

At the Heart of the Region

Our Commitments to our Communities



Our Economy
and Jobs



Our Education
and Skills



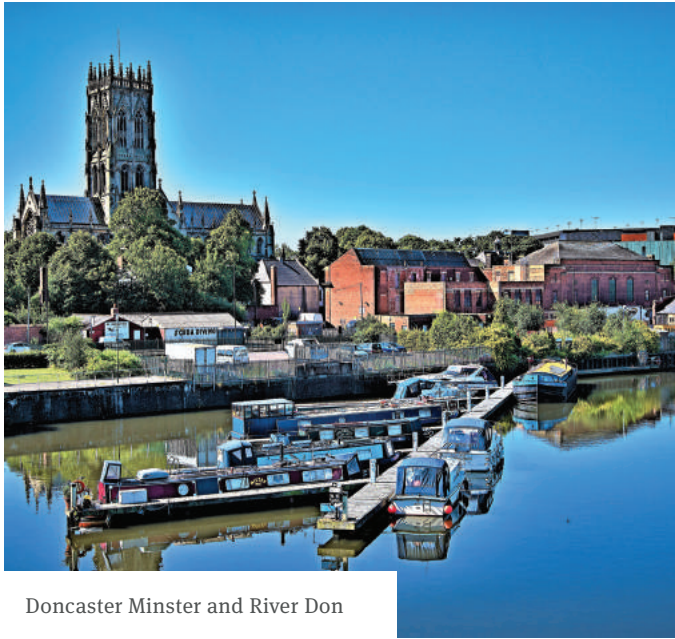
Our Health
and Wellbeing



Our Community
and Regeneration



Rotherham town centre



Doncaster Minster and River Don



Sheffield city centre



Barnsley Town Hall

Introduction

Richard Calvert, Deputy Vice-Chancellor (Strategy and Operations)

“Sheffield Hallam is proudly a university of place, rooted in our region and with a long history of civic engagement.”

“Like many universities, we welcomed the Civic University Commission, led by Lord Kerslake in 2019. This recognised the civic role which many universities play, but also challenged universities to further strengthen their role and impact, ensuring that they are responding to the needs and challenges of their communities, working closely with partners, and setting out their approach in a Civic University Agreement.

“The programme of commitments outlined in this first Civic University Agreement seeks to address the key regional challenges we face; and to drive positive change which improves the lives of residents and communities across South Yorkshire and the city region.

“We are at a crucial moment as we seek to build back stronger following the economic and social challenges of the Covid-19 pandemic, and our role as an anchor institution in our region will be critical to recovery. We look forward to working with partners and communities across the region as we take this work forward.”



The Civic University Movement – Our Role

At Sheffield Hallam, we have always emphasised the importance of community. In these challenging times, we believe this is all the more important.



Reflecting this commitment, we are playing a leading role in the Civic University movement nationally – sharing best practice, creating a network to support universities, and using our academic expertise to provide resources and research that supports the movement:

- In 2020 Sheffield Hallam was chosen to be the host of the Civic University Network, funded by the UPP Foundation with partners including the Department for Education, Carnegie Trust UK and Arts Council England. A year on from launch the Network has 115 university members – more than 70% of the sector.
- Academics within Sheffield Hallam’s Centre for Regional Economic and Social Research (CRESR) have developed a Civic Framework to capture, measure and enhance the impacts that civic universities have.
- In 2021, Sheffield Hallam hosted the first national Civic University Network conference, bringing together universities and key stakeholders to share best practice and promote action.

Working Regionally



Hallam Student Ambassador

In recent years we have played an important leadership role in the region - improving social mobility, quality of life and the economy through the impact of our students, research and collaborations.

We lead the ground-breaking South Yorkshire Futures programme, which aims to improve the educational attainment and aspiration of young people in our region, whether or not they progress into higher education. We deliver significant regeneration projects, including establishing our Advanced Wellbeing Research Centre in the Attercliffe area of **Sheffield**. And through our teaching, we train thousands of the nurses and teachers who power the region's public sector and are now more important than ever.



