

Our City Centre

Consultation and Engagement Report

02 March 2022

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1. Executive Summary

1.1 Consultation Feedback Form - Closed Questions

Below is a summary of the headline statistics from the key closed questions from the online feedback form used for the consultation. In total, 1,452 feedback forms were submitted during the consultation.

City Centre Strategic Vision

- 74% of respondents answered 'Yes' or 'Yes with some reservations' when asked whether the City Centre Strategic Vision was a suitable plan for the city centre.
- 74.6% of respondents answered 'Yes' or 'Yes with some reservations' when asked whether they agreed with the City Centre Strategic Vision in terms of providing 20,000 new homes in the city centre.
- 62% of participants said 'Yes, with some reservations' or 'Yes' to the question "Do you agree with the approach to create a series of distinctive city centre neighbourhoods with different identities and functions?".

Key Central Sites

- **Fargate / High Street:** 76.6% of respondents replied 'Yes' or 'Yes with some reservations' when asked whether they approve of the investment and regeneration plans for Fargate and High Street.
- **Castlegate:** 81.5% of respondents replied 'Yes' or 'Yes with some reservations' when asked whether they approved of the regeneration plans for Castlegate.
- **John Lewis:** 'Remove with smaller replacement building and public realm' is the clear preferred option.

Option	Average ranking (the lower the number, the higher the average ranking)
Remove with smaller replacement building and public realm	#1.76
Re-use	#2.08
Remove	#2.16

You can see the full version of all these statistics later on in this document.

1.2 Consultation Feedback Form - Open Questions

In addition to the closed question responses referenced in 1.1, the opportunity to provide open responses was also provided. A summary of the broad themes to come out this is as follows:

Feedback Form Open Questions: Key Themes
Prioritise Green Space and Biodiversity – A significant number of responses emphasised the importance of green space and biodiversity being a priority for the city centre.
Better City Centre Offer – A number of respondents wanted to see an improvement to the retail offer; many wanted new incentives, such as more independent – as well as high-end – retail, to draw people to the city centre and therefore increase footfall. A call for more eateries was also referenced.
More New Homes – The free form comments still align with the closed responses, showing that a clear majority support this proposal, particularly a diverse mix of housing, which includes affordable homes.
Consider Plans for New Neighbourhoods – The majority of respondents were supportive of the idea of new neighbourhoods. However, some respondents appear to have misinterpreted this aspect of the Strategic Vision as being a proposal to create highly segregated areas of housing, with concerns being raised about the risk of exclusion for some demographics.

<p>Provision of Amenities to Serve New Homes and Neighbourhoods – A number of comments received confirmed the need for amenities to serve the new homes and communities, as referenced in the Strategic Vision. It was noted that schools, doctors’ surgeries, cafes, grocery shops and so on are an important element of creating genuine communities and that these facilities and services need to be incorporated.</p>
<p>Preserve Heritage and Repurpose Buildings – A number of comments referenced the need for more to be done to preserve and celebrate Sheffield’s historic buildings and heritage. These comments also tended to reference the need to repurpose existing buildings instead of creating completely new homes and developments.</p>
<p>Improve Connections – Many respondents wanted to see a better-connected city centre, including better public transport; this included connecting the city centre to other parts of Sheffield, as well as improved connections between different parts of the city centre itself.</p>
<p>Homelessness – Some respondents felt that homelessness in the city centre is not being adequately addressed and that it is having a negative impact on public safety.</p>
<p>Castlegate: Focus on the Castle – Some respondents called for a greater focus on the historical significance of Castlegate and, in particular, the Castle remains.</p>
<p>Fargate / High Street: Respondents were generally supportive of the plans for the area, although there were requests for more uses than are currently seen, such as bars and restaurants, that would see the area as a destination for day and night.</p>
<p>John Lewis: Many respondents were generally supportive of the John Lewis building being demolished. However, a smaller number of respondents were opposed to demolition on environmental grounds or because of its historical / cultural significance.</p>

Note: The feedback summarised and analysed above does not include feedback from key stakeholders. This is provided in section 9.3.

1.3 Analysis and Conclusions from Public Feedback on the City Centre Strategic Vision

The overall balance of responses to the consultation shows clear support for the City Centre Strategic Vision. It confirms support for the proposals to deliver distinctive and inclusive neighborhoods with a balance of offers, and bring forward significant levels of new housing. Additionally, plans for the key central sites of Fargate and High Street, and Castlegate are supported and of options for the former John Lewis building, removal of the existing building with a smaller replacement building and accompanying new public space is the clear preference.

Beyond these key findings, there are some further interesting conclusions that we draw from the consultation.

New homes and neighbourhoods

Questions 1 and 2 asked respondents to choose those elements of the City Centre Strategic Vision that were most important to them and that they agree with. Not unexpectedly, most respondents listed more and better shops, restaurants and bars, and indeed, quality public space, as being of the highest importance, with fewer respondents ranking new homes and distinct city centre neighbourhoods as being important, and interestingly, creating new jobs in the city centre.

However, Questions 3 and 5 specifically asked whether respondents supported the proposals for new homes (Q3) and new distinct neighbourhoods (Q5). Almost 75% of respondents specifically confirmed in Question 3 that they believe adding 20,000 new homes will be positive for the city centre. Equally, in Question 5, over 62% of people confirmed that they supported, or supported with reservations, proposals to deliver new homes via distinct

neighbourhoods, with only 18.6% being against this. As such, we can be confident that a majority of respondents support these key aspects of the Strategic Vision.

Support for good quality public space and The Outdoor City

A clear theme that comes from the consultation is that the respondents strongly value good quality public space in the city centre. Question 1 saw encouraging the use of public space as part of The Outdoor City rank number one in terms of elements of the Strategic Vision that was most important to people, and a focus on outdoor space scored highly in Question 2. This was reinforced by a number of open responses highlighting greenery and public space as being important. One of the successes of Sheffield city centre over past years has been the development of high-quality spaces around the train station, Barkers Pool and the Peace Gardens, for example, alongside the roll out of Grey to Green. The provision of new public space also featured strongly in responses on Castlegate and the future of the John Lewis building. The responses suggest there is strong support for this and it would appear to support both the attraction of the city centre to visitors and the development of residential communities, with a particular focus on encouraging well-being given that private open space is likely to be more limited for city centre housing.

Access by public transport, and cycling and walking infrastructure

Questions 1 and 2 also indicate that how people get to and around the city centre is seen as important. Access by public transport and improvements to cycling and walking infrastructure ranked 2nd in Question 1, and 1st (better connections to and around the city centre) for Question 2.

Boosting the sustainability of local businesses and the city centre economy

For Question 4, almost 80% of respondents to the consultation felt that the Strategic Vision would provide greater support for local businesses located in the city centre. This was the highest positive response of all those provided. Furthermore, almost 63% felt the Strategic Vision would boost vibrancy by day and night.

Retail remains important

There remains a strong desire to see a better retail offer in the city centre as a key priority for the public. The feedback that suggests the Strategic Vision will boost local businesses seems to indicate that many respondents see a strong future for independent retail, bars and restaurants. However, open responses indicate that there remains a desire to see new department stores open after the loss of John Lewis and Debenhams recently.

The role of heritage and culture

A number of open responses, and the briefing for Culture and Heritage stakeholders, highlighted a concern that heritage and culture needs to be more strongly referenced. Several responses noted that heritage can play a key role in helping to support and develop the Strategic Vision, making areas of the city centre more attractive to both residents and businesses, and adding to the potential for different areas to feel distinct in terms of their individual character.

2. Introduction

Sheffield City Council is looking to the future and with the help of partners has the aim of strengthening the whole city, beyond current regeneration plans. The Council commissioned planning and regeneration experts Deloitte to help it develop this wider strategy. This work has resulted in a proposed City Centre Strategic Vision. In addition to the overarching City Centre Strategic Vision, Sheffield City Council is planning significant improvements at several key city centre sites. The three most prominent sites are Fargate and High Street, Castlegate and the site of the former John Lewis store.

Ahead of progressing the proposals and plans, Sheffield City Council highlighted a need to engage with and consult the public. The above proposals and plans were brought together under the **Our City Centre** consultation.

This consultation asked stakeholders and members of the public to feedback on the City Centre Strategic Vision and the plans for central sites, including Fargate and High Street, Castlegate and the site of the former John Lewis store.

This document provides a summary of the engagement throughout the **Our City Centre** consultation, including across the consultation platforms and communication channels.

Note: Due to the Omicron variant of COVID-19, the decision was taken to make this an online consultation. That said, the strategy included methods to ensure information was accessible to members of the public and stakeholders even if they didn't have access to the internet.

3. Aims of Engagement

A consultation and engagement strategy for the **Our City Centre** scheme was developed, which sought to:

- Build **understanding** of the proposals including the rationale, benefits and challenges.
- Gain the **trust** of communities, businesses, stakeholders and interest groups in the intentions behind the project.
- Develop **support** for the schemes.
- Generate **comments** that could help to refine and enhance the project.

4. Approach to Engagement

The approach to consultation as presented in this report reflects Sheffield City Council's policy and approach to involving stakeholders and members of the public. Throughout the consultation, Sheffield City Council has ensured that the identified communities and stakeholders:

- Have appropriate access to relevant information.
- Have opportunities to actively participate by putting forward their own ideas and are reassured that there is a transparent process through which their feedback will be considered and will influence the proposals.
- Can obtain feedback, be kept informed of the progress of the proposals and be updated on the outcomes of consultation.

Sheffield City Council is committed to consulting openly with key stakeholders, local residents, local businesses and local community groups. Throughout the consultation, engagement activities have been guided by the following key principles:

- Being open and honest with stakeholders and members of the local community when presenting all information about the proposals.
- Ensuring that all public engagement materials can be easily accessed by local stakeholders and the wider general public.
- Being clear and 'plain speaking', avoiding the use of jargon or technical terms where possible.
- Identifying different audiences and developing appropriate communication techniques that effectively engage with each one of these audiences.
- Ensuring all communication materials are presented in formats easily accessible to the local community.

- Responding quickly and effectively to enquiries received from stakeholders and members of the general public.

5. Community and Stakeholder Mapping and Engagement Overview

At the start of consultation, an extensive community and stakeholder mapping process was undertaken to identify different individuals and groups who were likely to have an interest in the proposals. The following different audience groups were identified:

- Political stakeholders
- Economic and city-wide organisations
- Educational organisations
- Cultural & heritage interest groups and organisations
- Community and local interest groups
- Local residents
- Other

The stakeholders from the above categories who were engaged with as part of the engagement and consultation programme are set out in the sections below.

5.1 Political Representatives

Political representatives were informed of and engaged with about the consultation. Senior Sheffield City Council officers briefed elected members on the consultation. In addition, briefings were offered to elected members through the Local Area Committees.

5.2 Economic Organisations

Key economic stakeholders were emailed with information about the consultation and offered briefings with the team. These included:

- Sheffield BID
- New River Retail, operators of The Moor
- Marks & Spencer's
- LAP and GWC, operators of Orchard Square
- Sheffield Chamber of Commerce
- Sheffield Property Association

5.3 Educational Organisations

Key educational stakeholders were emailed with information about the consultation and offered briefings with the team. The following stakeholders were contacted and offered briefings:

- The University of Sheffield
- Sheffield Hallam University
- The Sheffield College

5.4 Cultural and Heritage Interest Groups and Organisations

Key groups and organisations with an interest in culture in the city were offered briefings; these included:

- Sheffield City Trust
- Museums Sheffield
- Joined-Up Heritage Sheffield
- Sheffield Theatres
- Hallamshire Historic Buildings
- Sheffield Culture Consortium
- Sheffield Conservation Advisory Group
- Friends of Sheffield Castle

- Friends of Sheffield Town Hall

5.5 Community and Local Interest Groups

Key community and local interest groups were offered briefings with the project team to find out more and provide feedback. The following groups were contacted and offered meetings:

- Changing Sheff (formerly Sheffield City Centre Residents Action Group)
- Kelham and Neepsend Neighbourhood Plan Group
- Sheffield Civic Trust
- Sheffield Heritage Open Days
- Voluntary Action Sheffield
- Music in the Round
- La Bibliotek
- APG Works

5.6 Health Organisations

Key health organisations were offered briefings with the project team to find out more and provide feedback. The following organisations were contacted and offered meetings:

- NHS Foundation Trust
- Sheffield Teaching Hospitals NHS Foundations Trust

5.7 Local Residents

Throughout the consultation, a range of communication methods were used to raise awareness of the proposals among the local community. These are outlined in the next section.

