



OUR RESPONSE TO COVID-19

We are a university rooted in our place and we take our civic responsibility very seriously. As the Covid-19 pandemic hit the UK in March 2020, we had to rapidly change the way we work to support our staff, students and partners.

In the face of this complex and ongoing challenge, we also quickly recognised our responsibility as a proud civic institution to support our region in the fight against the virus.

In this report we focus on the impact of that work on healthcare, businesses, people and communities in our region - all delivered by our inspiring and resilient Hallam community.



HEALTHCARE

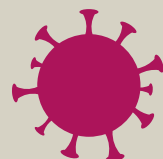
Through the NHS staff we train,
to our life-changing research,
improving health and wellbeing
has always been part of our DNA.





SUPPORT FOR PEOPLE WITH DEMENTIA

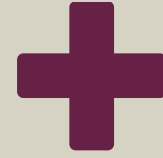
Our online resource to support people with dementia during lockdown, designed by Lab4Living, has been used by thousands of people living with dementia and their families, and is cited in **NHS England's COVID response document**.



RESEARCH AND INNOVATION UNIT

Launched within our Advanced Wellbeing Research Centre, RICOVR aims to **help people rehabilitate and recover** from the physical, social and emotional impacts of Covid-19. It delivered:

- International long-covid guidelines
- An app that monitors physical activity to track fatigue and responses during recovery
- A digital education booklet for managing chronic fatigue



600 HEALTHCARE STUDENTS SUPPORT NHS FRONTLINE

600 of our final year healthcare students were fast-tracked so they could volunteer to join the NHS workforce, to **support the frontline** at the height of the pandemic.

Active at Home

A guide to staying active at home during the coronavirus outbreak



25,000 HOUSEHOLDS KEPT ACTIVE DURING LOCKDOWN

Our Active at Home booklet, designed to help older and more vulnerable people stay active during lockdown, was delivered to 25,000 homes across Sheffield - and then to **250,000 people across the country**.

Kayleigh Mole is a final year postgraduate nursing student with three young children. She started an extended NHS placement in March but needed some support whilst waiting for bursary funds to arrive.



“

The food voucher was sent instantly and ensured I could get essential food items. I was so relieved. Knowing that the money was coming through too was such a relief and I felt reassured and less worried about how I would survive. I am so very grateful to the financial team at Hallam for the support. It took away the worries and stress I had whilst awaiting a bursary payment and it ensured that as a family we had food on the table and our essential bills were paid.

**KAYLEIGH MOLE, FINAL YEAR
POSTGRADUATE NURSING STUDENT**

WOMEN'S RUGBY ORGANISE FOODBANK DRIVE

The women's rugby team organised a food bank drive for the S2 Foodbank in Sheffield - gathering 978 items of food and toiletries.

#TeamHallam



HALLAM LACROSSE TEAM PITCH IN FOR CHARITY

The women's lacrosse team donated **54 bras** to **Oxfam**, and raised **£890** for a local domestic abuse charity by running more than **2,800km** during lockdown.

#TeamHallam





BUSINESS

Our commitment to supporting our regional economy has remained resolute in the face of immense challenges.

This year we strengthened our support offer for regional SMEs and their staff - the lifeblood of our local business community.





UK BUSINESS HERO

We were named a UK Business Hero **by the British Chambers of Commerce** for 'going the extra mile' in our support for the local business community.



Supported by



FACEBOOK



120 FULLY FUNDED SME INTERNSHIPS

Thanks to donations through our fundraising team, £120,000 has supported **120 fully funded SME internships across the Sheffield City Region**, helping our graduates enter an incredibly challenging job market and supporting regional businesses.



SUPPORT FOR REGION'S SMES

Through the collaborative Sheffield Innovation Programme, **we helped 40 regional SMEs** with support for digital wellbeing, leadership, postal packaging, and immersive technologies.



SCALE-UP 360 BUSINESS SUPPORT

Through our Scale-up 360 programme, we supported **17 companies and hundreds of their staff** in the severely affected hospitality sector with expert advice covering supply chain challenges, ethics, resilient business models, revenue management, and future sector planning.

Academics from Sheffield Hallam's Design Futures team provided bespoke support to businesses, including Cafeology and We Luv Brownies to help them move online.



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The key to this project was to move as swiftly as possible to find a solution. As soon as lockdown hit consumers were looking for online solutions and we luv brownies didn't have packaging that would support online sales. Our team managed to present a viable solution to the client within two weeks which was remarkable during such challenging circumstances.

JOHN KIRKBY, CREATIVE DIRECTOR AT
DESIGN FUTURES

TECHNICIANS USE SKILLS TO CREATE 'SCRUBS'

Our Fashion Design Technicians joined a national call to action for the production of 'scrubs' - **they raised £1,300 and made 278 tops and 190 trousers** for frontline health and social care workers in South and West Yorkshire.