We work closely with partners on key priorities across our region. For example, we help lead the **Doncaster** Opportunity Area Board which aims to improve opportunities through education.

Our academics have worked with partners in **Rotherham** to better understand and advise on local housing requirements, whilst we have also supported the launch of a Rotherham Children's University to work with schools to encourage participation in extra-curricular activities.

Over 700 GCSE and A-level pupils in **Barnsley** are benefitting from extra one-to-one support with their studies, provided by Sheffield Hallam student mentors through our GROW mentoring programme. We are also working on a 'Digital Boost' project with Barnsley Council and Barnsley College, providing a flexible training offer that helps people develop their digital skills.

However, creating a Civic University Agreement provides an opportunity for a fundamental rethink. We have asked ourselves "what more can we do?" to put community at the heart of everyday practice and ensure that we deliver against the real priorities of the region.

Mayor Dan Jarvis and Children's University

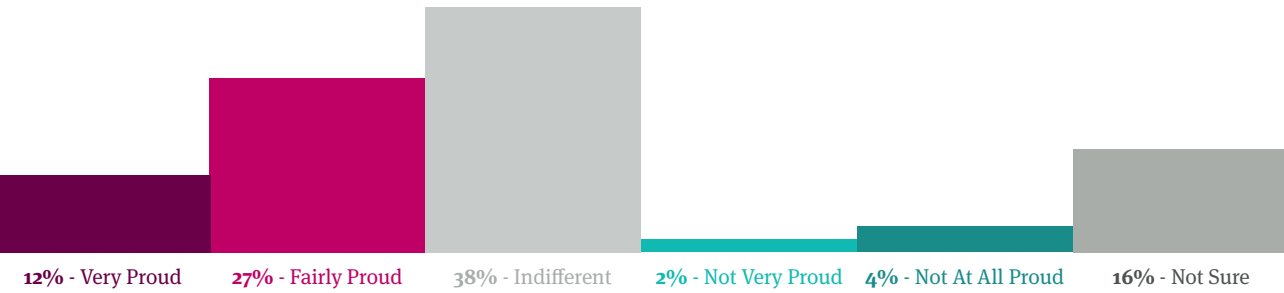


Consultation

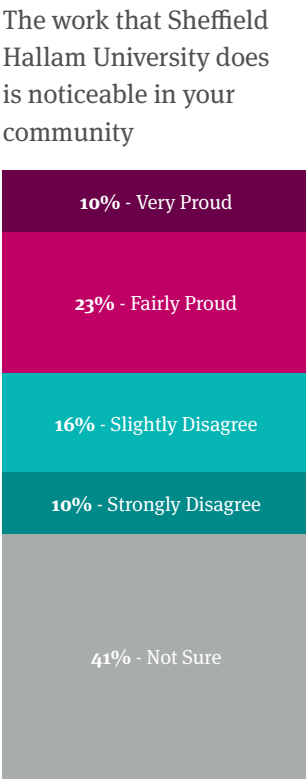
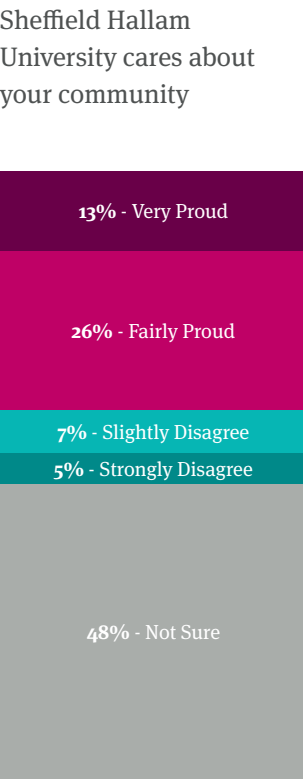
In 2019 we commissioned YouGov to undertake a study to better understand the views of local residents about the University, their thoughts on our contribution to the region and what priorities they have for their communities.

We also held a public consultation to gain qualitative feedback, to help us shape our priorities and understand how we can better support local communities.

Data showed that 39% of local residents are proud of the role Sheffield Hallam plays within the region, although a similar number (38%) have no strong view either way.