5.8 Other

Sheffield City Council also took steps to make sure other groups were informed and offered meetings, these included:

- Access Liaison Group
- Night-time Economy Group

6. Engagement Overview

The main period of public consultation was five weeks long, taking place between Monday 10 January 2022 and Sunday 13 February 2022. Throughout the consultation, a range of communication methods were used to raise awareness of the proposals among stakeholders and the local community, who were provided with a number of accessible and convenient means by which to provide feedback.

The methods used to engage stakeholders and publicise the consultation included:

- **The consultation website, including a video webinar**
- **The Star newspaper**
- **Community Access Points, where posters and postcards were on display**
- **Social media**
- **Information distributed to key stakeholders, via email as well as through meetings**
- **Pop-up exhibit in the Winter Gardens and Moor Market**
- **Stakeholder meetings**
- **Online stakeholder consultation presentation, with automated commentary**

The sections below detail the key headline statistics and further information on the engagement methods used.

6.1 Consultation Website

During the five-week consultation, the consultation website received 8,873 unique visitors¹.

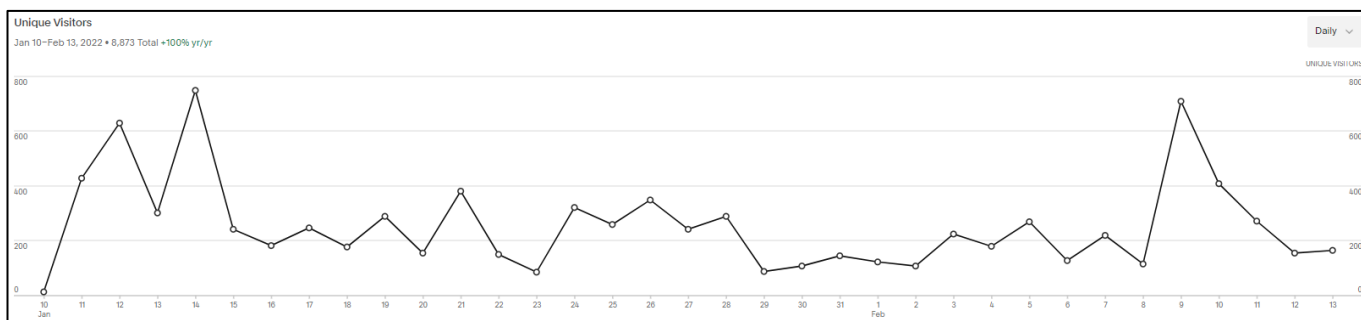


Figure 1: Unique visitors to the consultation website (www.ourcitycentre-shf.com).

Across the website, there were 25,267 pageviews. The most visited consultation pages, aside from the Home page, were **Have Your Say** and **The Next Phase** with 4,846 and 3,701 views respectively while **Here and Now** received 2,559 pageviews.

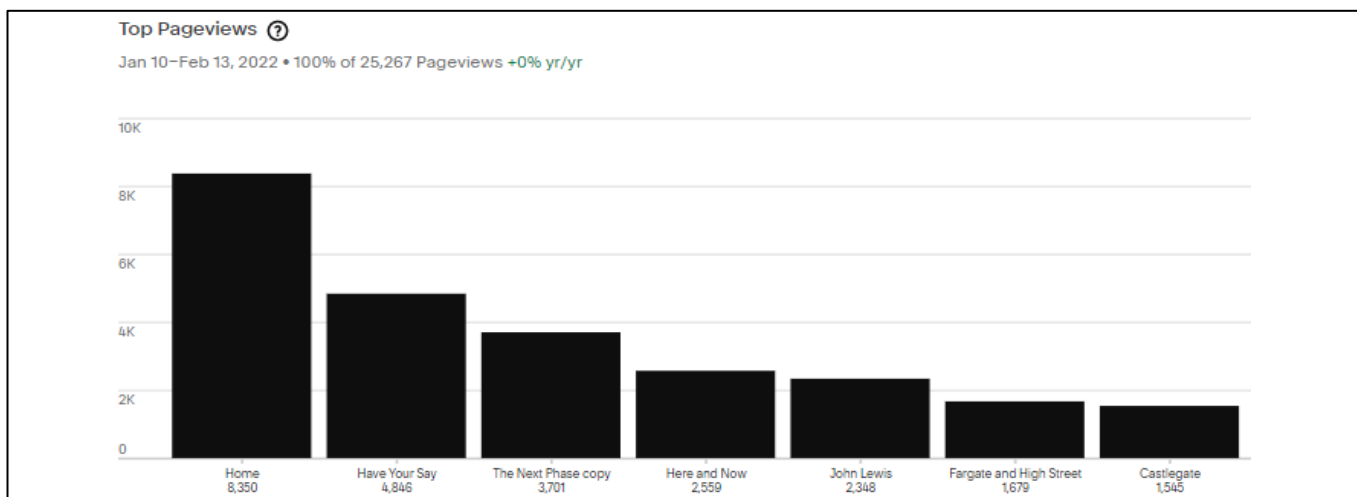


Figure 2: A bar chart showing the top pageviews across the consultation website.

¹ Note: A unique visitor refers to the number of individual visitors a website receives – someone who visits more than once will be counted as a single visitor.

A video webinar was posted on the website during the consultation to give members of the public chance to hear more about the scheme and hear from the project team.

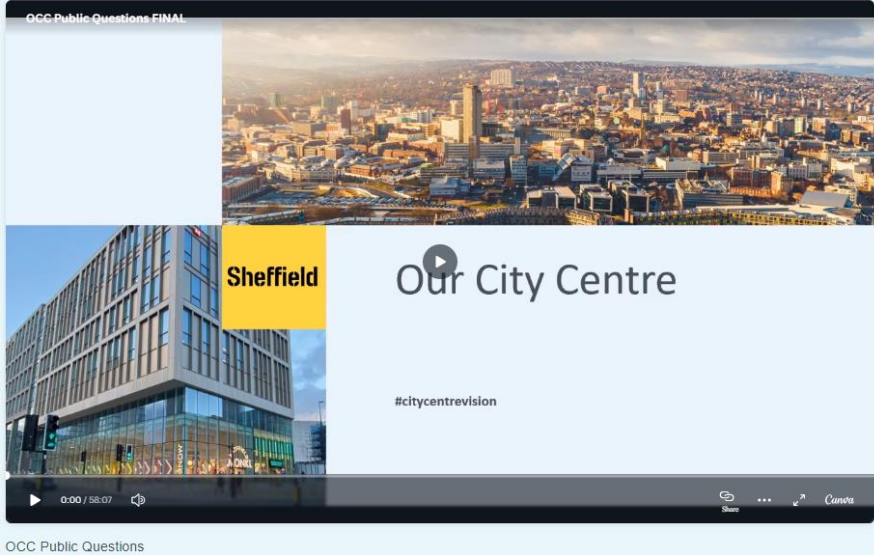
VIDEO WEBINAR

We teamed up with The Star newspaper to ask their readers if they had any outstanding questions after reading the information presented during this public consultation. These questions, along with some other key questions we have received directly, were put to planning and regeneration experts Deloitte, as well as Sheffield City Council representatives, during a video webinar.

This video webinar can be viewed below.

1. Introduction and overview of Our City Centre (00:00 - 16:05)
2. Your questions put to the team (16:25 - 58:07)

The panel included **Cllr Mazher Iqbal** (Cabinet Member for City Futures, Development, Culture and Regeneration, Sheffield City Council), **Simon Bedford** (Partner, Deloitte) and **Tammy Whittaker** (Head of Property, Sheffield City Council).



The screenshot shows a video player interface. At the top, it says 'OCC Public Questions FINAL'. The main video area displays a cityscape of Sheffield. Below the cityscape, there is a yellow box with the word 'Sheffield' and a play button icon. To the right of the play button, the text 'Our City Centre' is displayed. Below this, the hashtag '#citycentrevision' is visible. At the bottom of the video player, there is a progress bar showing '0:00 / 58:07' and various control icons like play, volume, and camera.

Figure 3: A screenshot of the website showing the information about the Video Webinar.

6.2 The Star Newspaper & Sheffield Telegraph

On Thursday 20 January 2022, The Star published an 8-page supplement in print about the consultation, including information on the City Centre Strategic Vision, and the central sites including Fargate and High Street, Castlegate and the former John Lewis building.

In addition, The Star's website published articles about the consultation including:

- Sheffield city centre - long-awaited consultation asks for views on 20,000 new homes and three key sites to 'repurpose' the area – Thursday 13 January 2022
- Star readers invited to put their questions to council leaders over future of Sheffield city centre – Tuesday 1 February 2022
- The Sheffield Telegraph and The Star also published a major article promoting the consultation on the 14th January.



Figure 4: A capture of the front page, second page and third page of The Star's 8-page supplement.

6.3 Community Access Points

The team distributed posters and postcards to Community Access Points across the city. A list of Community Access Points was identified which consisted of libraries, the Town Hall and other public buildings. By displaying posters and postcards, members of the public who may not know about the consultation had the opportunity to find out more and learn how they could have their say. In total, 20 Community Access Points agreed to host information about the consultation, these included:

- | | |
|---------------------------------|---|
| 1. Manor Library | 11. Hillsborough Library |
| 2. Gleadless Post Office | 12. B&Q Penistone Road |
| 3. Broomhill Library | 13. Highfield Library and Children's Centre |
| 4. Sheffield Central Library | 14. Colley Road Post Office |
| 5. Ecclesfield Library | 15. Loxley Post Office |
| 6. Millhouses Post Office | 16. Worrall Post Office |
| 7. Firth Park Library | 17. Stocksbridge Library |
| 8. Thorpe House Post Office | 18. Wharnccliffe Side Post Office |
| 9. Woodseats Library | 19. Walkley Library |
| 10. Hillsborough Leisure centre | 20. Handsworth Post Office |

In addition to the above, The Moor Markets and Winter Gardens hosted exhibition boards as part of a pop-up exhibit. More information on this is available below.

Poster and Postcard

At each location, a poster and postcard were displayed giving more information about the consultation and the channels through which those interested could find out more and give feedback.

