

Sheffield Culture Strategy

Partner and Stakeholder Engagement Report 2024



Sheffield Culture Strategy Partner and Stakeholder Engagement Report

August 2024

FOURTH
STREET



Contents

P3 - Overview and Purpose

P4 - Engagement Report

P5 - Values and Principles

P7 - Methodologies

P8 - Timeline of engagement

P9 - Task and Finish Group

P11 - Pre Engagement Survey Results

P16 - Shaping a Vision for Culture in Sheffield Feedback

P19 - Themed Engagement Group Feedback

P29 - Second Online Survey Feedback Results

P33 - Speciality Group Feedback Results

P37 - 121 Interview Lists

P39 - Draft Culture Strategy Feedback

P41 - Learnings and Reflections

Overview & Purpose

Sheffield is a city of inspiring artists, makers and doers. People around the world know the names and work of our artists, musicians and designers. There are thousands of amazing creatives across communities and neighbourhoods in Sheffield - just getting on with it.

Sheffield's new culture strategy is a roadmap to support our creative and cultural communities to flourish. Founded on a far-reaching engagement process, it was co-created with the passion, knowledge and huge amount of expertise from Sheffield's creative and cultural community. The culture strategy was jointly commissioned by Arts Council England, Sheffield City Council and University of Sheffield.

Throughout the engagement process we often asked three core questions, what is working, what isn't working, and what is Sheffield's potential as a creative and cultural city? The strategy's three creative missions and delivery plan were formed from responses to these questions.

Although this work raised many questions around the challenges our sector faces, the engagement work found a host of brilliant, committed, and inspiring voices committed to developing the creative and cultural life of the city.



Engagement Report

The partner and community engagement for the Sheffield Culture Strategy has reached over 1,000 people across a programme of 13 online and in person events, 15 one to one interviews, and 3 online surveys.

This engagement report will present methodologies used for the engagement programme, as well as present details and findings from individual sessions. It has been written and collated by the team who led the engagement process.

Local not for profit social enterprise Opus (www.weareopus.org) were appointed to lead delivery on partner and community engagement consultation by Fourth Street in July 2023. Work commenced on the engagement programme in October 2023 and ran until July 2024. The engagement programme was supported by a set of freelance-practitioners from the sector including Ruth Nutter who co-designed the engagement process and facilitators Ola Fagbohun and Rachael Walton who delivered consultation events.

This engagement report should be viewed alongside two other documents - the Sheffield Culture Strategy itself and the Cultural Audit - background research and economic analysis of the cultural and creative sectors in Sheffield and the region.



Engagement Process

November 2023-August 2024



Summary Findings

Throughout our engagement process several recurring themes/issues emerged which included:

- Need for Collective leadership - equitable, open, accountable governance for the sector
- Space and support for networking, especially cross-sector
- Communications - Need for increased internal and external platforms for sharing information
- More Support for growth of small and mid-scale organisations
- Increased access to physical space
- Sustainably supporting and showcasing culturally diverse arts and culture
- Support for community-led work, equitable partnerships, addressing unequal access to activity in different parts of Sheffield
- Development routes for artists - working in this city
- Desire from culture and business sector to improve collaboration
- Better progression pathways for children and young people