The results showed the need for us to improve understanding of our impact, as many local people were unsure about this.



Source: YouGov

Both the YouGov poll and the public consultation showed support for the University’s contribution in key areas. Over 70% of respondents rated the following activities as most important:

- Train more nurses, physiotherapists, paramedics and other local NHS workers (79%).
- Provide extra support for people from disadvantaged backgrounds in the local area to study at university (75%).
- Partner with local business to ensure teaching provides work ready students with the skills the region needs (70%).

Source: Heart of the Region consultation

In addition to these studies and consultation, we have engaged with key regional partners to understand their priorities. This has included our elected Mayor Dan Jarvis MP, our Combined Authority, the Local Enterprise Partnership, local authorities, local NHS trusts, Further Education partners and other key stakeholders.

These discussions have helped shape the commitments outlined within this agreement, ensuring that our plans are joined-up and support some of the key challenges and priorities identified by partners.

Our YouGov survey revealed the public’s top priorities for how the University can make a positive impact on its community.



Source: YouGov

Partnership

Working closely with our regional partners will be fundamental to delivering on our ambitions to bring about improvements to the lives of residents in local communities.

“Since being elected as Mayor I have worked very closely with the University on important projects to improve our region through economic, education and health innovations. We share an ambition to rebuild and renew our region for the benefit of everyone, and to address the underlying challenges we face. I warmly welcome this bold vision to help improve the lives of our local residents, and I look forward to continuing our important work together.”

Dan Jarvis MBE, Mayor of South Yorkshire

“The University has long made a vital contribution to our region and is a key partner of the Local Enterprise Partnership. Its commitment to research and innovation to benefit the wider economy is playing a huge role in the growth of our region as we navigate the pandemic. This agreement which sets out how the University can contribute to the delivery of our Strategic Economic Plan is one that I strongly welcome.”

James Muir, Chair of the Sheffield City Region Local Enterprise Partnership

“Collaborative working is key to ensuring we can build a better Barnsley, and South Yorkshire, for everyone. We have worked closely with Sheffield Hallam on a number of projects, including the hugely impactful GROW mentoring programme, and look forward to strengthening our relationship even further.”

Sarah Norman, Chief Executive of Barnsley Council

“We have valued working with Sheffield Hallam on our priorities for Doncaster, in particular, on improving opportunities and social mobility through the Doncaster Opportunity Area. We look forward to an even stronger relationship and further partnership working to help improve the lives of local people.”

Damian Allen, Chief Executive of Doncaster Council

“We share the ambition to make our region a better place to live, work and enjoy. We therefore welcome this renewed commitment and the chance to continue to work closely with Sheffield Hallam on our shared priorities.”

Sharon Kemp, Chief Executive of Rotherham Metropolitan Borough Council

“Sheffield Hallam has been an important part of the fabric of Sheffield for generations. Cities are strongest when partners and communities work together and that is what we will continue to do here in Sheffield. We welcome Hallam’s commitment to driving meaningful and lasting improvements for local people.”

Kate Josephs, Chief Executive of Sheffield City Council

“As one of the largest trainers of healthcare professionals in the country and home to outstanding health innovation and research, Sheffield Hallam is a particularly important partner. We greatly value our close working relationship and welcome their significant commitment to our region’s healthcare system.”

Kirsten Major, Chief Executive of Sheffield Teaching Hospitals NHS Foundation Trust

“A joined-up local education system is important to support our wider regional economy and provide the best possible opportunities for local people. We have welcomed the chance to work with Sheffield Hallam on this ambition.”

Yiannis Koursis, Principal and Chief Executive of Barnsley College; Chair of the South Yorkshire Colleges Principals’ Group

A joint commitment from Sheffield’s Universities

Our city and region are vital to us. We firmly recognise the positive role that we can play by working together and with our partners for the benefit of our city and the wider region.

Our 60,000 students and 10,000 staff are part of the fabric of the city and region – from students volunteering in local communities, to our staff working with public and private sector partners – they bring benefit and prosperity to the area.