#TeamHallam



STUDENT ACTION SUPPORTS REFUGEES DURING COVID

The STAR (Student Action for Refugees) volunteer group at our Students' Union organised a virtual marathon during lockdown, and raised **£320 for vulnerable people** in Sheffield.

#TeamHallam









COMMUNITIES

Never has our commitment to place felt more important. Through education, volunteering, and financial support, we have responded to the needs of our local communities.



Where are we now?

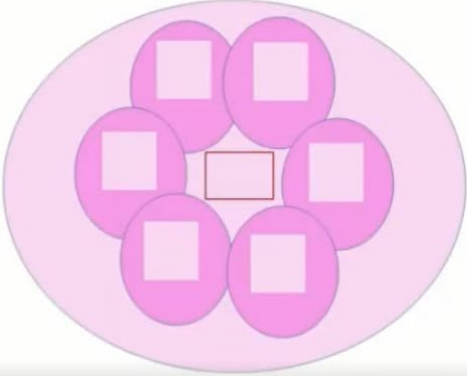
Put you at the Centre.


Who is your immediate circle?

Who is in your community?

How has lockdown affected these people?

What has changed in the world?





Nimra Ali

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MENTORS SUPPORT REGION'S SCHOOL PUPILS

Working with the Northern Powerhouse Partnership, our groundbreaking GROW mentoring programme partnered graduates with more than **340 GCSE school pupils** across the region to support their learning in lockdown.

Children and Covid-19

Advice and support for parents, carers and those working with children



RESOURCES SUPPORT PARENTS AND CARERS

Our social mobility partnership, South Yorkshire Futures, teamed up with Trauma Informed Schools UK and Nifty Fox Creative to create information for parents and carers of children suffering from Covid-19 related anxiety. This was distributed to **hundreds of schools across South Yorkshire**.

“

The behavioural insights from Sheffield Hallam University have been invaluable in how we frame our communications and reach our student audience. This research has helped us develop a more tailored approach to how we communicate with the people of Sheffield, and to consider what else we need to do to support people so they can follow the guidelines, such as additional support for self-isolation.

GREG FELL, DIRECTOR OF PUBLIC HEALTH
AT SHEFFIELD CITY COUNCIL



UNDERSTANDING BEHAVIOUR

Our behavioural science experts have worked with Sheffield City Council to **inform their public messaging** and encourage people to follow Covid-19 restrictions.



COVID-19 RAPID TESTING CENTRE

More than **120 students and staff** worked at our Covid-19 rapid testing centre. This meant we were able to provide tests for **thousands of students** so they could return home safely to see their families at Christmas.



41,000 HOURS GIVEN UP BY OUR STUDENTS

Across the year, more than **1,600 of our students** gave up **41,000 hours of their time** to volunteer with local organisations and charities.



SUPPORTING OUR STUDENTS

Thanks to donations to our **Hallam Coronavirus Appeal** this summer and through our **Hallam Hardship Fund** we have been able to help students most in need.

More than **3,400 students** received some sort of **hardship support**, including food vouchers, laptops and grants

Final year student, Laura Green, spent 650 hours volunteering through the NHS Check In and Chat Plus telephone volunteer scheme, talking to people who were self-isolating during the lockdown earlier this year.



“

I've always volunteered whilst I have been at university, and I've volunteered as much as I can alongside my final year studies and caring responsibilities during the covid-19 pandemic.

I had a lovely chat with someone who was self-isolating about how they were managing, what they were up to and to see if they needed referring onto any further support services.

LAURA GREEN, FINAL YEAR STUDENT

HAPPINESS BOOTCAMP

Master's student Aimee Browes channeled her passion for exercise and mental wellbeing into improving the mental health of **hundreds of students and the local community** through her Happiness Bootcamp.

#TeamHallam



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I am incredibly proud of the strength and proactivity our universities have shown in response to this global pandemic, and I am very grateful to the students and staff at Sheffield Hallam who have gone above and beyond to support their local community during this difficult time.

MICHELLE DONELAN
UNIVERSITIES MINISTER





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Sheffield Hallam is at the heart of the region and we are proud to serve our community. Our place is woven into the fabric of who we are and what we do.

I want to commend the incredible efforts our staff and students over the last year. They have shown immense resilience and fortitude, not just in getting through their studies, teaching and research, but in turning their skills and motivation to support those people most in need. I am very grateful to, and proud of, the Hallam community.

As we move forwards, these projects will progress beyond the short term and start to help us navigate the longer term social and economic implications of the pandemic. It will not be easy. But we stand ready to support our local community back to recovery and continue our mission to transform lives.

**PROFESSOR SIR CHRIS HUSBANDS,
VICE-CHANCELLOR OF SHEFFIELD HALLAM UNIVERSITY**

**Sheffield
Hallam
University**
Knowledge Applied