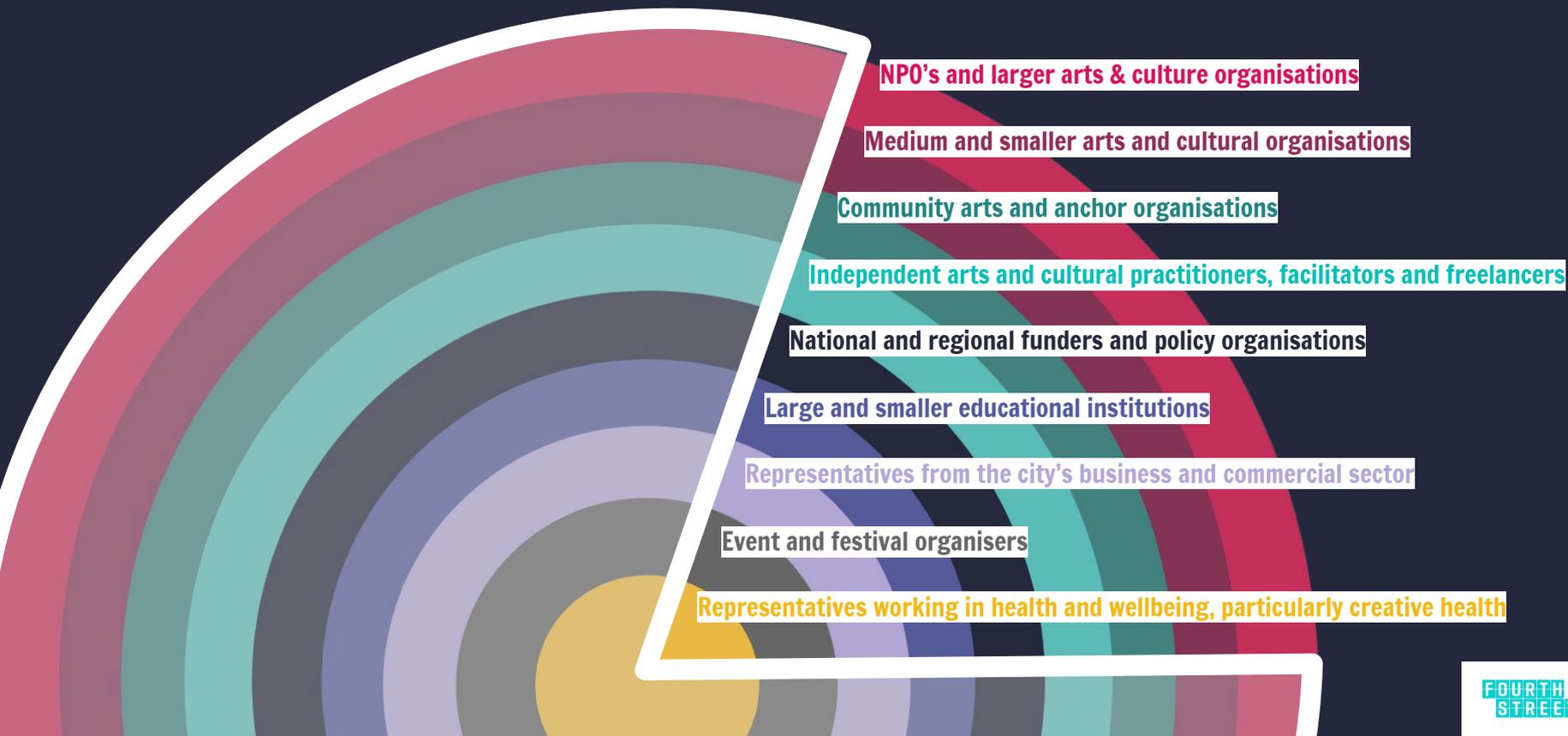
Values and Principles

Upon commencing work on the engagement programme, a set of values and principles and methodologies were established to help guide the work.

- **'Nothing About Us, Without Us, is For Us'** - Work on the Sheffield Culture Strategy from the beginning adopted a broad definition of culture and creativity. There is a huge range of activity that happens in our city across our homes, community centres, spaces and stages. We needed to reflect this by adopting a 'Diagonal Slice' approach in our engagement and include our communities, the voluntary and community sector, health and wellbeing sector, education institutions and businesses as well as freelancers and small and large culture organisations.
- **Co-production and Co-creation** - We utilised methodologies long established in community engagement in both the design and delivery of consultation sessions. These principles include valuing all voices equally and ensuring communities have the capacity and resource to take part in consultation sessions.
- **An iterative process with feedback and listening stages** - Throughout the engagement process we constantly re-evaluated our activity and checked our outcomes -against our stated objectives. We showed our working' and published and shared the results of our engagement processes on Sheffield City' Council's online consultation platform Have Your Say and create multiple check in points on progress.

A “Diagonal Slice”

Our approach aimed to rebalance the conversation around culture to magnify voices that are less frequently heard, alongside institutional perspectives.



Methodologies

It's important that communities and the wider creative and cultural sector had multiple ways to engage in the consultation process, including feeding back at key stages. The following methodologies were designed to ensure multiple ways to take part:

- Task and Finish Group - An advisory group that met monthly that offered guidance and advice and held the culture strategy team accountable. This group was made up of a 'diagonal slice' of Sheffield's creative and cultural community.
- Culture Strategy Project Team - Oversaw and stewarded the engagement process alongside the Task and Finish Group. Members of the project team were publicly contactable to receive input, and maintained open, two-way conversations with key cultural and civic consortia and groups throughout the process.
- In Person and Online Workshops and Public Events - Open and targeted consultation events and workshops for the wider creative and cultural community to offer feedback
- 1 to 1 Interviews - Interviews between culture strategy team and individuals and organisations.
- Have Your Say - Sheffield City Council's consultation website was our public online portal to provide constant updates, gather input on the design of the engagement process itself, and invite feedback on the strategy's creative missions and draft version of the strategy.

Timeline of Engagement

July 2023 - Fourth Street appoint Opus to coordinate and deliver partner and stakeholder engagement.

August 2023 - Formation of Project Team, values and principles established.

September 2023 - Engagement Work begins, stewarded by a 'Task and Finish Group' for the work that meets monthly.

December 2023 - First 'Pre Engagement' Online Survey released asking the wider sector how they want to engage in an engagement and consultation process.

March 2024 - Sector Wide Vision Workshops.

April 2024 - Engagement Group Themed Workshops

April 2024 - Second Online Survey released

May 2024 - Speciality Group Workshops

May/June 2024 - 121 Interviews held with wider sector individuals and organisations

July 2024 - Draft Strategy Published

July 2024 - Third Online Survey released for feedback on draft strategy.

Task and Finish Group

Met monthly from October 2023 to August 2024 (10 meetings)

Task and Finish Group Members | Project Team

Our **Task and Finish Group** has guided us through the process and provided invaluable feedback, support, and input:

- Katy Ashton, Sheffield City Council
- Roger Bateman, Sheffield Hallam University
- Tom Bird, Sheffield Theatres
- Linda Bloomfield, RivelinCo
- Diana Buckley, Sheffield City Council
- Laura Clarke, Arts Catalyst, Sheffield Culture Consortium
- Karen Durham, Arts Council England
- Surriya Falconer, Culture Collective
- Sonia Gayle, African Heritage Culture Forum, Sheffield Race Equality Commission
- James Green, artist and printmaker
- Amina Haruna, DJ Myna, Mondo Radio, The Beatrarchy, Calabash!
- Rebecca Maddox, Sheffield City Council
- Clare Mappin, Burton Street Foundation
- John O'Shea and Cat Powell, National Videogame Museum, British Gaming Institute
- Liam O'Shea, Hope Works and No Bounds Festival
- Desiree Reynolds, writer
- Terezia Rostas, Care for Young People's Future CIC
- Sarah Sharp, Sheffield City Council
- Debbie Squire, Sheffield Hallam University
- Kim Streets, Sheffield Museums
- Professor Vanessa Toulmin, University of Sheffield
- Sara Unwin, University of Sheffield
- Jo Wingate, Sheffield City Council