We are committed to working together to accelerate the post-Covid recovery of our region: through tackling inequalities; addressing skills needs; improving health outcomes; working towards sustainability goals; contributing to our cultural offer; raising aspirations; and helping companies to innovate, grow and create employment opportunities.

Working in partnership has meant we have been able to deliver successful projects such as RISE, the Sheffield Innovation Programme (SIP) and the Managing Directors’ Club. And we have a shared commitment to addressing health inequalities through the University of Sheffield’s Healthy Lifespan Institute and Sheffield Hallam’s Advanced Wellbeing Research Centre (AWRC).

By working together, we know that we can add greater value through our collective expertise, aligning projects and programmes to the region’s needs. We are committed to working closely with our regional partners, drawing on our research, innovation and teaching to deliver positive change and enhance prosperity.



Our Economy and Jobs

The 20-year Strategic Economic Plan, agreed by the South Yorkshire Mayoral Combined Authority and Local Enterprise Partnership, outlines the significant untapped potential within our regional economy.

Our region lags behind the England average for productivity, ranking 33rd out of 38 regions, and salaries within our region are significantly lower than the national average.

We support the Strategic Economic Plan, which provides a blueprint to drive recovery from the Covid pandemic to build a stronger, greener and fairer region. We have a major role to play in this, and in helping to create a more inclusive and sustainable economy.

We commit to ensuring that all our students have the opportunity for workplace learning and career opportunities. We will expand our degree apprenticeship provision. And we will use our research and innovation to attract new investment and jobs to our region.

Our Commitments

By July 2022 every undergraduate will have undertaken real work experience or a work placement in each year of study.

Almost 50% of our students come from within 25 miles of our campus, and many seek to start their career within the region. Expanding our workplace learning provision will benefit students and provide an outstanding work-ready talent pool for local employers.

By 2024 we will offer at least 2,500 fully work-based degree apprenticeships.

Our degree apprenticeship provision sees students based in the workplace and undertaking learning at the University. Courses are designed with employers and other partners to ensure they directly address key regional skills gaps.



Advanced Wellbeing Research Centre at the Sheffield Olympic Legacy Park



Provide all regional SMEs with easy access to a package of free and subsidised support.

Our region's 52,000 SMEs will have access to a package that includes consultancy, training, university facilities, and support to develop research and innovation. The offer will promote long-term growth and job creation. It will also include support for regional entrepreneurs and start-ups, whilst improving and expanding our existing strong collaborations with larger organisations.

Expand our innovation hub at the Sheffield Olympic Legacy Park, attracting new investment and creating jobs.

Our two research centres at the Olympic Legacy Park in Sheffield represent over £25m of investment, helping to unlock the potential of the area and attract further external funding. We will build on

the success of the Advanced Wellbeing Research Centre and National Centre of Excellence for Food Engineering, and seek to develop the area as a major hub of innovation to attract more investment, and work with local employers to boost productivity across the region.

Partner with public sector organisations including local authorities, South Yorkshire Police, NHS and schools, to develop the highly skilled public workforce of the future.

We will cultivate our strong collaborations with public sector organisations, providing an educational offer that meets the needs and skills gaps of the public sector workforce in our region. We will also work with care providers to ensure that our training programmes help to address skills gaps in our regional care workforce.



Our Education and Skills

Consistent high-quality education and skills provision remains a challenge within our region, and overall levels of attainment are mixed.

Sheffield Hallam is proud to be a national leader in providing opportunities for disadvantaged young people to study. We have recruited more students from underrepresented neighbourhoods than any other university in the UK for the last five years, most of whom are from our local communities. This inclusive outlook will continue to be at the core of our approach.

Despite this, young people and adult learners do not have the same opportunities as their peers in other parts of the country. South Yorkshire’s young people are less likely to achieve good GCSEs, less likely to remain in education and have fewer life opportunities than their peers in many other areas. The Sutton Trust found that much of our region suffers from low or very low levels of social mobility. These are major barriers to people successfully achieving their full potential.

Our social mobility programme, South Yorkshire Futures, was launched in 2017 with the aim of bringing together partners from across the region to tackle this issue, with a focus on supporting those from disadvantaged backgrounds. The partnership is committed to improved collaboration in three areas – early years; the performance of primary and secondary schools; and increasing aspiration through further education, higher education and progression to work.