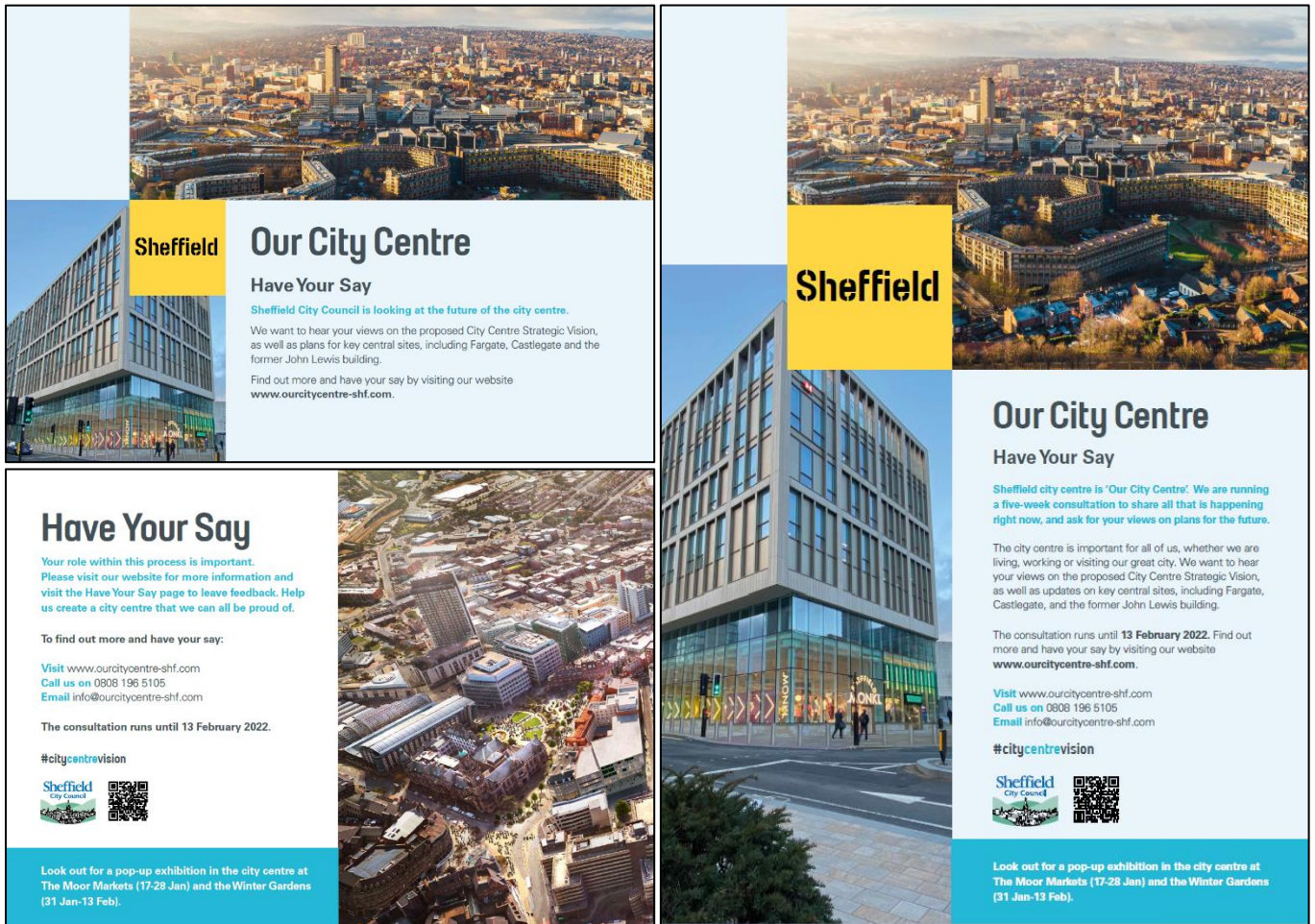


Figure 5: Front (top left) and back (bottom left) of the consultation postcard, and the consultation poster (right).



Figure 6: Poster and postcard on display at one of the Community Access Points, Sheffield Central Library.

6.4 Social Media

The project team put out tweets using the Sheffield City Council Twitter account, @SheffCouncil.



Figure 7: Screenshots of the tweets from @SheffCouncil about the consultation.

6.5 Pop-up Exhibit

Between Monday 17 January and Sunday 13 February 2022, a pop-up exhibition was on display in the Winter Gardens and The Moor Market. The exhibition was displayed in The Moor Market for the first half of the consultation, and in the Winter Garden for the latter half.

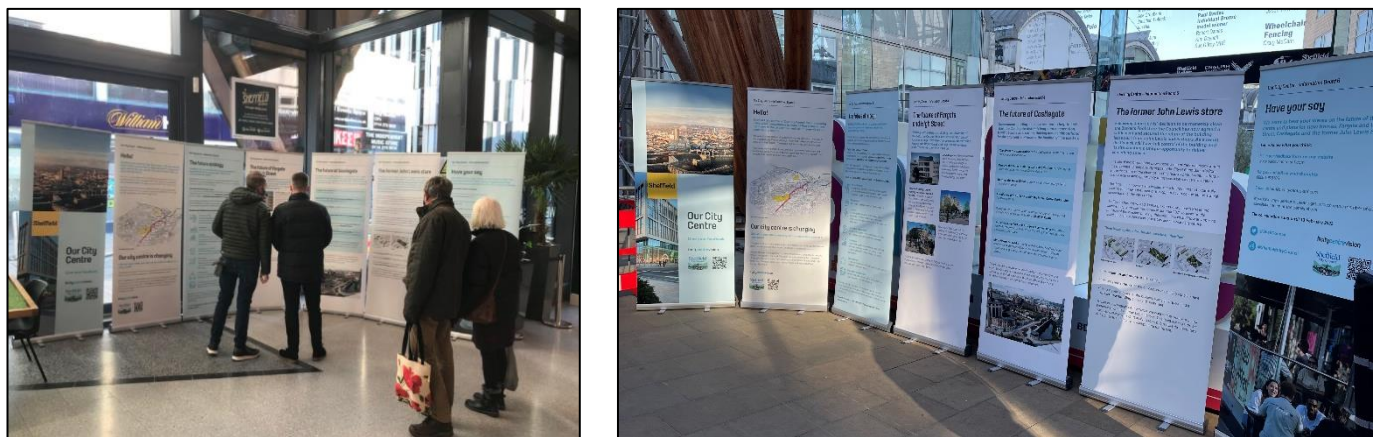


Figure 8: Photographs of the pop-up exhibitions at The Moor Markets and Winter Gardens.

6.7 Stakeholder Engagement

Meetings were undertaken with major city institutions and representative groups to ensure key stakeholders were able to ask questions and find out more. A large group of stakeholders from across the city were informed of the consultation via email giving more details and information on how they could feedback.

Meetings were held with a number of organisations, including, but not limited to:

- Sheffield Chamber of Commerce
- Sheffield Property Association
- Joined-Up Heritage
- Sheffield Civic Trust
- Sheffield Heritage Open Days
- Friends of the Old Town Hall
- Friends of Sheffield Castle
- Voluntary Action Sheffield
- Sheffield Hallam University
- University of Sheffield
- Sheffield BID

Emails were sent to the Local Area Committees with information so that they could circulate information to their networks about the consultation.

Summaries of the key points and questions raised during stakeholder engagement can be found in Section 9.3. A small number of stakeholders also submitted written responses in addition.

6.8 Online consultation presentation, with automated commentary

A stakeholder presentation was developed to provide a summary of the consultation and its background. A version was produced with an automated commentary. This was distributed to each Local Area Committee for distribution to elected members and e-mailing lists of attendees at each LAC.

7. Methods of Receiving Feedback

There were different channels for members of the public to respond to the consultation and have their say. These included:

- **A freephone information line**
- **A dedicated email address**
- **The online feedback form hosted on the consultation website**

Table 1: Responses received through the different consultation channels.

Consultation response received	Total
Freephone information line	13
Dedicated email address	57

Online feedback form hosted on the consultation website	1,452
Total	1,522

8. Consulting During Covid-19 and Engaging the Digitally Excluded

As preparations were well advanced for the consultation, the Omicron Covid-19 variant became widespread. As a result, plans for the consultation shifted to limit face to face contact. This saw the majority of the consultation take place using online methods. In recognition of this, a number of elements listed above were included to give people who lack access to the internet the opportunity to get involved and feedback.

Actions in this regard were as follows:

- **A Freephone Information Line** – was operated, Monday to Friday, 9am – 5pm, for anyone to call, free of charge, to ask questions and make comments. Callers were offered the option of requesting that the website information was printed out and posted out, free of charge.
- **Posters and postcards at 20 community access points across the city** – were distributed, to raise wider awareness of the consultation, with the postcards giving details including the freephone information line.
- **Pop-up exhibitions at The Moor Market and Winter Gardens** – provided an unmanned information on the consultation, and full contact details to feedback.
- **An 8-Page consultation supplement in The Star newspaper** – was commissioned as part of the consultation, based on the website content, to provide a comprehensive physical version of the consultation information for every reader. The supplement was advertised on The Star's front page.
- **Question and Answer session, in partnership with The Star newspaper** – as part of the online recorded webinar, we partnered with The Star newspaper for them to ask readers to submit questions for the project team. The answers were then provided to The Star for them to publish them in the newspaper as a response.

9. Review of Feedback Received

Throughout the consultation, several channels were made available for people to ask questions and provide feedback. These channels were advertised on all consultation materials. To summarise, these were:

- The freephone information line (0808 196 5105)
- The enquiries email address (info@ourcitycentre-shf.com)
- A feedback form on the 'Have Your Say' page of the Our City Centre website.

9.1 Feedback Form

We gathered feedback from the public and stakeholders through an online feedback form available on the Have Your Say page of our website (<https://www.ourcitycentre-shf.com/have-your-say>).

1,452 feedback forms were submitted via the website during the consultation. Below is a write up of the results that came in as a result of the questions asked.

Please see Appendix 1 for a word document of the full text and list of questions, with instructions.

9.1.1 Closed Questions

9.1.1.1 About You

We asked a couple of questions about the participants who filled in the online feedback form. Below are the headline statistics from the key questions in the 'About You' section of the online feedback form.

Question 19: Postcode

To get an idea of the geographical location from where the participants came, we asked them to enter the first part of their postcode.

The top 17 postcodes from which most respondents came are listed below. Many more postcodes were mentioned by participants but are not displayed below.

Table 2: A table indicating where respondents came from.

Postcode	No. of participants	Percentage of participants (%)
s10	249	17.5
s6	232	16.3
s11	189	13.3
s8	148	10.4
s7	111	7.8
s2	68	4.8
s20	49	3.4
s35	48	3.4
s3	46	3.2
s12	44	3.1
s17	43	3.0
s1	42	2.9
s13	31	2.2
s5	29	2.0
s36	27	1.9
s9	14	1.0
s4	13	0.9

Question 20: What is your connection to Sheffield city centre?

This question was mandatory to fill out, so all 1,452 participants filled in this question. 85% of respondents stated they were a 'Sheffield resident'.

Option	No. of participants	Percentage of participants (%)
Sheffield resident	1,234	85
Regular visitor	690	47.5
Work in the city centre	404	27.8
City centre resident	98	6.7
Representative of local stakeholder/community group	52	3.6
City centre business owner	21	1.4
Political representative	6	0.4
Other	24	1.7

9.1.1.2 The City Centre Strategic Vision

Question 1: Which themes of the City Centre Strategic Vision are most important to you?