Project Team

Kate Brindley, Sheffield City Council

Joe Kriss, Opus Independents

Ruth Nutter, Independent Practitioner

Ola Fagbohun, Independent Practitioner

Rachael Walton, Independent Practitioner

Pre-Engagement Online Survey Feedback

Hosted on Google Forms

230 Responses

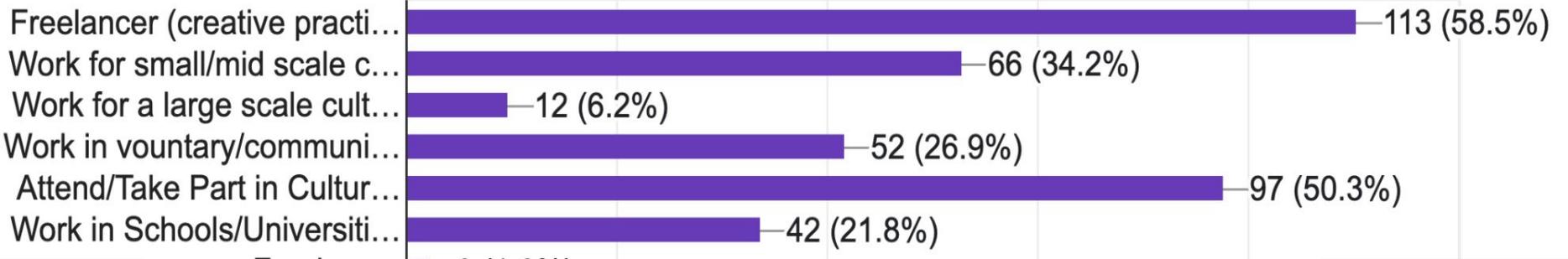
Released December 2023



Pre-engagement Online Survey

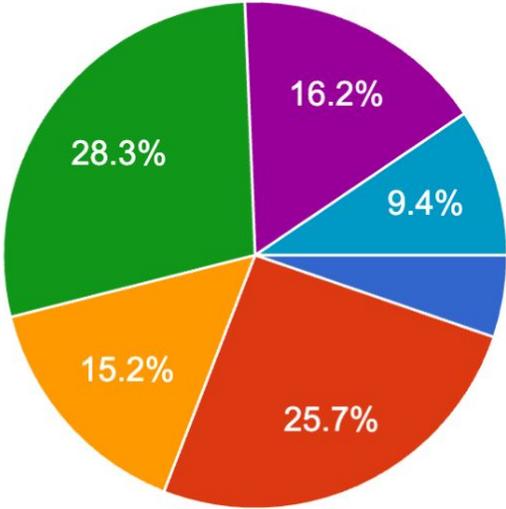
How do you currently contribute to Sheffield's cultural scene?

193 responses



'Over the last two years (since emerging from the Covid-19 Pandemic) do you think the conditions surrounding your creative practice and/or organisation in Sheffield has...?

191 responses



- Improved Rapidly
- Improved Slowly
- Stayed roughly the same
- Declined slowly
- Declined rapidly
- Don't know



Pre-engagement Online Survey

Why?

- ⦿ Ask the sector how an engagement process should be delivered.
- ⦿ Who should be consulted as part of the engagement strategy?
- ⦿ Provide headline signals from the sector on what they think the working priorities should be for an engagement strategy.

Result:

- ⦿ 200+ responses
- ⦿ From across the city
- ⦿ Everyone from large institutions to individual freelancers
- ⦿ “Diagonal slice” of the sector

‘It feels like there is a collective potential to become the biggest & more diverse creative hub in the North’

‘How creatives at grass roots level, with very little resource, are making a real difference in their communities’

‘The way community organisations are increasingly understanding the value of arts for increasing wellbeing and social connection’

‘A place where an underground DIY arts scene is alive. The next Berlin - if the city can get behind it and support those working right at the heart of things but feel at the fringes’

Pre-engagement Online Survey Results

People value:

- ⊙ Grass-roots, independent spirit
- ⊙ Cross-sector collaborations
- ⊙ Culture is diverse, warm and welcoming
- ⊙ Making a real difference in communities, including to health and wellbeing

But real challenges:

- ⊙ Lack of funding and investment
- ⊙ Many artists who live in Sheffield don't work here
- ⊙ Lack of affordable space and secure tenancies
- ⊙ Leadership not representative
- ⊙ Many activities and culture is not visible or celebrated enough

'Some cultures are always at risk of loss, fear or not seen as valuable. We don't know our own communities at local level'

