it was agreed that an initial campaign would be developed to coincide and support the launch of the City Goals in February/March.

- 1.2.5 It was agreed that the Board collaborates with Sheffield City Council's See It Be It Campaign to ensure that children and young people in the city get access to meaningful employer encounters that can help to improve their life chances and career choices.
- 1.2.6 See It Be It has a positive track record with educators and employers in facilitating the delivery of these types of initiatives (see [Impact report 2022/23](#)). In addition to the support received through the PoP campaign, there is an established network of around 300 businesses ready to support this ask and have relationships with Sheffield Business Together, Sheffield Chamber and lead membership organisations (eg Company of Cutlers) to further support any widening asks.
- 1.2.7 See It Be It has an established relationship with educators in secondary (mainstream and special) as it already delivers the South Yorkshire Career Hub contract in Sheffield to support school performance around their careers programmes and meeting the Gatsby Benchmarks. To further encourage take up from schools of this additional campaign resource, [Kate Joseph's provided a short video for Head Teachers](#).

Research shows meaningful employer encounters can help to increase attainment, attendance and aspiration. They can help to reduce the likelihood of a young person becoming NEET (Not in Education, Employment or Training). And, from an economic perspective, they can help to increase productivity and improve inclusivity.

- 1.2.8 The campaign will call upon businesses across Sheffield to get involved in the delivery of:

Primary: The SCC and Careers and Enterprise Company primary pilot – [Start Small; Dream Big](#) in 80 primary schools, supporting 4,295 children. The programme will focus on delivering employer encounters that will help to challenge stereotypes and busting social inhibitors that narrow career related aspirations. An estimated 215 business volunteers will be needed each year.

Secondary: Ensuring every young person in secondary education gets at least one meaningful employer encounter every academic year. Support to every secondary school (mainstream and special) but there will be an enhanced focus on 25 education organisations that are either special schools or education establishments in areas of high deprivation and low social mobility. There will also be an extension to support young people attending Alternative Provision (eg Endeavour) who often miss out on these opportunities.

Each school will also be encouraged to take part in the BiG Challenge Enterprise Competition and the BiG Community Challenge Social Action Initiative. An estimated 1,204 business volunteers will be needed to achieve this, annually.

Post 16: Careers Made in Sheffield – opportunity to support the development of technical and vocational education pathways for young people aged 16-18. This will be co-developed by employers and educators.

1.2.9 In addition a separate Working Group is meeting, to work through the data, with support from Metro Dynamics to identify areas of interest, with the aim of taking a list of potential interventions to the Pride of Place Board in June. Currently the interventions sit within the three themes alongside cross cutting themes of culture, climate and inclusive growth. The Pride of Place Board will review a longlist of potential interventions before ideas are tested for feasibility and deliverability.

1.3 Funding Background

1.3.1 Local authorities involved in Place Programmes are asked to contribute funding towards the delivery of the programme. The requirement for Sheffield is to contribute £50,000 per year for a three-year period (total £150,000) to contribute to the costs of the delivery of the PoP.

1.3.2 BITC has underwritten the salary of a Local Development Lead and will support the national activity and involvement (including the Seeing is Believing tour). In addition the local businesses involved in the Board are expected to commit at least a further £50,000 per annum.

1.3.3 Following consultation with Economic Development and Skills Committee leads in November 2023 Business Sheffield has taken advantage of UKSPF and secured funding from the third and last year's UKSPF pot to cover the first year's £50,000 requirement in the financial year 24/25.

1.3.4 The further requirement for the next two financial years funding (25/26 and 26/27) has not yet been secured. However it has been agreed that this will be secured either from funding from other external funding sources secured by Business Sheffield or identified corporately. If those sources cannot be identified that could mean that savings will need to be identified elsewhere to cover any unsecured amounts.

1.4 Grant Funding Agreement with BITC

1.4.1 Following legal advice we have a drafted a grant funding agreement with BITC ready to commit following successful approval from the Economic Development

and Skills Committee to enter into the grant funding agreement.

- 1.4.2 The project will not continue to go ahead without the financial commitment from the Council. The £50,000 per year cost contributes to the running of the PoP and highlights the commitment of the local authority to the PoP.

2. HOW DOES THIS DECISION CONTRIBUTE?

2.1 Council Plan

The PoP will directly and indirectly contribute to a number of the Council's Strategic Outcomes.

The activity provides the most direct support to 'A creative and prosperous city full of culture, learning and innovation' and delivers against the following priorities:

- A vibrant and diverse culture offer that animates and inspires Sheffield.
- Drive growth by supporting Sheffield's dynamic business base and building its global reputation.
- Connect more people into the city's prosperity with more good jobs, skills, training and better access to opportunities.

2.2 City Goals

The direct benefits of the PoP will contribute to the City Goals which the Pride of Place Board has agreed to support and champion. The most relevant City Goals are outlined below:

- A Creative and 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 and Resilient Sheffield - 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.