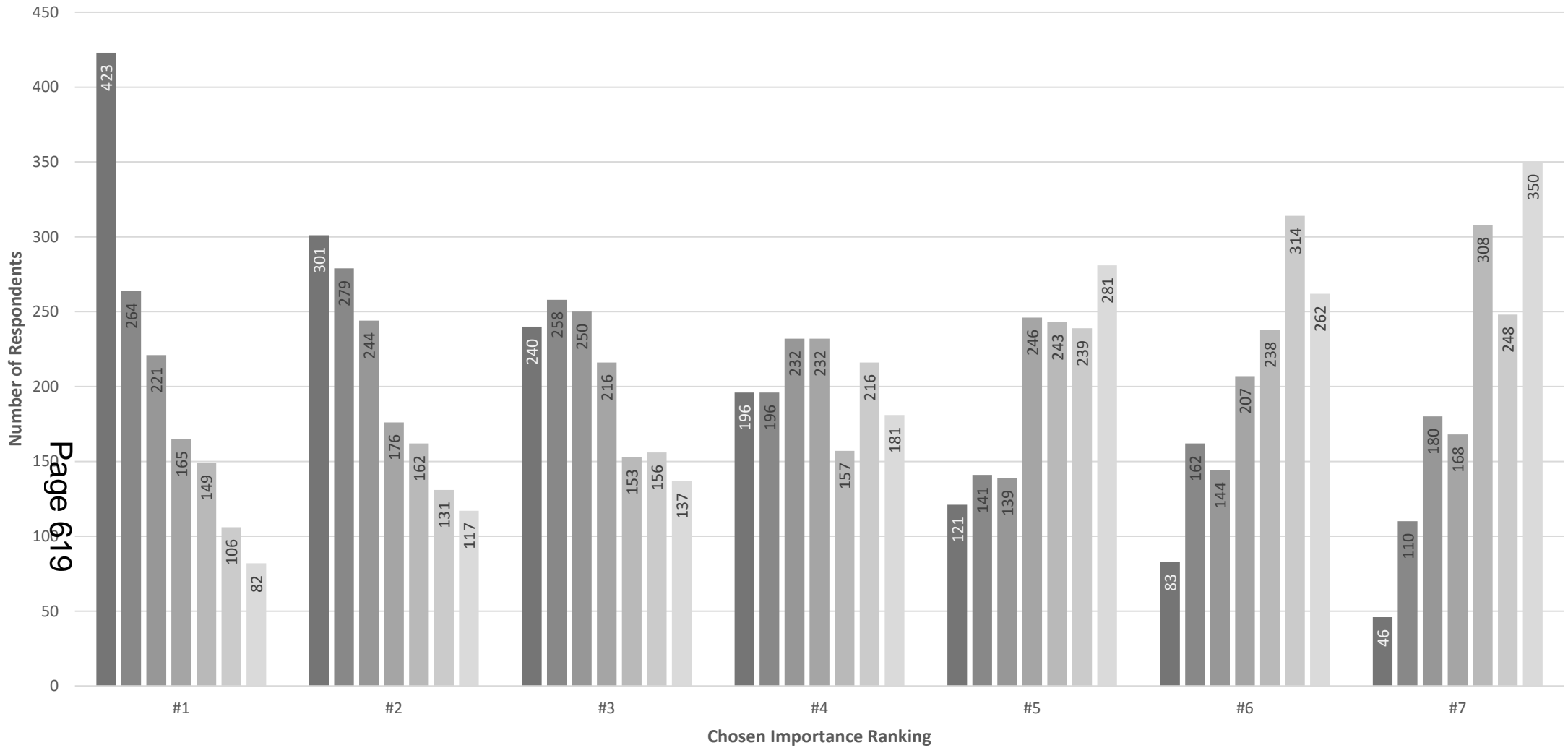
We asked respondents to rank the themes of the City Centre Strategic Vision in order from 1, for the most important, to 7, for the least important. 1,410 out of 1,452 respondents answered this question. Please see the table below for the average ranking given to each theme by the 1,410 participants.

From the table below, we can conclude that 'Improving the space outside of buildings including the streets and squares to encourage vibrancy in outside public space as part of Sheffield being The Outdoor City' was the most important theme (on average) for participants and 'Creating distinctive neighbourhoods – each with their own sense of place and function' was the least important theme for participants (on average).

Table 3: A table showing the average ranking given to each of the seven themes of the City Centre Strategic Vision.

Option	Average ranking (the lower the number, the more 'important' they are to participants)	Themes in order of importance for participants on average (1 is the most important, 7 is the least important)
Improving the space outside of buildings including the streets and squares to encourage vibrancy in outside public space as part of Sheffield being The Outdoor City.	2.8	1
Improving access by public transport and facilities for walking and cycling.	3.42	2
Continuing the improvement and creation of new public parks and green public space in the city centre.	3.69	3
Reducing the environmental impacts of development in the city centre.	4.07	4
Creating more city centre jobs – both office-based and in hospitality.	4.51	5
Creating more new homes for different people.	4.62	6
Creating distinctive neighbourhoods – each with their own sense of place and function.	4.88	7

Question 1: Which themes of the City Centre Strategic Vision are most important to you?



- Improving the space outside of buildings including the streets and squares to encourage vibrancy in outside public space as part of Sheffield being The Outdoor City.
- Improving of access by public transport and facilities for walking and cycling.
- Continuing the improvement and creation of new public parks and green public space in the city centre.
- Reducing the environmental impacts of development in the city centre.
- Creating more city centre jobs – both office based and in hospitality.
- Creating more new homes for different people.
- Creating distinctive neighborhoods – each with their own sense of place and function.

Question 2: Which general principles of the proposed City Centre Strategic Vision do you agree with?

We asked participants to click on all the general principles of the proposed City Centre Strategic Vision they agreed with, they could click as many as they liked. 1,158 out of 1,452 participants answered this question.

According to the 1,158 respondents who participated in this question, the percentage of respondents who agreed with the principles are laid out in the table below.

Table 4: Responses to the question "Which general principles of the proposed City Centre Strategic Vision do you agree with?"

General principles	No. of participants (out of a total of 1,158) who agreed with the principle	Percentage of the 1,158 participants who agreed with the principle (%)
Improve connections to and between areas in the city centre.	1158	100
Maximise the use of outdoor public spaces.	1120	96.7
Include new uses to help the city centre adapt.	979	84.5
Require development to contribute towards achieving Sheffield City Council's Net Zero Carbon targets.	959	82.8
Anticipate the challenges likely to face city centres and manage the city centre in a way that allows it to be ready to adapt.	956	82.6
Create more city centre job opportunities.	941	81.3
Encourage public and private sector partnership so organisations, businesses and other groups work together to create a successful city centre that benefits everyone.	929	80.2
Use existing distinctive architecture to give each area a unique character.	884	76.3
Repopulate the city centre with 20,000 new homes.	680	58.7
Create distinct neighbourhoods aimed at people in different life stages.	495	42.7

Question 3: We think the key benefits of introducing new homes in the city centre will be....

- **Ensuring the city centre is activated, populated and safer day and night**
- **Helping to sustain shops, restaurants, bars and a leisure offer**
- **Creating more city centre jobs**
- **Expanding the city centre population beyond just students, providing a mix of homes for all**
- **Enhancing public spaces, retail, entertainment, places to work and key services within the city centre**

Do you agree that providing 20,000 new homes will be a positive step forward for the city centre?

We asked participants whether they agreed that providing 20,000 new homes will be a positive step forward for the city centre. 1,441 of the total 1,452 participants answered this question.

74.6% of the 1,441 participants answered 'Yes' or 'Yes, with some reservations' to this question showing that nearly ¾ of respondents were supportive.

Table 5: Responses to the question "Do you agree that providing 20,000 new homes will be a positive step forward for the city centre?"

Option	No. of participants out of 1,441	Percentage of the 1,441 participants (%)
Yes, with some reservations	590	40.9
Yes	485	33.7
No	191	13.3
Not sure	175	12.1

Question 4: Do you agree that the following aims would be achieved by having 20,000 more homes in the city centre?

1,425 out of 1,452 answered the question "Do you agree that the following aims would be achieved by having 20,000 more homes in the city centre?". More people agreed with each of the four aims than people who disagreed with them or stated they weren't sure.

Table 6: Responses to the question "Do you agree that the following aims would be achieved by having 20,000 more homes in the city centre?"

Aim	Options		
	Yes	No	Not Sure
Aim 1: More vibrancy by day and night	892	182	340
Aim 2: Greater support for local businesses	1137	105	183
Aim 3: More pride in the city centre	642	266	502
Aim 4: Safer and more welcoming environment	694	213	509

Please see the bar chart below for the percentages for each answer.

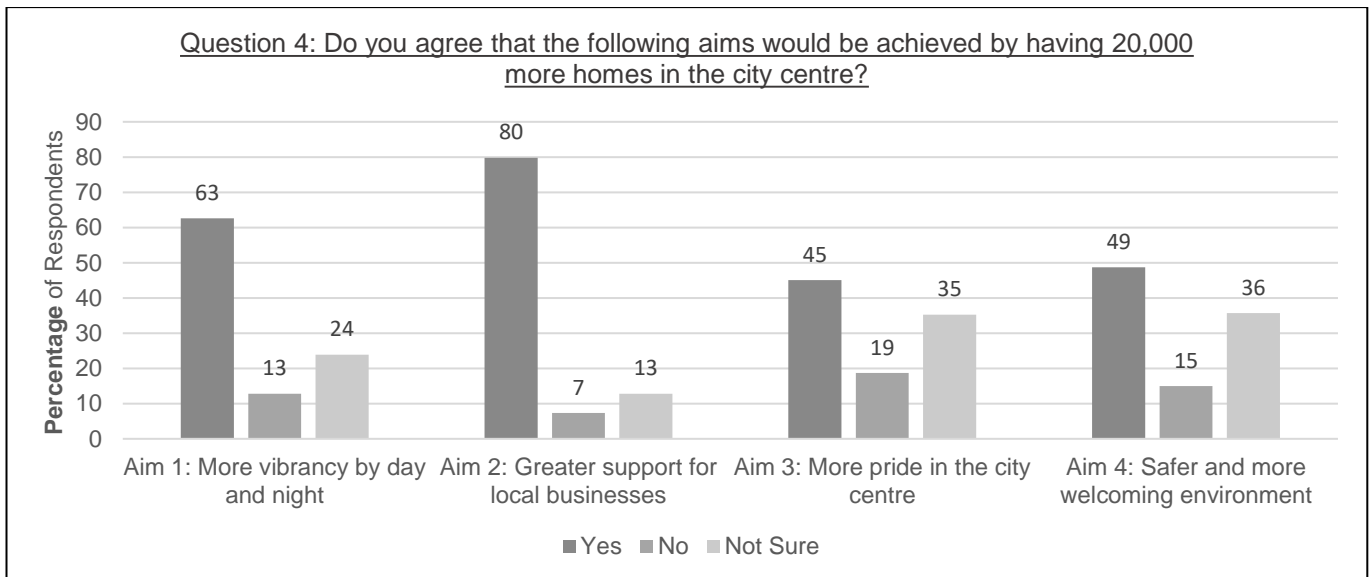


Figure 9: Percentage of responses to the question "Do you agree that the following aims would be achieved by having 20,000 more homes in the city centre?"

Question 5: Do you agree with the approach to create a series of distinctive city centre neighbourhoods with different identities and functions?

1,440 of 1,452 participants responded to this question. 62% of participants said 'Yes, with some reservations' or 'Yes' to the question "Do you agree with the approach to create a series of distinctive city centre neighbourhoods with different identities and functions?"

Table 7: Do you agree with the approach to create a series of distinctive city centre neighbourhoods with different identities and functions?

Option	No. of participants out of 1,440	Percentage of the 1,441 participants (%)
Yes, with some reservations	509	35.3
Yes	384	26.7
Not Sure	279	19.4
No	268	18.6

Question 6: Overall, do you think the new City Centre Strategic Vision is a suitable plan for the city centre?

1,432 out of 1,452 answered this question. 74% of respondents said they thought, overall, the new City Centre Strategic Vision is a suitable plan for the city centre by answering 'Yes' or 'Yes, with some reservations'.

Table 8: Responses to the question "Overall, do you think the new City Centre Strategic Vision is a suitable plan for the city centre?"

Option	No. of participants out of 1,440	Percentage of the 1,441 participants (%)
Yes, with some reservations	670	46.8
Yes	390	27.2
Not Sure	221	15.4
No	151	10.5

Question 7: Would you like to make any other comments about the City Centre Strategic Vision?

This question was an 'open' question and, as such, the analysis will be reported on below.

9.1.1.3 Here and Now: Current Developments in Sheffield City Centre

Question 8: Which of these recent or ongoing city centre development projects had you already heard about before you read this website?

We asked participants "Which of these recent or ongoing city centre development projects had you already heard about before you read this website?" and enabled them to choose as many as they liked in response.

1,403 out of 1,452 answered this question. The top three development projects that participants had heard of before were The Moor, Heart of the City and Grey to Green. For the ranking and percentages, please see the table below.