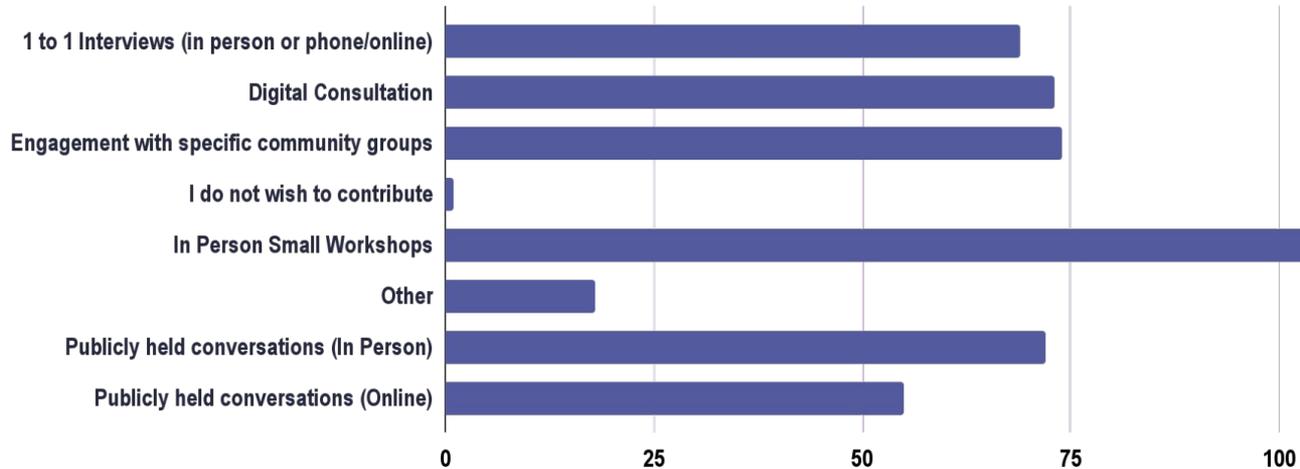
'As a newcomer hard to get in, hard to know about things as a visitor (compared to maybe Leeds or Manchester where things are less behind hidden doors)'

'Sheffield organisations and funders are not as collaborative as they could be, in my opinion, to facilitate and help grow and support freelance artists'

'Lack of a facilitated forum for creative individuals and cultural organisations of all scales to come together to hear about discuss issues arising in the world and sector which affect them'

Pre-engagement Online Survey Results

How do you want to take part in the engagement process?



Engagement Plan

In response to the pre-engagement survey and foundational engagement principles the following process was designed:

- ◎ Shaping a Vision for Culture in Sheffield in person and online workshops
- ◎ Publish engagement outcomes on Sheffield City Council Have Your Say online platform
- ◎ Themed in person engagement sessions:
 - Give and Gain - business & culture collaboration
 - Connected and Co-ordinated - networking & leadership
 - Big & Bold - big ideas that connect
 - Living Life Better - building our creative health & wellbeing sector
 - Possibilities & Pathways - development routes for children & young people
 - Climate Crisis & Regenerative Futures – cultural response to the climate & inequality crisis
- ◎ Specialist groups:
 - Creative Health and Wellbeing
 - Community and Youth Sessions
 - International Cultural Groups
 - Universities
 - Elected Members/LACS
- ◎ Second online survey on Sheffield City Council Have Your Say platform
- ◎ 1 to 1 Interviews
- ◎ Public in person consultation event and online survey on Have Your Say in response to published Draft Strategy

Have Your Say Online Platform

FOURTH
STREET



List of Published Materials

Have Your Say is a Sheffield Council online based consultation platform. To uphold project values on transparency and accountability through the course of the project the cultural strategy team published updates on the platform which included:

- What is a cultural strategy? - An article outlining scope and purpose of the work
- Task and Finish Group Members.
- Cultural Audit Paper - A research paper on the make up of Sheffield's creative and cultural scene.
- Engagement Plan for Sheffield Culture Strategy
- Pre Engagement Survey Results
- Slides presented at Vision Workshops
- Engagement Outcomes - Summarised findings from engagement work to date
- Draft Culture Strategy
- Video recording of consultation event on culture strategy

Shaping a Vision for Culture in Sheffield Workshop Feedback

**3 Workshops (2 in Person hosted at the Workstation, 1 online)
Reaching 160+ people**

Shaping a Vision for Culture in Sheffield Workshop

Feedback

What's Working?

High quality cultural offer from headline institutions and smaller organisations

Community organisations innovating in co-creation and creative health

Self-organising / supporting networks & DIY Culture

What's Not Working?

Lack of affordable/accessible and inclusive spaces and stages

Lack of investment/ income and development opportunities

Lack of diversity/inclusion in leadership

Lack of opportunities for young people & new artists

Artists who live here, don't work here.

Shaping a Vision for Culture in Sheffield Workshop

Priorities for creative sector going forward

New Funding & Investment

- Can't just focus on Arts Council support, challenging climate for funding, need to diversify income streams.
- Horizontal collaboration between business/arts/creative/VCS/small orgs as important as funding

Communication, Coordination and Networks

- Creative Directory of all creative and cultural organisations/individuals
- Centralised and broad creative opportunities newsletter
- A new Sheffield creative network forum that runs regular consultations with members, offers mentorship and training opportunities and fosters new collaborations.
- A Central Hub (Physical/Online?) which could result in improved marketing offer/ joined up working?
- With buses being brought back into public ownership can we make an ask for free/low cost advertising for VCS/Culture?

Equity and Inclusion

- Increase diversity of leadership in creative and culture sector (specific support for pipeline of cultural leaders from marginalised communities?)
- Elevate role of individual artists/small organisations and VCS organisations in decision making/governance roles for creative sector
- New initiatives / funding/ income opportunities need to support everyone but also existing initiatives / festivals / venues / events, can't just focus on new
- Need of a balanced offer of opportunities & activity across different Sheffield communities & neighbourhoods

Themed Engagement Group Feedback

6 Workshops hosted at Utopia Creative Hub and 108 The Moor
120 Attendees

Engagement Group - Living Life Better

Building our creative health and wellbeing sector in Sheffield

What's Working Well?

