



Creating A Successful City - Sheffield's experience

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Sheffield City Council*



What I Want to Cover

- Where Sheffield is coming from.
- The foundations for renaissance.
- Where we are now.
- The key challenges ahead.





Comparing Two Cities

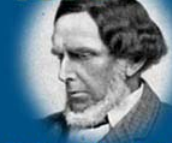
	<u>Sheffield</u>	<u>Belfast</u>
Population	512k	274k
Total GVA	£6.4 m	£5.6 m
GVA per head	£12.6k	£20.5k
Employment Rate	71%	64%
Unemployment	3.5%	4.8%



1751

**Benjamin Huntsman's
crucible steel process**

1870



**Robert Mushet's
self hardening steel**

1858



**Henry Bessemer's
converters**

1882



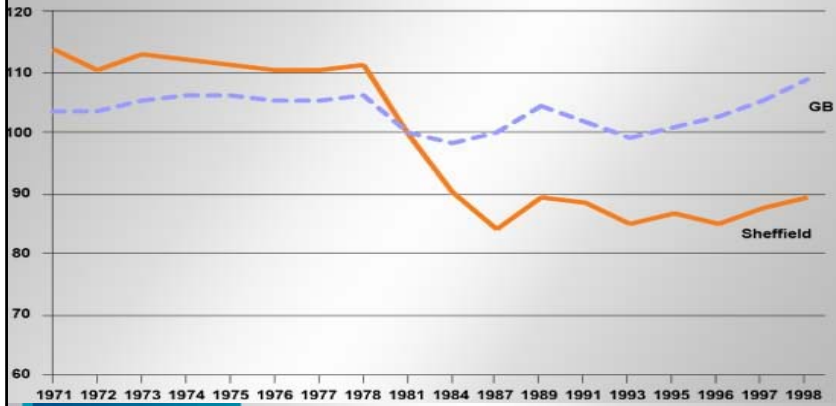
**Robert Hadfield's
manganese steel**

1913



**Harry Brearley's
stainless steel**

A Quarter of the Jobs Went



Index of Multiple Deprivation Sheffield Wards

Ward National Ranking

- Top 10%
- Top 25%
- Top 50%
- Bottom 50%





Sheffield In The Mid 1990s

- An economy lacking drivers and direction
- A poor external reputation
- Forecasts of further economic decline
- Some progress in neighbourhood renewal



The Foundations For Renaissance

- Macro economic stability
- Positive regional and urban policies
- Strong City Partnership and Plan
- City Council Reform
- Effective External Alliances





Sheffield's Vision

“A successful, distinctive city of European significance, with opportunities for all”

Prosperity and Inclusion



10 important features of a successful city which drive Sheffield's strategy ...

- Strong economy.
- Well-educated workforce.
- Vibrant city centre.
- Attractive, successful neighbourhoods.
- Healthy population.
- Low crime.
- Good transport systems.
- Good cultural and sporting offer
- Cosmopolitan and inclusive
- Well-run, sustainable and well regarded.





The Sheffield First family of partnerships

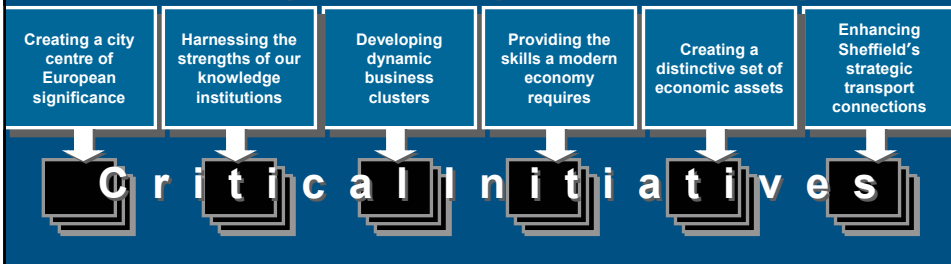


Economic Vision for Sheffield

"Sheffield becoming the core city of a balanced diverse and sustainable high growth economy in South Yorkshire by 2010, recognised as a growing European centre for high technology manufacturing and knowledge based services and offering opportunities for the whole community"

High Level Measures of Success

Six Key Policy Challenges





City Centre Strategy: The Master Plan

- Strategic vision/master plan-led
- A shared agenda and trust- YF, SCC & EP
- Putting the economy first
- Commercially drive
- Pro-active use of partner's powers & assets
- Sheffield One = dedicated/streamlined delivery