Table 9: Responses to the question "Which of these recent or ongoing city centre development projects had you already heard about before you read this website?"

Option	No. of participants out of 1,403	Percentage of the 1,403 participants (%)
The Moor	1188	84.7
Heart of the City	1181	84.2
Grey to Green	908	64.7
New Era Square	699	49.8
Sheffield Hallam University Campus Redevelopment	608	43.3
University of Sheffield's Mappin Building Development	550	39.2

West Bar Square	367	26.2
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Question 9: Which elements of these recent or ongoing developments are most important to you?

1,339 participants answered this question out of a total of 1,452 who took part in the survey overall. We asked participants to rank the elements of these recent or ongoing developments in order of importance; 1 for the most important, to 5 for the least important.

On average, participants rated retail the most important element of recent or ongoing developments, and offices as the least important.

Table 10: Responses to the question "Which elements of these recent or ongoing developments are most important to you?"

Option	#1 – No. of participants who named the option as the most important.	#2 – No. of participants who named the option as the second most important.	#3 – No. of participants who named the option as the third most important.	#4 – No. of participants who named the option as the fourth most important.	#5 – No. of participants who named the option as the fifth most important.	AVERAGE (The lower the score, the more important it was ranked on average)
Retail	553	306	257	180	86	#2.23
Leisure	389	388	364	162	79	#2.39
Homes	246	156	216	415	349	#3.34
Bars and Restaurants	154	432	398	280	118	#2.84
Offices	40	100	147	345	750	#4.2

Question 10: Using a scale of 1 to 5, with 5 being very positive, what effect do you think these recent or ongoing developments will have on the future of the city centre?

1,427 answered this question out of 1,452 people who took the survey overall. We asked participants to use a scale of 1 to 5 where '1' resulted in a very negative effect on the city centre and '5' resulted in a very positive effect on the city centre.

The majority of respondents selected '4' showing that the effects would be positive.

The overall average for this question was 3.7 showing that the overall response was that recent or ongoing developments would have a positive effect on the future of the city centre.

Table 11: Responses to the question "Using a scale of 1 to 5, with 5 being very positive, what effect do you think these recent or ongoing developments will have on the future of the city centre?"

Option	No. of participants out of 1,427	Percentage of the 1,427 participants (%)
1 (very negative effect)	35	2.5
2	86	6
3	396	27.8
4	636	44.6
5 (very positive effect)	274	19.2

Question 11: In general, what is the main way you hear about new developments happening in the city centre?

1,339 participants out of 1,452 took part in this question. We asked respondents to select one answer. Many of the respondents selected ‘Visiting the city centre and seeing it for yourself’ as the main way they hear about developments in the city centre.

Table 12: "Responses to the question "In general, what is the main way you hear about new developments happening in the city centre?"

Option	No. of participants out of 1,339	Percentage of the 1,339 participants (%)
Visiting the city centre and seeing it for yourself	529	39.5
Local newspaper, e.g. The Star or the Sheffield Telegraph	321	24
Word of mouth	167	12.5
Facebook	149	11.1
Twitter	122	9.1
Instagram	32	2.4
Other	19	1.4

Question 12: Once these developments are complete, would you be more likely or less likely to live in, work in, or visit the city centre?

1,429 out of 1,452 answered the question “Once these developments are complete, would you be more likely or less likely to live in, work in, or visit the city centre?”.

- **Live.** Most participants said they were ‘not sure’ about whether they would be more or less likely to live in the city centre once these developments are complete.
- **Work.** Most participants said they would be more likely to work in the city centre once these developments are complete.
- **Visit.** Most participants said they would be more likely to visit the city centre once these developments are complete.

Table 13: Responses to the question "Once these developments are complete, would you be more likely or less likely to live in, work in, or visit the city centre?"

Option	No. of participants out of 1,429		
	More likely	Less likely	Not sure
Live	294	423	649
Work	586	254	501
Visit	1153	96	180

The percentages of respondents to select each different option is displayed in the bar chart below.

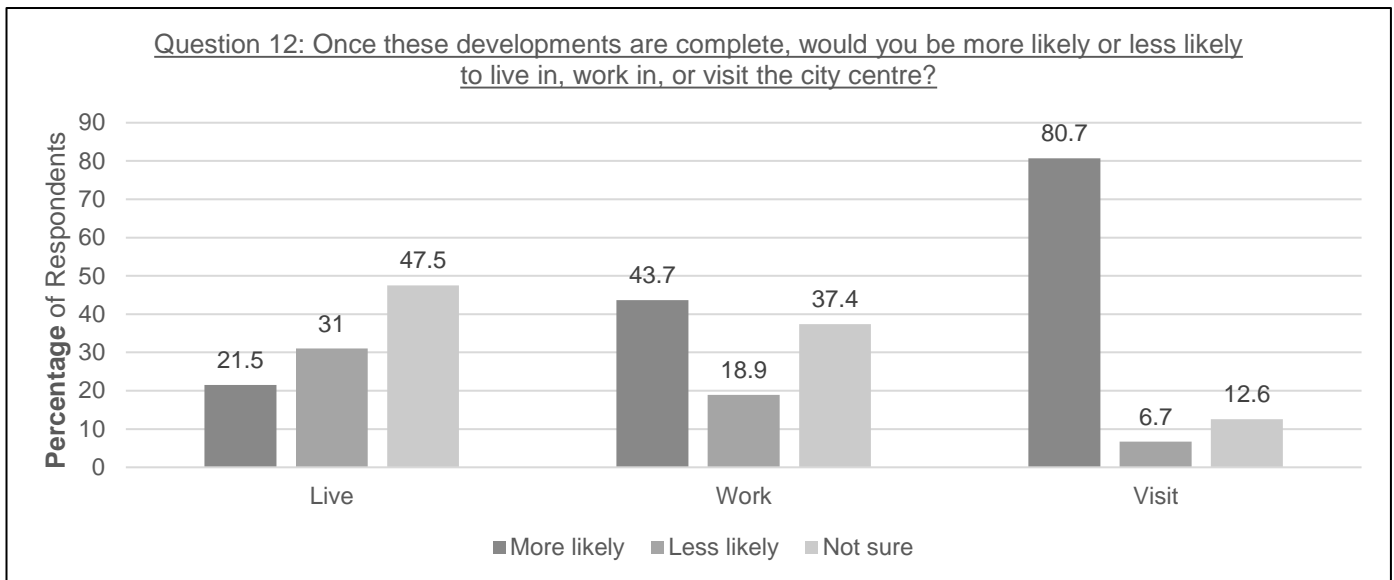


Figure 10: **Percentage** of responses to the question "Once these developments are complete, would you be more likely or less likely to live in, work in, or visit the city centre?".

9.1.1.4 The Future of Castlegate

Question 13: Do you approve of the plans that have been put in place to stimulate regeneration and investment to improve Castlegate?

1,439 participants out of 1,452 answered this question. 1,173 respondents selected 'Yes' or 'Yes, with some reservations' showing that 81.5% of people supported the plans that have been put in place to stimulate regeneration and investment to improve Castlegate.

Table 14: Responses to the question "Do you approve of the plans that have been put in place to stimulate regeneration and investment to improve Castlegate?".

Option	No. of participants out of 1,439	Percentage of the 1,439 participants (%)
Yes	766	53.2
Yes, with some reservations	407	28.3
Not sure	220	15.3
No	46	3.2

Question 14: Which elements of the plans appeal to you most in order of preference?

1,369 respondents answered this question. We asked participants to rank the options, putting an option as number '1' if they considered them to be the most important and '5' if they were the least important.

'Creating a more attractive and accessible area' was considered to be the most important element of the plans on average according to participants and 'Growing the educational and cultural offer' was the least important on average for participants.

Table 15: Responses to the question "Which elements of the plans appeal to you most in order of preference?".

Option	#1 – No. of participants who named the option as the most important.	#2 – No. of participants who named the option as the second most important.	#3 – No. of participants who named the option as the third most important.	#4 – No. of participants who named the option as the fourth most important.	#5 – No. of participants who named the option as the fifth most important.	AVERAGE (The lower the score, the more important it was ranked on average)
Creating a more attractive and accessible area	427	489	286	134	33	#2.17
Showcasing its riverside location and historical context of the Castle site	530	311	296	165	67	#2.22
Better connecting Castlegate and the rest of the city centre	245	285	410	270	159	#2.86
Creating the right environment to help stimulate further inward investment in the area	108	149	196	285	631	#3.86
Growing the educational and cultural offer	59	135	181	515	479	#3.89

9.1.1.5 The Future of Fargate and High Street

Question 15: Do you approve of the plans that have been put in place to stimulate regeneration and investment and help Fargate and High Street adapt to a new future?

1,437 out of 1,452 participants answered this question. 1,100 participants selected 'Yes' or 'Yes, with some reservations' showing that 76.6% of participants supported the plans that have been put in place to stimulate regeneration and investment and help Fargate and High Street adapt to a new future.

Table 16: Responses to the question "Do you approve of the plans that have been put in place to stimulate regeneration and investment and help Fargate and High Street adapt to a new future?"

Option	No. of participants out of 1,437	Percentage of the 1,437 participants (%)
Yes	569	39.6
Yes, with some reservations	531	37
Not sure	258	18
No	79	5.5

Question 16: Which elements appeal to you most in order of preference?

1,155 respondents answered this question. 'Improved public realm' was ranked the most important by participants with 'Setting the right foundations, through installation of ground floor side doors, to help encourage residential and office space above ground floor units in future' being the least important.

Table 17: Responses to the question "Which elements appeal to you most in order of preference?".

Option	#1 – No. of participants who named the option as the most important.	#2 – No. of participants who named the option as the second most important.	#3 – No. of participants who named the option as the third most important.	AVERAGE (The lower the score, the more important it was ranked on average)
Improved public realm	541	344	270	#1.77
New cultural spaces and event spaces	372	555	228	#1.88
Setting the right foundations, through installation of ground floor side doors, to help encourage residential and office space above ground floor units in future	242	256	657	#2.36

9.1.1.6 The Future of the Former John Lewis Building

Question 17: Based on the strengths and weaknesses of each option for the former John Lewis building (as seen in more detail on The Former John Lewis Store page of our website), please rank the options in order of preference.

1,299 out of 1,452 took part in this question. We asked participants to rank in order from 1 for the one you most prefer, to 3 for the option you least prefer.

‘Remove with smaller replacement building and public realm’ was the preferred option. It was ranked as the most popular first choice of all three options but also ranked as the most popular second choice for those who didn’t choose it as their first choice. Consequently, it received the lowest average overall score making it the clear preferred option for participants.

Option	#1 – No. of participants who named the option as the most preferred.	#2 – No. of participants who named the option as the second most preferred.	#3 – No. of participants who named the option as the third most preferred.	AVERAGE (The lower the score, the more important it was ranked on average)
Remove with smaller replacement building and public realm	516	576	207	#1.76
Re-use	452	289	558	#2.08

Remove for public realm	331	434	534	#2.16
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9.2 Review of Open Question Feedback

Within the online feedback form, there were two open questions for participants to raise comments. Below, is a summary of the themes that have been identified from the analysis of the open questions. Feedback received via from members of the public via phone and email has also been incorporated in the below.

Question 7: Would you like to make any other comments on the Strategic Vision?