- **Relationships** - Community groups/organisations embedded in communities, importance of trust and 'empowerment chains'
- **Strong range of partnership projects** - Great examples of cross-sector VCS/health/creative/arts partnerships
- **Increasing profile/knowledge/expertise in sector**
Creative Health Sheffield, Uni of Sheff roundtables, SCC

What's Not Working Well?

- **Equity in partnerships** (NHS/community/Unis/large arts orgs)
- **Celebration** and visibility of the work
- **Short term funding** - need to sustain and develop
- Workable, meaningful methods of **data collection** for commissioners
- Lack of **cross-sector networking**, partnership identification vehicles
- Lack of **professional development** routes and support networks (health of workers)
- **Access to Local Authority contracts** for small orgs



Engagement Group - Living Life Better

Building our creative health and wellbeing sector in Sheffield

Priorities going forward

- Mix of **formal and self-supporting networks** to be initiated / supported.
- Vehicle to **celebrate and showcase** diversity of work (eg Creative Health & Wellbeing Festival)
- **Cross-sector SY / Sheffield space** for developing shared expertise around creative health value, partnership working, partner matchmaking, sustainable investment needs, impact measurement.
- Train community / arts / culture organisation to conduct workable, meaningful creative and wellbeing **impact data**.
- **Shared physical space** for artists and community workers/orgs to enable easier collaboration - reduce silos of activity.



Engagement Group - Climate Crisis & Regenerative Futures

Cultural Responses to the climate and inequality crisis

How are we responding to the climate and inequality crisis now?

- Educating ourselves and young people (eg schools climate conference, COP)
- Climate Emergency declaration SCC & SYMCA
- Grey to green / public realm work / SUDS - sustainable urban drainage scheme
- Sheffield Wheat Project - city-wide community growing, social, creative and learning project
- NPOS have to do carbon footprint measurement and reduction
- Sheffield Sustainability Network for businesses
- Travel - Active Travel cycling and walking routes/ SYMCA bus commitment
- Site Gallery climate and culture group
- Arts Catalyst, Festival of Debate, Migration Matters related programme
- SHU climate card game, Grantham Centre for Sustainable Futures, SY Sustainability Centre - Uni of Sheffield

How could we be responding better together?

- More cross-sector collaboration, at different scales - celebrating and sharing learning
- Making more of culture as a way of amplifying and joining things up - eg parks, active travel, housing
- Use culture's power of imagination and voice to change the narrative
- City branding - Sheffield global role as green city. Make more of our sustainability / environmental credentials.
- 'Year of - more than a festival. Tap into activism, fairness, equity, nature, housing. Sow seeds of cross-sector collaborations across city.

Engagement Group - Climate Crisis & Regenerative Futures

Cultural Responses to the climate and inequality crisis

Priorities / Ways Forward

- Need to acknowledge that Sheffield experiences high levels of inequality eg household income, health, access to nature, transport, housing .
- **Growth** in the culture sector needs to be environmentally sustainable and equitable.
- Space for **cross-sector collaboration** - culture can be a catalyst for innovation across many sectors including health and wellbeing, place-making and manufacturing.
- 'Year of' activity to **bring back the joy** and highlight that we are all part of the climate crisis solution - through our work, travel, leisure, what we buy, energy use, making the most of local community assets. Plus supported local, cross-sector initiatives across the city - prototyping, shared learning
- Combine need for culture sector to **repurpose buildings** with sustainability agenda.
- **Widen access to and membership of climate and culture groups** for culture sector practitioners.
- South Yorkshire Climate Alliance - could offer more **training** for the sector?
- Optimise potential of culture sector to collaborate with outdoor/sustainability focussed organisations like Green Estate and National Trust.

Engagement Group - Possibilities & Pathways

Families/Children and Young People and their path in creative education, training and developing skills.

Key concerns

- Loss of arts in education across all levels of education. Could Sheffield be the first city to arrest this decline?
- Challenge of asking what young people want when they haven't had the opportunity of experiencing multiple different forms of creativity/culture.
- How can arts and culture offset the mental health crisis in young people?

Communication

- Better communication with young people/parents/schools. A central hub /digital platform where young people can find out what's going on.
- More joined up thinking / meetings / sharing information is required between artists, companies and larger organisations.
- We need to tackle access issues, and address language, economic, and digital literacy barriers.
- Creating an annual festival / Event / Programme around a City of Young Makers might provide a focus for all the above.

Gaps

- We need a place where young people can go to create/be playful/hold space themselves while being safe. Need provision east/west/city centre/outside/inside.
- The creative sector needs to work with schools, to evidence the impact creativity can have on young people and the necessity of it within the curriculum.
- We need to involve faith groups and schools more in the decision-making process.
- Schools could do a lot more to act as creative community hubs for families and the community.

Engagement Group - Possibilities and Pathways continued

- **Creative Careers**
 - We need to increase knowledge of what a creative career means. Including multiple artforms, but also 'production' 'video game design'.
 - We should not reinvent the wheel in Sheffield when there are already good examples and models of creative career progression.
 - There needs to be a commitment from arts organisations in the city to offer opportunities for shadowing/apprentices/practical experiences/ role models/mentoring/experiences and some joined up thinking. Every NPO could offer an apprenticeship or internship scheme for a minimum period..
 - We need a blueprint to grow a diverse workforce and leaders of the future- some organisations are already using a Participant/Artist/Leader model – creating a pathway to leadership.
 - Application processes should be made less formal and more accessible.
 - Parents/Carers should also be part of the conversation – it's also about changing hearts and minds and selling a job in the creative industries as a viable option.
 - We need more visible diversity in the workforce – if you see it you can be it.