A Vibrant City Centre



Heart of the
City I & II

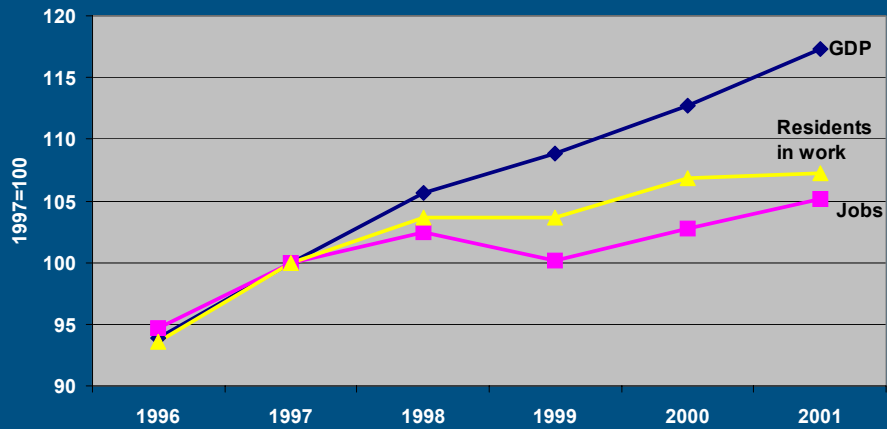


New Retail Quarter

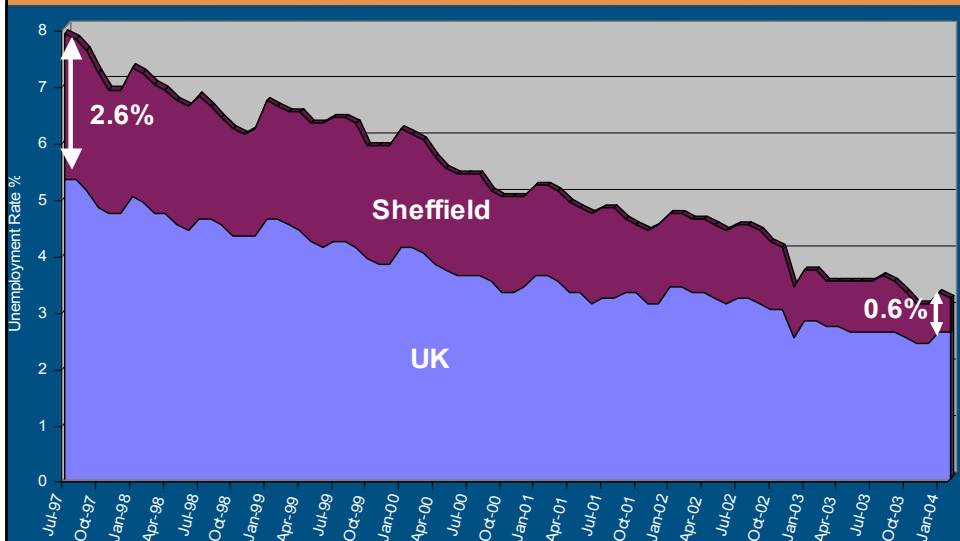




GDP and Jobs



Unemployment





Creating Successful Neighbourhoods

- A Prosperous City
- Successful Neighbourhoods across the whole of the City
- Improvement of the more deprived areas *faster* than the City as a whole



4 key actions

- Identify the areas of the City that should be the focus of attention
- Agree the major transformational initiatives in a neighbourhood
- Review the delivery of mainstream services
- Establish mechanisms to measure progress