Responses to the Question “Would you like to make any other comments on the Strategic Vision?”
<p>Green Space and Biodiversity</p> <p>Green space was raised as an important consideration by a large number of respondents. Many of whom emphasised the importance of green space and biodiversity in the city centre, and that both green space and biodiversity should be a priority of these proposals.</p> <p>Where respondents suggested how green space and biodiversity could be improved, the following were mentioned:</p> <ul style="list-style-type: none"> • More green planting on concrete buildings, walls and balconies. • Support for the Council’s grey to green scheme being extended. • Support for ‘Pounds Park’. • More outdoor seating. • More blue space, to accompany green space to encourage biodiversity. • More family activity options to be available in new green areas.
<p>City Centre Offer</p> <p>Improving the retail offer was raised as a request by a significant number of respondents. Many wanted to see the retail offer improved to increase footfall. The general feeling suggested that many respondents felt that there was little draw for a day out in Sheffield city centre and attracting new retail options would provide a new incentive.</p> <p>Where suggestions were made to improve retail, the following were mentioned:</p> <ul style="list-style-type: none"> • A number of respondents suggested drawing inspiration from Manchester and Leeds. • Concern was raised that Meadowhall will always be a problem for the city centre, and suggestion that the city centre needs to rival Meadowhall’s retail offer. • A number of respondents emphasised attracting more local and collectively owned retailers, suggesting a possible way of doing so would be to provide more attractive, lower rents. • A number of respondents suggested a new flagship shopping centre. • A number of respondents suggested further support for current retailers. <p>Concern was raised by a few respondents that smaller venues and retailers will be priced out of the city centre due to these proposals. Many respondents were aware that the high street needed to be filled with independent business not just big-name brands.</p>
<p>New Homes</p> <p>A large number of respondents stated that they were in support of new homes in the city centre, but some did express opposition.</p> <p>Of these, many points were raised referencing what development needs to accompany new homes, the following were mentioned:</p> <ul style="list-style-type: none"> • Many respondents stated that with new housing and communities must come amenity improvements, like building hospitals, schools and other general amenities. • Ensuring light and space for the new residencies. • Providing better transport links to make city centre living far easier. • Providing community centres for young adults and kids. <p>Many of the respondents referring to new homes in the city centre stated that there needed to be a diverse mix of housing, ranging from expensive flats to family homes. A major emphasis of the proposed new homes in the city centre was ensuring new housing is affordable and the offer is inclusive.</p>

New Neighbourhoods

The majority of respondents expressed their support for the idea of distinct neighbourhoods in the city. However, some opposed the idea of neighbourhoods and zones. This apparently comes from a sense that the concept of distinct neighbourhoods risks pigeon-holing different groups together rather than encouraging mixed communities, available to all. Some went further and stated that we should be aiming to join neighbourhoods together and celebrate Sheffield's diversity.

Many respondents suggested additions to the strategic visions' plans for distinctive neighbourhoods, these included:

- A number of respondents suggested linking the proposed neighbourhoods together and the wider Sheffield city region.
- A number of respondents suggested helping small business and artists financially to help build distinctive neighbourhoods.
- Some respondents stated that new neighbourhoods are a good idea, but it depends entirely on who fills them.

A number of respondents expressed concern that new distinctive neighbourhoods could cause ghettoisation across Sheffield.

Repurposing Buildings

A large number of respondents mentioned that the city centre is cluttered with unused buildings and student accommodation stating that more needs to be done to repurpose existing homes and buildings instead of creating new homes and developments.

A number of respondents mentioned specific buildings and areas that need repurposing too, these included:

- Improving existing spaces, including water features, lighting and benches.
- Ensuring all new building developments need to be developed so they are flexible spaces that are accessible for all.
- Repurposing unused office space across the city centre.
- Opening upper floors of shops to create more housing.

Historic Buildings and Heritage

A number of respondents mentioned how Sheffield's historic buildings need to be preserved and celebrated with some specifying how cultural heritage could be preserved, these included:

- Having a more specific focus on Sheffield's steel history.
- Having the Town Hall as a centrepiece building in the city centre.
- More advertisement of the existing museums, library, and art galleries to ensure they aren't lost to new developments.
- Mention of how heritage, culture and the arts need to be key players in the city centre as well as shops and eateries.
- Repurposing the old Carillion Building.
- Repurposing the Ponds Forge site.
- Improving Chapel Walk.
- Improving the Library Theatre.

Question 18: Would you like to make any other comments about plans for Castlegate, Fargate and High Street, or the future of the John Lewis building?

Responses to the Question “Would you like to make any other comments about plans for Castlegate, Fargate and High Street, or the future of the John Lewis building?”
<p>Castlegate</p> <p>A number of respondents felt it was important for the proposals to highlight the historical significance of Castlegate with several calling for the remains of the castle to be exposed.</p> <p>A couple of respondents were supportive of the proposals regarding the Pollen Market at Castlegate.</p> <p>A number of respondents were supportive of the idea to repurpose the Old Town Hall.</p>
<p>Fargate / High Street</p> <p>A number of respondents were supportive of the proposals for Fargate, with more noting that ‘it’s not currently in a good state.’ Some suggested Fargate could do with more restaurants and bars allowing it to stay as an active area later throughout the day.</p> <p>A couple of respondents were concerned about the lack of considerations / focus on High Street.</p>
<p>John Lewis</p> <p>A large number of respondents were generally supportive of the John Lewis building being demolished. A number of suggestions for different options to replace it were raised:</p> <ul style="list-style-type: none"> • Some expressed support of proposals for the whole site to be a park / green space • Some respondents suggested turning the site into a large public open square. • A number of respondents commented, stating they would like to see the John Lewis site used as a new central library. <p>Some respondents were strictly opposed to John Lewis’ demolition, these included:</p> <ul style="list-style-type: none"> • A number of respondents were explicitly opposed to the John Lewis building being demolished on environmental grounds. • A number of respondents were also opposed to the John Lewis building being demolished due to its historical / cultural significance.

9.3 Summary of Stakeholder Comments

Below is an overview of the questions and comments raised during stakeholder briefings held for Health and Education stakeholders, Community and Cultural stakeholders, the Sheffield Property Association and the Sheffield Chamber of Commerce.

Meeting 1: Education and Economic Stakeholder Briefing, Thursday 27 January 2022
<p>External Attendees:</p> <ul style="list-style-type: none"> • Sheffield Hallam University • Sheffield BID
<p>City Centre Strategic Vision</p> <ul style="list-style-type: none"> • A question was asked about the housing strategy and how 20,000 homes were going to be delivered in the city centre. Support was raised for the technical planning and delivery work that has already taken place to deliver this. • Comments were made about the creation of wider city neighbourhoods including how the City Centre Strategic Vision would help organisations’ focus on the future and how they can adapt to include the new neighborhoods. • Support was raised for introducing more housing in the city centre as it will drive business into and within the area.
<p>General Comments</p> <ul style="list-style-type: none"> • The city centre, including housing options and its vibrancy, is part of the decision-making process for prospective students and may influence whether they choose to study in the city.

Meeting 2: Community, Heritage and Culture Stakeholder Briefing, Thursday 3 February

External Attendees, Included Representatives From:

- Friends of Sheffield Town Hall
- Friends of Sheffield Castle
- Voluntary Action Sheffield
- Sheffield Civic Trust
- Joined-Up Heritage Sheffield
- Music in the Round
- La Biblioteka

City Centre Strategic Vision

Culture

- It was felt that culture appears buried in the City Centre Strategic Vision document and needs to be more distinct and explicit in the higher-level messaging.

Heritage

- As with culture, there was a sense that substantial references to heritage appear to be lacking in the Vision, and there doesn't appear to be a defined heritage strategy, which was felt to be a missed opportunity.

Health and Wellbeing

- It was also felt that health and wellbeing needed to be better emphasised, and that the Vision didn't seem to consider the environmental impact new developments in the city centre would have.

New Neighbourhoods

- A suggestion was made that the city needs to move quickly to change the housing types that are being created so people can feel connected to new neighbourhoods.
- A suggestion was made that, to help people adapt to new neighbourhoods, we need to develop nice large greeting spaces with plenty of light.

Fargate

- A question was asked about the new Events Central building in Fargate and whether audits had been done to ensure that the market for events spaces/buildings isn't being oversaturated. A concern was raised that such a venue might put existing venues out of business.

Castlegate

- A comment raised support for the plans for Castlegate but highlighted the need for Sheffield Castle to have a higher focus and priority – something that should be addressed in discussions as it is a site of national heritage.

The Former John Lewis Building

- A point was raised about the three options for John Lewis and how there is mention of asbestos as a hindrance for retrofitting, yet it was said, asbestos is an issue for all three of the options and this needs to be made clearer in the proposals.
- It was also suggested by Joined-Up Heritage specifically that the Strategic Vision consultation did not account for the fact that carbon omissions would be required to construct a new building, should the John Lewis building be demolished, to replace the economic activity that had occurred within the John Lewis building in the past. It was said that this carbon should be added into the equation when considering the carbon balance for each of the three options presented. It was claimed that the omission of this made the retention of the existing building appear relatively worse in terms of the carbon assessments of each option.
- One suggested a competition for the John Lewis site, bringing the ideas of artists, architects, and students together to help shape the John Lewis proposals.

City-Wide Projects

- It was stated that there was recognition of a range of positive developments in the city. However, it was also felt that a unifying narrative needed to be developed to communicate these holistically.
- A point was made that infrastructure improvements are crucial to support developments either side of 'the spine' and across the city centre.
- It was felt that there needs to be a diverse mix of housing types built in the city centre.
- A point was made that alternative development models should be considered to bring forward new homes, with a greater role for alternative investment trusts and less focus on traditional investor-based property development models.

Old Town Hall

- A point was that the Old Town Hall had been omitted from the proposals, representing a missed opportunity.

Meeting 3: Sheffield Property Association Briefing, Thursday 3 February

External Attendees

- S-PA Members (approx. 80 guests).

City Centre Strategic Vision

Overall View of the Strategic Vision

- The general view of attendees towards the Strategic Vision was positive and its development was welcomed.

New Homes

- A number of questions focused on the proposal to deliver 20,000 new homes in the city centre, focusing on demand. It was stated that a number of cities are following a similar path. It was suggested that 20,000 new homes is an ambitious target and work would have to be done to establish the profile of potential occupants for new homes to confirm the market.

City Centre Amenities/Facilities

- Support was raised for the opportunities that providing new homes will present, with options for a wide variety of demographics.
- A question was asked about whether provision of schools would be considered given the aim of attracting families to live in the city centre.

Green Space

- A question was asked about the masterplanning exercise and whether there is going to be a commitment in the masterplan for dual sites that will promise further green space while integrating more schools and hospitals etc.
- It was noted that people outside the city centre have access to green space and that people, especially families living in the city centre, would also need access to high-quality green space to develop new communities.
- A point was made about the economic benefit of building office and retail spaces, and that we need to ensure there is enough space for green areas after new retail space is built.

Students

- A question was asked about how the city is aiming to attract students into the city centre, not just when they are studying but also as postgraduates.
- A point was made about how we need to get students used to being in the city centre. A suggestion was made for a scheme to offer students free drop-in study space in existing office blocks.

Net Zero

- It was noted that sustainability is important, and a question asked the extent to which Heart of the City was incorporating sustainability into construction. It was noted that sustainability needs to be a big part of development arising from the Strategic Vision if the city centre is to thrive for years to come.

Greenfield Sites

- It was stated that there is no national penalty for building on greenfield sites, which incentivises developers to build on them as they are easier than brown field sites to develop.
- A question was asked as to whether the additional costs of encouraging external developers to build in brownfield city centre sites had been factored into proposals.

Meeting 4: Our City Centre – Sheffield Chamber of Commerce Briefing, Friday 28 January 2022

External Attendees:

- Sheffield Chamber of Commerce – Chamber Council (approx. 20 guests).

City Centre Strategic Vision

Office Space

- It was stated that delivery of different office and commercial spaces is important. Some of the offer references 20-, 30- or 40,000sq. ft. of space, when a lot of current city centre businesses are looking for 2-, 3- or 4,000sq. ft. of office space. A question was asked about whether a breadth of office sizes will be accommodated for in the Strategic Vision.
- A question was asked about the impact of hybrid working and whether it will create more empty offices.

City Centre Narrative

- It was noted that the opportunity to encourage more people to spend leisure time in Sheffield city centre is important, and that a narrative needs to be developed to encourage people to do that. What can you do with friends on a Saturday evening? What can you do with your kids? A suggestion was made that people need to understand what is being offered.