Engagement Group - Connected & Co-ordinated

How we connect and share (network), how we act strategically (strategic body)

Individuals and smaller organisations expressed that they felt excluded from current leadership models in the creative sector. Expressed a strong desire to explore new models of collective leadership.

Priorities for a strategic body:

- **Trust.** Built through accountability and transparency, less gatekeeping, two-way communication.
- **Equitable.** Individuals as well as organisations. People valued as equals, people with lived experience.
- **Diverse representation.** Include representatives from SCC, universities, businesses, NPOs, venues, companies, freelancers, NHS, community groups and voluntary sector.
- **Deliverables.** Ensure impact of culture on the city is measured.
- **Independent, inclusive, open, dynamic** network of networks, sector backed, supported by paid roles.
- **Rotating leadership.** Stewardship rather than ownership.
- **Resourcing.** For sustainability.
- **Real influence.** Power to shape the questions as well as providing the answers.
- **Shared power and accountability.** People and communities share active roles in decision making.
- **Accessible.** Embracing the use of simple/clear language, whilst being transparent and welcoming
- **Development, training and ladders of opportunity.** Offered by members.
- **Grassroots groundwork.** Ensure we are meeting the need of the city.



Engagement Group - Big and Bold

New ideas for collaboration/cross-sector working inc. pipeline capital projects / access to physical production / consumer space for sector

New Ideas for Events/Festivals/Projects Mentioned: // Sheffield Carnival // Sheffield Light Night // Lunar New Year // (More city centre festivals/events aimed at Sheffield's diverse communities) // Destination Heritage Centre // Star House (Sheffield Futures want to make it a destination for youth culture) // Combined culture funding pot (public & private) // An Accessible, Safe & Inclusive Sheffield (inclusivity audit of spaces) // New Spaces Programme //

Priorities

1. Culture sector need to work more collectively / strategically with BID and SCC to secure meanwhile and longer-term use of empty buildings:
2. New governance vehicle / body that brings together culture, business, VCSO, local government, business as infrastructure to make things happen.
3. Equity underpinning all big ideas – one of the biggest areas of potential
4. Support for experienced individuals with expertise and trust to lead big projects (as well as organisations).
5. Power of Festivals – to empower communities, social cohesion, address cost of living crisis, climate crisis, wellbeing, outdoors
6. Improved Transport to city centre

Engagement Group - Give & Gain

Private Sector/ Creative Economy and the non-profit sector working together better to support a creative ecology.

Barriers to address to enable further collaboration between private/public/non profit sectors include:

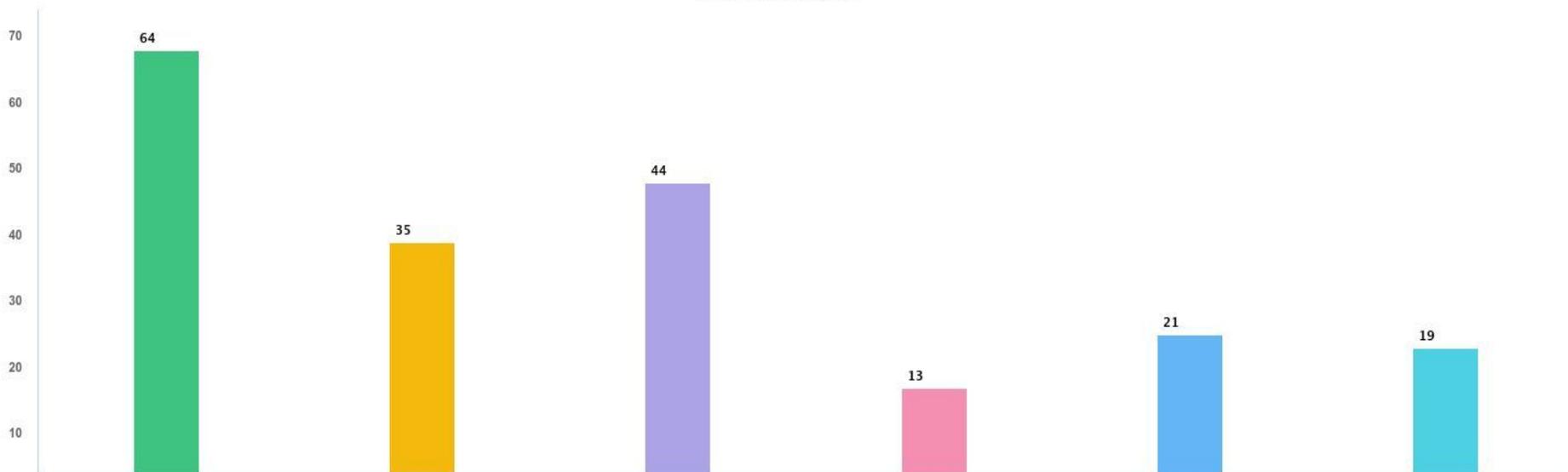
- *Lack of capacity and time to build and nurture relationships and partnerships across sectors*
 - Networking support required;
 - Independent advisers/consultants can help identify opportunities for collaboration;
- *Poor communication across sectors*
 - Need to use simple, clear language that is understood by all groups.
 - Need to develop mutually-beneficial conversations (all sectors benefit and value culture) that are not only about money;
 - Need to understand the difference between investment, funding and giving support;
 - Need to understand collaborations / partnerships can be about quality as well as quantity;
 - More sharing of data and stories.
- *Training required to*
 - Build confidence for businesses and organisation ready for collaborations / partnerships;
 - Better understand the different types of organisational structures e.g. types of social enterprises.