- A Sheffield of Thriving Communities

Goal 7 – We enjoy vibrant, creative, accessible and diverse public spaces across all of our neighbourhoods and communities.

Goal 8 – We're able to influence what happens in our neighbourhoods, and shape our local economy around fairness, equity and wellbeing.

Goal 9 – We're able to foster strong and caring relationships with each other, across generations, communities and groups in every neighbourhood.

- A Connected Sheffield

Goal 10 – We have access to people, culture, nature and services no matter where we live or background we come from.

Goal 11 – Everyone is able to safely and easily move around our neighbourhoods, across our city and out into the wider world.

Goal 12 – We have access to the digital and physical infrastructure we need to work together to solve shared problems and make positive choices tailored to our neighbourhoods and communities.

- A Caring and Diverse Sheffield

Goal 13 – We nurture leadership that is trustworthy, inspiring and puts inclusion and diversity at the centre of making change happen locally, regionally and globally.

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

3.1 **HAS THERE BEEN ANY CONSULTATION?**

3.2 Consultation in respect of the PoP and the financial ask has been undertaken with the following:

- Economic Development and Skills Committee – written briefing in October 2023 about the PoP, and the corporate pressure, and later in March 2024 in connection with the grant funding application inclusion of £50,000 budget for the first year 24/25 PoP costs.
- Leader briefing in October 2023.
- Consultation with the Executive Director of City Futures and Finance on the PoP and the budget coverage including the corporate pressure for Years 2 and 3 of the PoP beyond Business Sheffield support via UKSPF.
- Consultation with Legal on the grant funding agreement with BITC during March and April 2024.
- Consultation with Legal on the subsidy control requirement of BITC which determined that there was no subsidy control requirement of BITC for this PoP.

4. **RISK ANALYSIS AND IMPLICATIONS OF THE DECISION**

4.1 Equality of Opportunity Implications

4.1.1 The initial assessment of the PoP should have a positive impact as the purpose of the PoP is to collaborate and harness resources to exploit economic opportunities and address societal issues, delivering long term transformative change in Sheffield communities.

4.1.2 In agreeing to collaborate with the See it Be It campaign and ensure that children and young people in the city get access to meaningful employer encounters that can help improve their life chances and career choices the PoP will match schools in more disadvantaged areas of the city with employers in and close to their neighbourhoods that otherwise the school may find difficult to exploit.

4.2 Financial and Commercial Implications

4.2.1 There are direct financial implications for the Council to be involved in the PoP.

The 2024/25 £50,000 for the first year has been secured through an application under the UKSPF Year 3 Business Support programme and a grant funding Agreement is in place with SYMCA.

The 2025/26 & 2026/27 requirement for the Council is to commit £100,000 towards the second and third year of the delivery of the PoP. At this stage there

is no funding identified. Whilst external funding may be secured there does need to be a recognition that the Council may need to identify savings in order to fund this amount ourselves.

4.3 Legal Implications

- 4.3.1 The Council has a general power under Section 1 of the Localism Act 2011 to do anything that an individual may generally do provided it is not prohibited by other legislation and the power is exercised in accordance with the limitations specified in the Act, this enables the Council to support the PoP and provide grant funding to BITC.

If a decision is made to approve the budget requested, then a further decision will be sought from the Economic Development and Skills Committee to approve the project and the Council paying the grant to BITC.

The grant agreement is not yet finalised, but the intention is that it will be on the Council's standard grant agreement terms.

Subsidy control analysis will be carried out prior to the grant agreement being entered into.

4.4 Climate Implications

- 4.4.1 Given the nature of the Place Programme and the report a Climate Impact Assessment (CIA) is not considered appropriate.

5. **ALTERNATIVE OPTIONS CONSIDERED**

The PoP comes with a requirement to be involved in the PoP for a contribution by the local authority which outlines the commitment to the PoP for the full three years.

Without the contribution by the Council of the full three years funding the Council would have to withdraw from our involvement in the PoP which would jeopardise the entire PoP taking place in Sheffield.

The preferred option is to show the commitment from the Council to the programme for the full three years and to explore funding from other external funding sources by Business Sheffield or identify the funding corporately, noting that the first years funding has already been secured by Business Sheffield through UKSPF funding.

There is no external funding successor to UKSPF funding currently, but following the election this position could change. Alternatively if other external funding sources are not available the funding would be identified corporately

and if sources cannot be identified that could mean that savings will need to be identified elsewhere to cover any unsecured amounts.

6. REASONS FOR RECOMMENDATIONS

- 6.1 To note the work undertaken so far by the PoP in Sheffield which the Council has committed to support for the next three years.
- 6.2 To enable the Council to continue to participate in the PoP and improve opportunities for people in Sheffield we ask Members to approve the projet and the approve the ability to enter into a grant funding agreement with BITC for the three year period, noting that funding for the first financial year has been secured by Business Sheffield through UKSPF funding.

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