- A point was made that it is important to understand who isn't using the city centre and then to establish what the barriers are that cause this.

Retail Options

- A point was made about the idea that retail is dead, it has simply changed. It was noted that Leah's Yard has attracted over 100 enquiries for space, demonstrating that there needs to be a huge reset in how we think about the city centre retail options.

Time Sensitivity

- One commentator suggested there is time sensitivity relating to the completion of the City Centre Strategic Vision, in that it needs to be progressed as a priority.

Housing Mix

- A point was made that a plan that doesn't have affordable homes at its forefront isn't a good vision.
- A suggestion was made about using the model of Kelham Island as a basis for what to do in the city centre, as it included a blend of affordable and luxury homes and saw business development as a key area in creating a distinctive neighbourhood.

Homelessness

- A question was raised about the high levels of homelessness observed in the city centre. A question was asked as to whether there any plans or initiatives in place to help and to improve the image and safety of Sheffield's city centre.

Diversity

- A commentator felt that there was insufficient reference to diversity / inclusion in the Vision.

Fargate

- There was support for the proposed changes on Fargate but the changes were felt to be needed sooner than current timescales suggested was likely.
- A point was made that Chapel Walk could be a jewel in the city, yet it is increasingly difficult to get all the private retail developers together at once to discuss the strategy going forward for the street. It was stated that this needs to be considered when thinking about improving areas like Fargate and Chapel Walk.

Two further meetings were subsequently held as a result of stakeholders not being available for previous organised events. These were:

- **University of Sheffield**
 - Key comments related to a concern that Council plans to restrict student development to specific areas close to universities could restrict the opportunity to ensure Sheffield can compete in terms of its student accommodation offer and inadvertently inflate land values around university campuses, thereby inhibiting the development of the universities in future.
 - The University also suggested that it believed that there was a significant opportunity for a student learning hub for all students at all institutions, located in the city centre, which could act as a footfall driver for the city centre.
- **UNIGHT and the Night-Time Economy group**
 - Attendees made the following key points:
 - The main feeling about the City Centre Strategic Vision and introduction of new homes was positive
 - The importance of making the planned distinct neighbourhoods feel safe, inviting and active at night was referenced.
 - Concerns were raised about the current challenges of the early evening economy and whether the Strategic Vision directly addressed that. Sheffield City Centre is in need of more live music/entertainment venues to help drive additional footfall.
 - There were also some concerns raised about antisocial behaviour and recent damage to bar/pub/restaurant windows

Appendices

Appendix 1 – Online Consultation Feedback Form

Our City Centre Survey

This feedback form seeks your opinion on certain aspects of the City Centre Strategic Vision, as well as key central sites, including Fargate, Castlegate and the former John Lewis building.

Please ensure you click SUBMIT at the end of this survey.



Our City Centre

This feedback form seeks your opinion on certain aspects of the City Centre Strategic Vision, as well as key central sites, including Fargate, Castlegate and the former John Lewis building.

We are now going to ask you some questions on...

The City Centre Strategic Vision

The City Centre Strategic Vision is underpinned by some key themes. Supporting these themes are the key principles. The six questions that follow will ask for your thoughts on the key themes and principles.

To find out more about The City Centre Strategic Vision, visit [The Next Phase](#) page on our website.

Q1: Which themes of the City Centre Strategic Vision are most important to you?

Please rank in order from 1 for the most important, to 7 for the least important. Click OK when you have finished.

- Improving the space outside of buildings including the streets and squares to encourage vibrancy in outside public space as part of Sheffield being The Outdoor City.
- Improving of access by public transport and facilities for walking and cycling.
- Continuing the improvement and creation of new public parks and green public space in the city centre.
- Reducing the environmental impacts of development in the city centre.
- Creating more city centre jobs – both office based and in hospitality.
- Creating more new homes for different people.

- Creating distinctive neighbourhoods – each with their own sense of place and function.

Q2: Which general principles of the proposed City Centre Strategic Vision do you agree with?

Click all that apply.

- Repopulate the city centre with 20,000 new homes.
- Create more city centre job opportunities.
- Improve connections to and between areas in the city centre.
- Use existing distinctive architecture to give each area a unique character.
- Include new uses to help the city centre adapt.
- Maximise the use of outdoor public spaces.
- Create distinct neighbourhoods aimed at people in different life stages.
- Require development to contribute towards achieving Sheffield City Council's Net Zero Carbon target
- Anticipate the challenges likely to face city centres, and manage the city centre in a way that allows it to be ready to adapt.
- Encourage public and private sector partnership so organisations, businesses and other groups work together to create a successful city centre that benefits everyone.

Q3: Do you agree that providing 20,000 new homes will be a positive step forward for the city centre?

We think the key benefits of introducing new homes in the city centre will be...

- Ensuring the city centre is activated, populated and safer day and night
- Helping to sustain shops, restaurants, bars and a leisure offer
- Creating more city centre jobs
- Expanding the city centre population beyond just students, providing a mix of homes for all
- Enhancing public spaces, retail, entertainment, places to work and key services within the city centre

Do you agree that providing 20,000 new homes will be a positive step forward for the city centre?

If you want to raise any comments with us, please use the text box at the end of this section.

- Yes, with some reservations
- Yes
- No
- Not Sure

Q4: Do you agree that the following aims would be achieved by having 20,000 more homes in the city centre?

- Aim 1: More vibrancy by day and night
 - Yes
 - No
 - Not sure
- Aim 2: Greater support for local businesses
 - Yes
 - No
 - Not sure
- Aim 3: More pride in the city centre
 - Yes
 - No
 - Not sure
- Aim 4: Safer and more welcoming environment
 - Yes
 - No

- Not sure

Q5: Do you agree with the approach to create a series of distinctive city centre neighbourhoods with different identities and functions?

If you want to raise any comments with us, please use the text box at the end of this section.

- Yes, with some reservations
- Yes
- No
- Not Sure

Q6: Overall, do you think the new City Centre Strategic Vision is a suitable plan for the city centre?

If you want to raise any comments with us, please use the text box at the end of this section.

- Yes, with some reservations
- Yes
- Not Sure
- No

Q7: Would you like to make any other comments about the City Centre Strategic Vision?

We are now going to ask you some questions on...

[Here and Now: Current developments in Sheffield city centre](#)

The next five questions will ask you about some recent or ongoing developments in Sheffield city centre.

To find out more about these projects, please visit the [Here and Now](#) page of our website.

Q8: Which of these recent or ongoing city centre development projects had you already heard about before you read this article?

Choose as many as you like.

- Heart of the City
- The Moor
- Grey to Green
- West Bar Square
- Sheffield Hallam University Campus Redevelopment
- University of Sheffield's Mappin Building Development
- New Era Square

Q9: Which elements of these recent or ongoing developments are most important to you?

Please rank in order from 1 for the most important, to 5 for the least important. Click OK when you have finished.

- Retail
- Leisure
- Homes
- Bars and Restaurants
- Offices

Q10: Using a scale of 1 to 5, with 5 being very positive, what effect do you think these recent or ongoing developments will have on the future of the city centre?

1 = a very negative effect on the city centre. 5 = a very positive effect on the city centre.

- 1
- 2
- 3
- 4
- 5

Q11: In general, what is the main way you hear about new developments happening in the city centre?

Please choose one.

- Visiting the city centre and seeing it for yourself
- Facebook
- Local newspaper, e.g. The Star or the Sheffield Telegraph
- Instagram
- Twitter
- Word of mouth
- Other

Q12: Once these developments are complete, would you be more likely or less likely to live in, work in, or visit the city centre?

- Live
 - More likely
 - Less likely
 - Not sure
- Work
 - More likely
 - Less likely
 - Not sure
- Visit
 - More likely
 - Less likely
 - Not sure

We are now going to ask you some questions on...

The future of Castlegate

If you want to find out more about the plans for [Castlegate](#), please visit our webpage.

Q13: Do you approve of the plans that have been put in place to stimulate regeneration and investment to improve Castlegate?

If you want to raise any comments with us, please use the text box at the end of this section.

- Yes
- Yes, with some reservations
- Not sure
- No

Q14: Which elements of the plans appeal to you most in order of preference?

Please rank in order from 1 for the most important, to 5 for the least important. Click OK when you have finished.

- Creating a more attractive and accessible area
- Better connecting Castlegate and the rest of the city centre
- Showcasing its riverside location and historical context of the Castle site
- Growing the educational and cultural offer
- Creating the right environment to help stimulate further inward investment in the area

We are now going to ask you some questions on...

The future of Fargate and High Street

If you want to find out more about the plans for [Fargate and High Street](#), please visit our webpage.

Q15: Do you approve of the plans that have been put in place to stimulate regeneration and investment and help Fargate and High Street adapt to a new future?

If you want to raise any comments with us, please use the text box at the end of this section.

- Yes
- Yes, with some reservations
- Not sure
- No

Q16: Which elements appeal to you most in order of preference?

Please rank in order from 1 for the most important, to 3 for the least important. Click OK when you have finished.

- New cultural spaces and event spaces
- Improved public realm
- Setting the right foundations, through installation of ground floor side doors, to help encourage residential and office space above ground floor units in future

We are now going to ask you some questions on...

The future of the former John Lewis building

If you want to find out more about the plans for [the former John Lewis store](#), please visit our webpage.

Q17: Based on the strengths and weaknesses of each option for the former John Lewis building (as seen in more detail on The Former John Lewis Store page of our website), please rank the options in order of preference.

Please rank in order from 1 for the one you most prefer, to 3 for the option you least prefer. Click OK when you have finished. If you want to raise any comments with us, please use the text box at the end of this section.

- Re-use
- Remove for public realm
- Remove with smaller replacement building and public realm

Q18: Would you like to make any other comments about plans for Castlegate, Fargate and High Street, or the future of the John Lewis building?

About you...

We ask the following questions to find out if different groups of people have been able to take part in the consultation and identify if any group has been excluded. This means it is not about you as an individual but to find out if people with similar characteristics have had their say.

Q19: Postcode

Q20: What is your connection to Sheffield City Centre?

- City centre resident
- Sheffield resident
- Regular visitor
- City centre business owner
- Work in the city centre
- Representative of local stakeholder/community group (please specify the group in the 'Other' box below)
- Political representative
- Other

Q21: Gender

- Male
- Female
- Non-Binary
- Other

Q22: Age

- 0-16
- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

Q23: Ethnicity - which best describes your ethnic or cultural background?

- White
- Asian or Asian British
- Black or Black British
- Mixed / Multiple Heritage
- Other

Q24: How would you describe your religion or belief?

- No religion
- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- Sikh
- Other

Q25: What is your current employment status?

- Student
- Apprenticeship scheme / training programme
- Employed / self-employed
- Not employed and looking for work
- Not employed and not looking for work
- Retired
- Other

Q26: Do you consider yourself to be a disabled person?

- No disability
- Yes, communication (e.g. impaired speech)
- Yes, developmental (e.g. dyslexia)
- Yes, hearing (e.g. mild to profound deafness)
- Yes, impaired memory/concentration or ability to understand (e.g. head injury, stroke, dementia).
- Yes, learning (e.g. mild to profound learning disability)
- Yes, long-term illness or health condition (e.g. cancer, HIV, diabetes, chronic heart disease, arthritis, chronic asthma)
- Yes, mental ill health (e.g. depression, bipolar disorder, schizophrenia)
- Yes, mobility or physical (e.g. walking, dexterity)
- Yes, visual (e.g. partially sighted, blind)
- Other



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Our City Centre

GIVE YOUR FEEDBACK
#citycentrevision

Hello!

Sheffield city centre is 'Our City Centre'.

We are running a five-week consultation to share all that is happening right now in the city centre and ask for your views on plans for the future.