Second Online Survey Feedback

**Hosted on Sheffield City Council's Have Your Say Platform
Questions for general public and creative workers on
cultural sites, accessibility and inclusion
240 Responses**

Second Online Survey - Who took part ?

Are you (tick all that apply):



Question options

(Click items to hide)

- A Creative Freelancer or Artist
- Part of a small or medium sized creative business
- Part of a small or medium sized community organisation
- Part of one of the city's public cultural institutions
- Part of an educational institution
- Other (please specify)

Second Online Survey Feedback - Spaces

- City Centre can be exclusionary for old and disabled people due to transport and atmosphere of city centre at night.
- The importance of libraries, parks and local festivals as cultural and creative spaces, especially for families.
- Positive signals about the quality of the cultural output from theatres/museums (especially family based activity) although expressed desire for larger volume of plays and high profile touring visual arts exhibitions.
- Desire for new city centre venues/spaces - specific gaps identified include 400+ cap venues for orchestra, touring theatre and live music (especially since closure of O2 Academy). Lack of Gallery Spaces that can house bigger and touring exhibitions.
- Positive comments about MOBO awards and exposing/highlighting of more diverse cultural output from Sheffield.
- Although lots of positivity about ongoing regeneration of city centre (e.g. Cambridge St Collective) - Criticisms of Absentee Landlords / Under development of key sites in city centre / Fargate.

Second Online Survey Feedback - Accessibility and Inclusion

- UK figures for disability and long term health condition are 17.7%. For both our surveys we're recording much higher figures, 23% and 34.8% respectively. These figures suggest further exploration needed around disability in creative/cultural workers and audiences.
- Cost of Living Crisis - Cost of tickets, travel and subsistence surrounding cultural activity making it prohibitive for many people to take part. Specific mentions of being priced out completely of theatre and city hall events.
- City Centre has been hard to access due to building works/regeneration. Lack of Blue Badge parking.
- Increase in homelessness and anti social behaviour in city centre, can feel exclusionary for older and disabled people.
- Lack of BSL interpretation / Relaxed Performances.
- Publicity of Events - People feeling they are being excluded from hearing about culture, especially if they are older and not on social media. Lack of listings / coverage in newspapers.

Second Online Survey Feedback - Working Conditions

- Lots of creative organisations in Sheffield are small and under funded so smaller turnover of staff in creative jobs
- More Management or Senior Roles seem to very rarely come up in recruitment which creates a glass ceiling for creative roles which encourages people to move or work out of the city.
- Many Freelancers saying they feel it's very hard to find work opportunities in Sheffield and hear about new opportunities. Feeling that there is less artistic commissions or practitioner opportunities as elsewhere.
- No or very low increase in Pay in 10-15 years on freelance rates.

Speciality Group Feedback

5 Group Meetings
50 Attendees

Specialty Group - Creative Health Sheffield

What was common / shared in the group?

- There is real momentum and energy in the health system around creative health. Arts and Culture is not embedded yet in health pathways but it's beginning to happen.
- Community groups are the glue around which creative health activity happens. They are the first, trusted point of contact in communities.

What was new / unexpected / challenging / an exciting project?

- Don't just look to ICB / health for creative health funding eg SY housing Association involved Changing Futures national project – community led, lived experience participants co-design.
- Equity of Uni / community / creative relationships is vital. Uni of Sheff are beginning to seriously address this.
- Need shift from curiosity-led to challenge-led, community enabling research methods.

Priorities for Sheffield

- Support a sustainable community of workers involved in Creative Health.
- Financial support to be directed on the ground / in place, where health inequalities highest.
- Networking and professional development opportunities for creative health practitioners.
- Lobby ICB. Need to frame creative health activity and benefit in language that ICB understands.

Priorities for Creative Health Sheffield group

The city needs to have a voice in the creative health space. This group is a lever for change, needs diverse representation. Needs a vision and strategy for sector to deliver.

Speciality Group - Community Anchor Organisations

What was common / shared in the group?

- Community organisations and groups are doing a huge amount and range of creative health work.
- Strategic and longer-term funding is needed for the sector to recruit, plan, maintain and develop activity.
- The arts and culture sector needs to be better connected to the VCSE sector via strategic representation.
- There need to be more opportunities for people to access creative health at the edges of the city, esp. North.
- More community venues / spaces fit for use are needed.
- Equity in partnerships is key, often unequal for community groups.
- Demands of delivering impact reports / evaluation for health commissioners is huge and often not appropriate.
- Community sector needs to have a way to find out what's happening in the creative health sector - and the work should be more visibly celebrated.

What was new / unexpected / challenging / an exciting project?

- Reach Up Youth is a remarkable, ambitious, highly person-centred youth group in Burngreave, North Sheffield, set up by Cllr Sayifa Saeed.
- Manor and Castle Development Trust are developing creative health work as core to their wellbeing work.

Priorities for Sheffield

- Strategic work needs to be done in collaboration with South Yorkshire ICP to find ways to make the value of creative health work understood within the health sector, and manageable for community groups to evidence.
- Strategic and longer-term funding to maintain and develop work.
- Strategic representation of creative health in Sheffield must involve community organisations involved in delivering creative work - to input and benefit from strategic initiatives.
- Space for community organisations to operate from – their own base. Can be shared resource.
- Raise the visibility / celebrate creative health work in Sheffield.