South Yorkshire Futures has already been successful in securing new funding and improving collaboration within the region. This includes working with our regional colleges to move towards a truly joined-up skills strategy for our region. We will continue with this partnership whilst prioritising new and important education and skills commitments.



Early Years Community Research Centre

Our Commitments

Develop our newly opened Early Years Community Research Centre in Shirecliffe, sharing best practice and providing a vital community early years resource.

Our unique Early Years Community Research Centre opened in May 2021, working in collaboration with Watercliffe Meadow School, national charity Save the Children, and Sheffield City Council. It provides outstanding early years provision for the local community in a disadvantaged area of Sheffield, and the Centre will act as beacon of best practice that can be shared across the region and beyond.

Support and develop the education workforce at every level through the recruitment and ongoing training of a highly skilled and representative workforce.

New strategic collaborations with Multi Academy Trusts will prioritise the development of their workforces. We will provide a comprehensive Continuing Professional Development offer which reflects the needs of the educational workforce in the region.

Expand our mentoring programme in regional schools, providing the opportunity for hundreds more young people to benefit from support delivered by our students.

Our successful GROW mentoring programme pairs graduate mentors with school and college pupils to support them to focus on their studies and education. Evidence shows that this helps to build confidence and engagement in schoolwork.

Following the success of the programme, we will work with local authorities and schools to expand it across the region.

Collaborate with local Further Education colleges and other regional partners to develop a joined-up post-18 education offer that addresses key regional skills gaps.

We will build on the work of our regional ‘Post-18 Education Partnership’, collaborating with our college partners on developing more pathways and progression routes from GCSE to degree level and beyond. These will directly address skills gaps identified by local employers, whilst embedding principles of lifelong learning.

Work with partners to establish an inclusive extra-curricular enrichment offer for young people in South Yorkshire.

We will build on existing provision, such as the Children’s University, seeking to ensure that all our young people have access to arts and culture, development of essential life skills and wide-ranging experiences to support educational, career and personal goals.





Our Health and Wellbeing



Advanced Wellbeing Research Centre

Covid has had a devastating effect on health in our region. Many lives have been lost and others are suffering from the long-term effects of the virus. The pandemic has placed unprecedented pressure on our NHS and healthcare services.

Even before the pandemic, poor health and wellbeing has been a key challenge in our region - with long-term sickness identified as the largest contributor to economic inactivity. There are also significant health inequalities. On average, people in poorer parts of our region have a life expectancy 10 years lower than those from more affluent areas. The gap is even more pronounced for healthy life expectancy, at around 20 to 25 years. The pandemic has exacerbated these problems.

Building on what we do already, we are well placed to make an even greater contribution to addressing these challenges. As one of the largest healthcare training providers in the UK, we will expand our healthcare provision to equip the NHS for future challenges and address the chronic shortages in the workforce. We will also integrate our research and innovation with local health services, and work with communities to tackle health inequalities.

Our Commitments

Double our annual intake of students studying to become healthcare professionals at the University by 2025.

Currently, more than 2,700 healthcare students begin their studies at Sheffield Hallam every year. Most of our students undertake work placements in the region and go on to work here. By aiming to double our student numbers, we will play a major role in ensuring that local NHS services have enough nurses, midwives, physiotherapists, radiographers, occupational therapists, mental health practitioners and other key professionals, to provide vital care for people across our region.



Expand our research programme to provide regional healthcare systems with more innovations that improve health outcomes for local people.

Using best practice gained from existing activity we will expand our research programme to attract greater external funding. Working with regional partners, we will develop and integrate more product and service innovations within local healthcare pathways that aim to increase the quality of health outcomes and improve service efficiency.

Contribute to tackling the health inequality gap, partnering with local communities to address specific health challenges.

We will work with community groups in the Darnall and Attercliffe areas, providing our expertise, research, and resources to make a positive impact on the health of local people. Work has begun, with academics based at the Advanced Wellbeing Research Centre partnering with Darnall Well Being to run a programme of Long Covid clinics. This community partnership approach will inform our work with other communities across the region.