We want to share details of current activity and provide an overview of the proposed City Centre Strategic Vision and updates on key central sites, including Fargate, Castlegate and the former John Lewis store.

Your views are important to us, and your opinion will help shape and finalise our plans. Visit our website to give your feedback.





Sheffield

Here and now

Our city centre is changing

Like all major cities, our city centre needs to adjust to a new world.

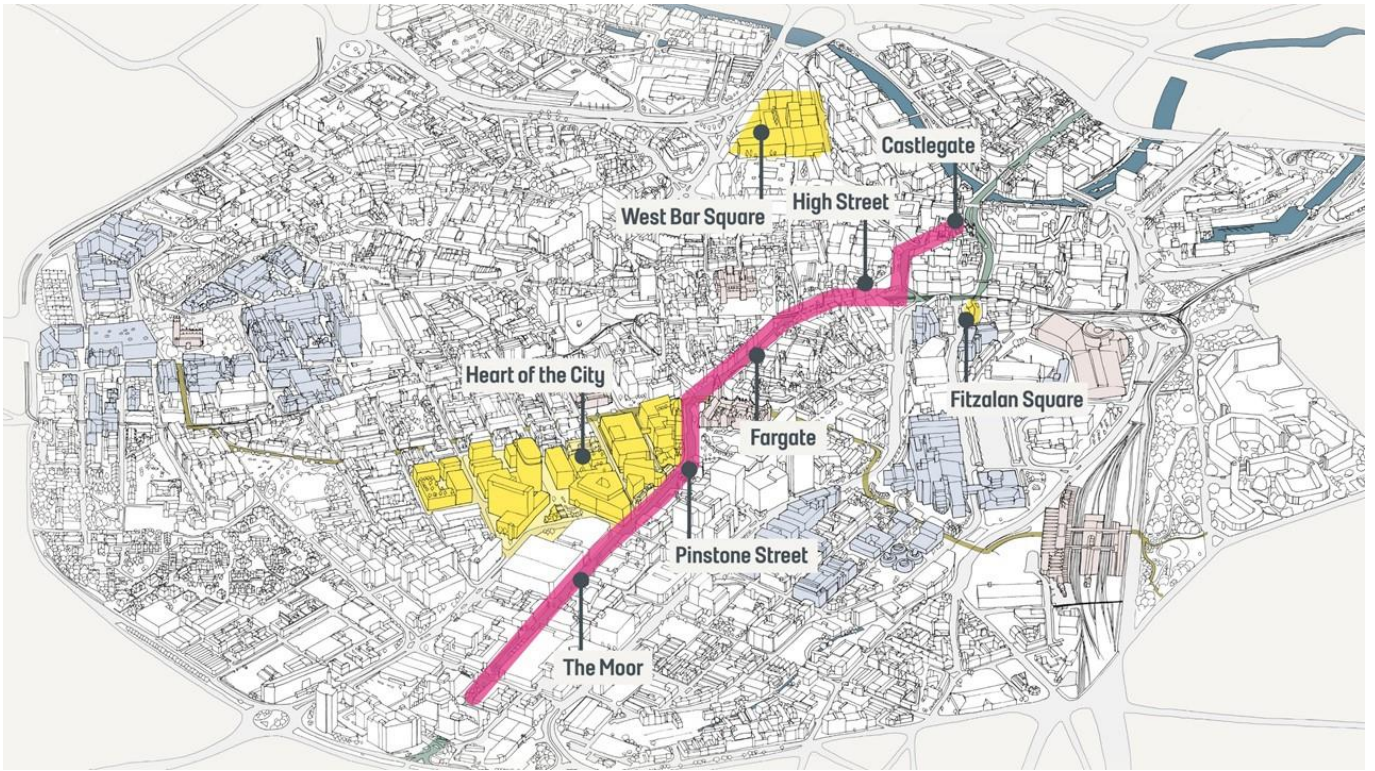
The growth of internet shopping, home entertainment and COVID-19 have led to unprecedented challenges for both businesses and visitors.

Work is already well advanced to drive the positive change that is needed for our city centre.

This work focusses on strengthening the core spine of the city centre running from Castlegate and Fitzalan Square and High Street onto Fargate, carrying on along Pinstone Street and down through The Moor.



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What's going on already...





The future strategy

The future strategy (1)

Sheffield City Council and its partners are keen to keep striving for an increasingly vibrant and sustainable city centre.

Sheffield City Council, together with planning and regeneration experts Deloitte, has developed a strategy to reset the city centre to continue to develop its vibrancy and sustainability.

The City Centre Strategic Vision

The proposed City Centre Strategic Vision seeks to repopulate the city centre through the introduction of a significant **number of new homes** and the creation of **distinctive new mixed-use neighbourhoods**.

Once fulfilled, the delivery of the City Centre Strategic Vision could see around 20,000 new homes in the city centre. This will enable a vibrant and sustainable city centre in which to live, work and play.



The future strategy (2)

Deloitte and Sheffield City Council believe that Sheffield should be:

<p>An Outdoor City</p> <p>through more planting and well-designed public spaces, as well as more events and activities in the city centre to encourage people to spend more time outdoors.</p>	<p>Distinctive</p> <p>by creating neighbourhoods with their own character.</p>	<p>Liveable</p> <p>by having housing options for all, including families, downsizers and older residents and by improving biodiversity, having cleaner air and routes for cyclists and pedestrians.</p>	<p>Innovative and resilient</p> <p>by reducing negative environmental impacts of buildings and activities and encouraging low carbon lifestyles.</p>
<p>Productive</p> <p>by providing spaces and places for businesses, creating jobs and maximising economic productivity, as well as growing Sheffield's maker industries and creative businesses.</p>	<p>Collaborative</p> <p>by working in partnership with public and private sectors for long term, sustainable results.</p>	<p>Connected and accessible</p> <p>by improving public transport across the city centre so public transport is the preferred choice.</p>	



The future strategy (3)

By introducing more homes into the city centre, there will be more people throughout the day and into the evening.

This will provide:

- more support for local businesses,
- pride in the city centre, and
- a safer, more welcoming environment.

You can download a copy of the City Centre Strategic Vision on our website.





The future of Fargate and High Street

The future of Fargate and High Street

Working with partners including the University of Sheffield, the Council has secured around £16m of funding to help drive the change needed to revitalise Fargate and High Street and help it to thrive once more. The funding will be used on:



20-26 Fargate

will be transformed into a new events hub, known as Events Central. Alongside business and cultural exhibitions and events, Events Central will provide space for start-up and small technology businesses.



New landscaping, green planting, seating areas and lighting

will make Fargate and High Street a more welcoming, safe and enjoyable place for everyone. It will bring the street space on Fargate up to the high standards implemented on the Grey to Green scheme.



New ground floor doors

will be installed on Fargate to give access to the upper floors providing space for businesses and apartments.





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The future of Castlegate

The future of Castlegate

Government funding has been secured to help to kick start the Castlegate district's long-term regeneration. It will become an exciting, thriving new neighbourhood for the city centre. Primarily, the funding will be used to:

Transform the appearance of the Castlegate area, making it more attractive and accessible.

Remove the large retaining wall along Castlegate, opening up access through the former Castle Market site.

Uncover the River Sheaf to create an attractive new space for the public to enjoy.

Identify key plots of land within the former Castle Market site for development.

Recognise the importance of the unique heritage of the area and its early beginnings as the home of Sheffield Castle.

Further develop Park Hill Art Space's cultural offer to create a nationally renowned arts attraction connecting into Castlegate via a six-acre public space.

Move Harmony Works – comprised of both the Sheffield Music Academy and Sheffield Music Hub – to a new home in Canada House, ensuring a long-term future for this important historic building.

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The future of the former John Lewis store

The future of the former John Lewis store

The site of the former John Lewis store is one of the most prominent in the city centre. Sitting directly opposite the City Hall and Barker's Pool, and in the centre of the Heart of the City redevelopment area, it offers a once-in-a-generation opportunity to reshape a key city centre location.

Following John Lewis' decision to permanently close the Barker's Pool store the Council has now agreed a settlement and secured the return of the building lease back from John Lewis and Partners. As a result, the Council will have full control of the building and its site, creating a unique opportunity to deliver something special.

The decision on how the site is used in the future needs to be carefully considered to make the most of this opportunity to do something special for the future of the city centre. The Council has not waited.

Leading experts Arup, Fourth Street and Queensberry were commissioned in summer 2021 to examine the condition of the existing building, the carbon impact and how any options would integrate within Heart of the City and the wider city centre.



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The future of the former John Lewis store

Three broad options for the site have been identified

- The retention and re-use of the building
- The complete removal of the building, creating a large public space
- The complete removal of the building, with public space and a smaller new building developed on the site



Retention and re-use



Removal



Removal with smaller replacement building

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Retention and re-use

Retention and re-use

Key benefits

- The building is already in place and the public are familiar with its scale
- Emotive and heritage values of the building are retained
- An element of the carbon used to build the structure stays within the development block
- The current nationwide planning environment allows for a change to residential, office or other uses

Challenges

- The façade is not energy efficient, meaning retention costs the most carbon of the three recommended options
- This is the most expensive of the three options
- No like-for-like replacement for the John Lewis retail offer. Building is likely to be split into multiple uses across its floors
- As a purpose-built department store, significant changes are needed to the building's structure to create areas of natural light for any new use as modern building
- Building has high levels of asbestos
- Current fire escapes are not sufficient for the size of the building and all mechanical, electrical and plumbing engineering systems need to be replaced
- Structural condition of the car park is poor and not easily adapted to other uses. It may need to be demolished even if core building is retained

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Removal

Key benefits

- Creates a large area of public space within the city centre, one that could also provide new space for cultural uses
- Possible opportunities for the public to get involved with how the new space should be used
- Greatly improves pedestrian and cycling accessibility around the area
- A large park would create biodiversity and provide a huge boost to the city's long-term low carbon ambitions
- This is the lowest capital investment option

Challenges

- By removing a large built-up area, the full value of the site, which sits in a prime location, is not realised
- The surrounding buildings and transport infrastructure have not been designed to front onto a large open space
- Given the scale of the site, any park would need to be well managed to discourage antisocial behaviour

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Removal w/ smaller replacement building

Key benefits

- Any new building can be smaller, and more in tune with what current retail, leisure, food and drink or residential developers are looking for
- The building would also be designed specifically for its future use
- This option can still leave room for new landscaping and public space, plus improves pedestrian and cycling accessibility around the area
- A new building can be designed to be carbon neutral, meaning its overall carbon output is lower than the option of re-using the existing building
- Design of the new building and its use can be designed to complement other elements of Heart of the City

Challenges

- It would take longer to deliver than all other options as the existing building would have to be demolished, and the site then redeveloped
- Construction on the site is challenging due to the delivery of surrounding Heart of the City sites
- Construction cost, including a new building, is likely to be relatively higher than other options due to current material price increase and labour shortages
- Increases the carbon involved initially to construct a new building, as other options do not include a new development

Sheffield

Have your say

We want to hear your views on the future of the city centre and plans for new homes, Fargate and High Street, Castlegate and the former John Lewis building.

Let us know what you think:

- Fill in our feedback form on our website www.ourcitycentre-shf.com
- Ring us and tell us your thoughts 0808 196 5105
- Email us info@ourcitycentre-shf.com

If you have any questions, please get in touch with a member of our consultation team at the details above.

The consultation runs until 13 February 2022.

#citycentrevision



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Appendix 3 – Key stakeholder's who submitted long form feedback

- New River Retail
- Upper Don Trail
- Access Liaison Group
- Showroom Workstation
- Hallamshire Historic Buildings
- Joined-Up Heritage Sheffield
- HSBC Holdings
- Sheaf and Porters River Trust
- Sheffield Culture Consortium
- Sheffield Hallam University
- St Andrew's Music Festival
- Trans-Pennine Trail

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