

# A Heritage Strategy for Sheffield

## 2020 - 2030

*The creation of this document was led and facilitated by*

A strategy for all in the city





Joined Up Heritage Sheffield (JUHS) is a charitable organisation supported by a large, diverse group of individuals and organisations who are united by a desire to champion the city's rich heritage. We share a desire to empower everyone in Sheffield to take an interest in the city's diverse and fascinating heritage, understand their city's past and shape their desire and ability to influence the future development of this important local resource.

Our aim is to work together to develop a better resourced, better connected and better communicated heritage offer, relevant to a wide range of audiences. We also aim to develop resources and deliver activities that have the potential to:

- Explore and develop strategic links and initiatives between history, heritage, city economy, communities, health and well-being
- Bring together the city's diverse heritage partners in a more co-ordinated and strategic fashion.
- Increase local, regional and national awareness of the Sheffield area's heritage stories, sites and assets, bringing people to the city and making a positive contribution to the economy
- Grow new audiences which reflect the diversity of the Sheffield area
- Encourage volunteering
- Build the educational role of heritage, paying special attention to engaging young people
- Offer opportunities for effective networking between individuals, local community heritage groups and other relevant organisations and initiatives.

Joined Up Heritage Sheffield has initiated and driven the development of this strategy and is grateful for the support of the city's two universities; and of course for the multitude of contributions from the people who took part in our workshops.



The  
University  
Of  
Sheffield.

**Sheffield  
Hallam  
University**

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# A Heritage Strategy for Sheffield

## What is a strategy?

In this context, by strategy, we mean:

- A high-level plan aimed at bringing about a desired future
- A framework for making decisions
- Setting out a deliberately chosen course of action.

In this draft Heritage Strategy for Sheffield, we set out why we think a heritage strategy is important, what it is, who it's for, what we propose its scope should be, and how it can be put into practice. And we ask a number of questions on which we seek answers. Everyone is welcome to comment, as organisations and as individuals. Comments should be sent to [sheffstrategy20@gmail.com](mailto:sheffstrategy20@gmail.com), by 10 February 2020.

## Why have a heritage strategy?

Heritage is an integral part of any city; its influence runs across many facets of Sheffield life. We need a heritage strategy to advocate the benefits of heritage to those for whom heritage is not a central concern, supporting the positive inclusion of heritage in wide-ranging decisions across the city. We also need it to support and enhance the great variety of heritage activity already taking place in Sheffield - collections, conservation, cultural events, development management, education, planning, policy, research and visitor attractions.

This heritage strategy establishes a vision for Sheffield's heritage in ten years' time and defines a framework for the path to get us there. It also sets out specific actions to be achieved over the short, medium and long term. By defining a unified set of aims and actions, we aim to help coordinate the direction of travel for Sheffield's heritage, boosting the collective effort and sharing the goals widely.

In other areas of the country, heritage strategies have been written or commissioned by local planning authorities to fulfil the National Planning Policy Framework (2019) requirement to 'set out a positive strategy for the conservation and enjoyment of the historic environment' (paragraph 185) and 'to contribute to protecting and enhancing our natural, built and historic environment' (paragraph 8c). Sheffield is taking a different approach; this strategy has been created independently of the local authority but fulfils the NPPF objective.

This strategy draws on the Strategy Framework developed with many individuals and groups and published by Joined Up Heritage Sheffield in 2016. As the first grass-roots, community-led heritage strategy in the country, Sheffield can be proud that its citizens are leading the way in promoting, conserving and enhancing its heritage for the benefit of the whole city. It

demonstrates the positive work being done to nurture heritage in the city and sets out aims for the future. It is a call for the local authority and national heritage agencies to support that work.

This strategy demonstrates the scale of grass-roots support for heritage in Sheffield. It presents a collaborative effort to recognise what is valuable in Sheffield and to work towards its enhancement. The strategy supports voluntary and organisational effort to nurture heritage in Sheffield by:

- Creating a unified set of aims for Sheffield's heritage
- Showcasing the full breadth of the city's heritage
- Advocating the benefits heritage brings to Sheffield
- Connecting individuals, voluntary groups and professionals in collective effort to maintain and enhance Sheffield's heritage
- Setting out an action plan to encourage co-ordination, co-operation and collaboration in enhancing and promoting Sheffield's heritage.

The overall purpose of the heritage strategy meets Joined Up Heritage Sheffield's aims to make heritage better resourced, better connected and better communicated.

### Who is the strategy for?

This strategy is a joint effort in creation, and calls for a joint effort in its application. It is a strategy for the whole city, with everyone included.

The strategy is for those already involved in heritage, and those who are not. It includes the private sector – those who own heritage, and businesses regardless of their current association with heritage; local government; the third sector and communities. It works on individual and organisational levels, and applies to professionals and volunteers. It also helps all those who might appreciate Sheffield's heritage: tourists, visitors and residents alike. It provides for those who can use heritage to improve the city's economy, community cohesion, health and well-being.