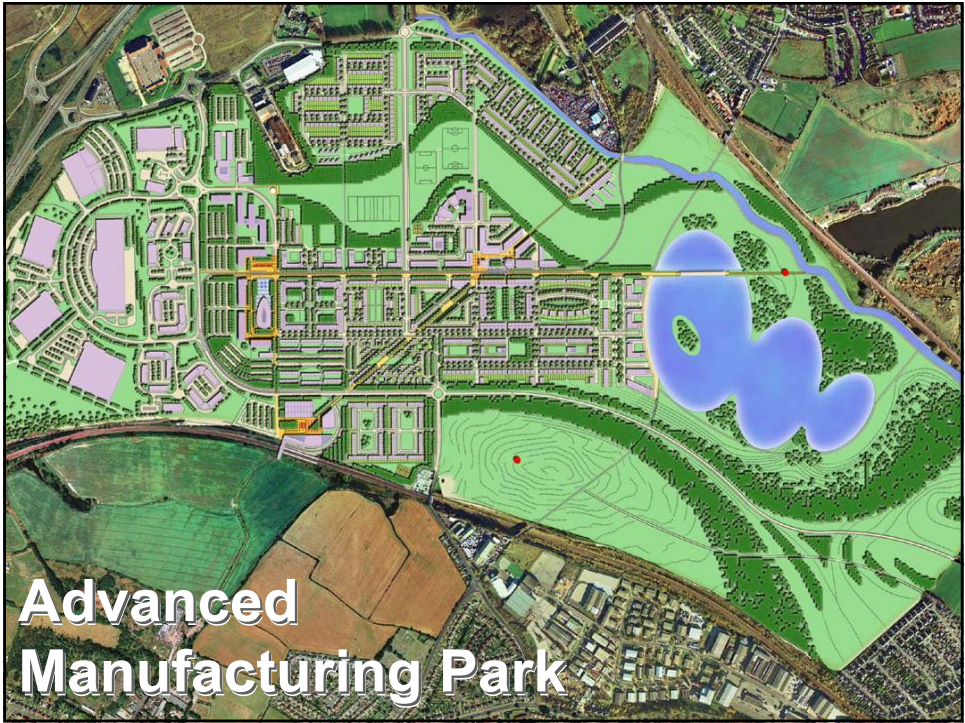
Summary of Where we are Now

- Economic revival; not yet a transformation
- Strong performance on social indicators
- Still vulnerable without economic transformation

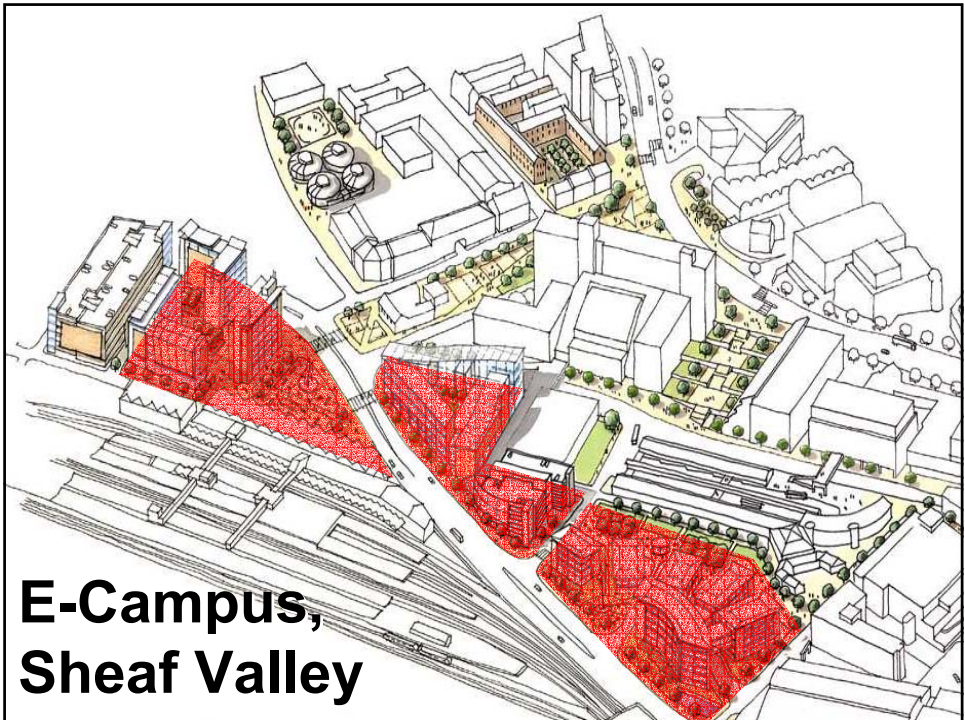


Knowledge-based Jobs





**Advanced
Manufacturing Park**



**E-Campus,
Sheaf Valley**



Creative Sheffield Economic Board

- Strategic – drawing from existing delivery vehicles
- Owns & develops economic strategy
- Leads on:
 - Marketing
 - Physical development outside City Centre
 - Growing the knowledge-based economy



..... And The Key Lessons Are

- Future Prosperity v Recent History
- Powerful Delivery Mechanisms
- Council in Leadership Role
- Effective External Alliances
- Regular and *Honest* Progress Reviews





Thank You