Sheffield Hallam's campus masterplan



New public green space - part of our campus masterplan



Our Community and Regeneration

The Covid pandemic has had a huge impact on our city and town centres. It has required places to radically rethink their offer and how they can best serve their communities. Using our research and public policy expertise, we will support the region's local authorities to do this.

Our new investment in the Sheffield city centre campus will provide high quality facilities for our students and staff, and provide an outstanding first impression for visitors. The addition of a new public green space will be available for all to enjoy.

The voluntary and charity sector also plays a crucial role in supporting people across our region. During the pandemic, local charities provided much-needed support services to people and groups facing complex challenges. To strengthen our support for the sector, we will make our campus and facilities available for local community groups and charities to use.

Our Commitments

Deliver the first phase redevelopment of our city campus, providing significant improvements to a major gateway to Sheffield city centre and a new public green space.

This new development will make our region an even more attractive place to live, work and study, enhancing a key gateway to Sheffield city centre and the Cultural Industries Quarter. A new 'university green' public space will also provide a green heart for our city campus, available for everyone to use and enjoy. Construction begins in early 2022 and is

due for completion in late 2023. Alongside this, we will collaborate with Sheffield City Council on wider efforts to support the growth and rejuvenation of the city centre.

Support local authorities in the region by using our specialist research and policy expertise to help revitalise town and city centres.

Our public policy and community regeneration researchers have supported Sheffield's successful Future High Street Fund bid, provided evidence to support affordable housing programmes in Rotherham, and partnered with Doncaster Council to increase participation in sport. We will continue to work with local authorities to help develop and evaluate the policies and programmes that aim to revitalise our communities.

Provide free or at-cost access to our facilities for regional community and voluntary groups.

Local voluntary organisations and charities are the lifeblood of our communities, and we already work closely with many such groups. We will further strengthen our support by creating an online resource enabling them to use our facilities and campus space.

Our Civic Values



Our Civic University Agreement is underpinned by three core values that cut across all of our commitments and will be key to our plans.

Sustainability: We will deliver an ambitious approach to climate action, and contribute significantly to efforts to create a cleaner, greener region.

We will make a step-change in our approach to climate action and sustainability, focusing not only on our physical estate but also on our student offer, supply chains, sustainable travel, and research leadership. With clear targets to deliver net zero carbon emissions, we will align our plans with the region, working in collaboration with businesses and local leaders.

Community: We will harness the collective volunteering power of our 35,000 students and staff, and work with charitable and voluntary groups to contribute to key regional community projects.

In 2019/20 more than 1,600 students gave up their time to volunteer to support local organisations, charities and student-led projects, giving more than 41,000 hours to voluntary work. Large numbers of our staff play important roles in their communities, and we provide support to help them to become governors at local schools.

Inclusion: We will empower our university community with the skills to work and study inclusively, and become a leading organisation in progressing equality, diversity and inclusion in our region.

We want to create an environment which respects different cultures, in which we can all learn, work and lead inclusively. We aspire to be a leader in equality, diversity and inclusion, collaborating with our regional communities to advance inclusive practice, and providing opportunities for personal and professional skills development.



Next Steps

In taking our Civic University Agreement forward, we will work closely with partners to deliver on our commitments, and to deliver benefits for the region as a whole.

All of our commitments are designed to provide a positive impact on the region, although we will target priority areas for our work with specific partners. We will work collaboratively, sharing knowledge and best practice, and we will bring partners together where we identify mutual priorities and can add value.

This Civic University Agreement will be complemented by student and staff collective action, our outstanding research and innovation, and existing regional collaborations.

We will utilise the tools and best practice developed by the Civic University Network, which Sheffield Hallam leads, as well as learning from wider practice at both national and international level.

We will monitor and measure delivery against our priorities and commitments using a framework developed by our academic experts within the Centre for Regional Economic and Social Research.

You can keep up-to-date with our progress and updates on our online resource at www.shu.ac.uk/civic

**Sheffield Hallam University -
at the heart of our region**





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