Specialty Group - International Culture Groups

What was common / shared in the group?

- Low levels of connection to culture broadly in Sheffield - this is all self-initiated and self-organised activity.
- Generally don't feel comfortable to go to the theatres unless in a group – don't want to be the only people from eg South Asian background there. Starting to change eg Caribbean Footsteps at West Park. Migration Matters good.
- Poverty and Health Inequalities must drive the agenda for change in the culture sector.
- We are at an important point in our journey to be more widely visible and supported in Sheffield's cultural offer and for our self-generated work to be more sustainably supported and for our voices to be permanently embedded in the presentation of Sheffield's culture and history.
- Need for a public calendar of events of cultural and local festivals and events.

What was new / unexpected / challenging / an exciting project?

A few highlights this year (many more):

- Polish Heritage Festival, St Theresa's Parish Hall – promoted only in Polish, could be bi-lingual promo in future
- Cultural Caravan Showcase – cultural workshops in schools about to be overseen by Welcoming Cultures via new funding.
- Community Iftar at Isaac
- Cultural Fashion Show and Exhibition at Meadowhall
- A Cantonese language guided heritage tour around Sheffield – for Hong Kong community here

Priorities going forward

- Support small community groups to work together to explore big ideas for sharing their culture more widely in Sheffield eg Multicultural Museum
- Strategic support from SCC for a wider range of visible city centre cultural celebrations in Sheffield.
- Support to involve small community groups in shaping how their authentic stories can be more present in bigger cultural venues.

1 2 1 Interview List

20 1 Hour Interviews

'Chatham House' Rules - In the interest of open conversations with participants no comments will be attributed to individuals

121 Interviews

Emma Barnett & Keeley Cruickshank, Artworks

Livia Barriera, writer, journalist, social entrepreneur

Stephen Betts, Learn Sheffield

Linda Bloomfield, RivelinCo

Malaika Cunningham, The Bare Project

Andy Gates, SYMCA

Kelvin Quick, China Red Restaurant

Jodie Marshall, A Mind Apart

Pete Massey, Arts Council England

Martin McKervey, Sheffield Property Association

Ross Musgrove, Bravand

Nisha Lall, Nisha Lall Dance

John O'Shea & Cat Powell, National Video Game Museum

Niall Shamma, Warp Films

Jamie Shefton, Games Republic

Helen Steers, VAS

Laura Travis, Create Sheffield

Finn Warman, Andro and Eve

Draft Culture Strategy Feedback

70 Attendees at In Person Workshop
55 Responses Online on Have Your Say.

Headline Themes

- Children and Young People: Needs to be both its own section and a frame for all sectors. Is not just about participation or audience but also about governance, how are young people's voices being amplified/listened to? Real issues in lack of access to arts participation in schools.
- Missing Artforms/Organisations: Classical Music // Folk Music // Folk Dance // LGBTQ+ // Jazz /
- More representation of tangible and intangible heritage: ie Sheffield Archives and Local Studies Library and w Roots and Future report on intangible heritage.
- Needs more representation of amateur participation/engagement: Examples of this include Choirs / Folk Music / Visual Arts/Crafts and other activity people take part in their own homes or in public social spaces such as pubs.
- Lack of info on values/inclusivity/accessibility: How can we change the culture of the culture sector to be more welcoming and inclusive of global majority artists/audiences?
- More specific information on mechanisms for providing foundational support to organisations/individuals? How Can we create centralised fundraising support and marketing How can we provide more formal and informal training for artists/individuals to work cross sector? Need mechanism for organisations to offer help, and ask for help.

Outcomes and Reflections



Outcomes from Consultation Process

As we progressed throughout the consultation process we noted the following outcomes from the process itself:

- Building confidence and habit of cross-artform and cross-sector groups coming together to discuss cross-cutting themes.
- A broader set of diverse voices being heard in cross-sector conversations and new routes of communication opening up across the sector.
- Working with local trusted consultants, offering many ways to engage, and re-imbursing otherwise unpaid participants for their involvement led to high levels of engagement with a broad diversity of groups and individuals.
- Working openly, publicly and offering many public feedback points was critical to building trust and buy-in.
- Belief that a strategy can create change - the mood has shifted from some resistance and apathy to positive action through this large scale engagement process.
- Organisations and individuals willing and keen to contribute to getting behind the culture strategy . A wide range of offers of help and support on specific action areas were received on Have Your Say and the in person feedback session. The sector is ready to take forward recommendations.

Reflections

We'd like to thank everyone who has shared their time, expertise and energy with us in co-producing the Sheffield Culture Strategy. We are very grateful to everyone who has taken part in the engagement process.

To our knowledge this is the first time these types of sector wide conversations in the creative sector have happened in Sheffield in many years and there is clear enthusiasm from the wider creative and cultural community to be involved in further conversations going forward.

It is also important to reflect that there were limitations with our engagement process with key challenges in communications with no-pre existing sector wide mailing lists in existence and the bulk of our public engagement work happened over a short period of 3-4 months. There is always more work to be done in amplifying and listening to the voices of individuals and communities who can feel excluded from these processes. The engagement team hope this is just the beginning of these conversations in the city and the collective leadership will be able to build on this work in the years to come.

This is a great moment of opportunity for Sheffield with the development of a new culture strategy and this work carries the hope and energy of those who help make Sheffield an inclusive and creative city to live in.