## The scope of the strategy

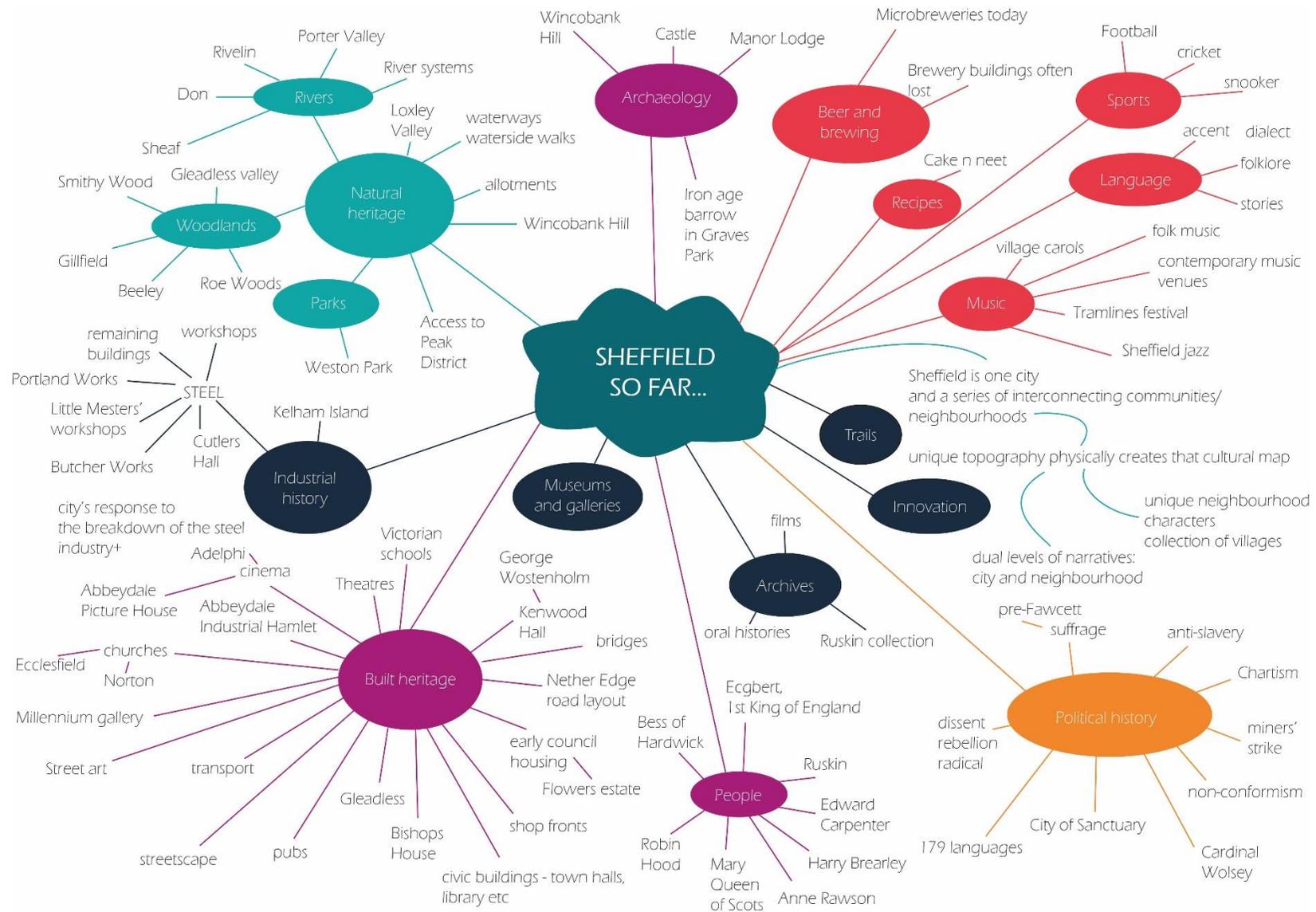
Heritage encompasses:

- Places - the built and natural historic environment
- Artefacts, collections
- Customs and traditions
- Memories and stories

So we have, deliberately, taken a broad definition of heritage. It is an inclusive heritage, of all people and cultures in Sheffield. It is a heritage where intangible legacies and physical connections to the past are treated as closely-connected equals.

**Question 1: Is the scope of the Strategy right?**

# Sheffield so far...



## Sheffield so far...

People value a range of Sheffield's heritage far beyond the current dominant narrative of the steel industry.

### Green Sheffield

Sheffield's relationship to the natural historic environment is a unique feature of the city. Around a third of the city of Sheffield is within the Peak District National Park, offering unparalleled opportunity for city and countryside life in combination and inspiring marketing as the outdoor city.

Sheffield has an abundance of historic landscapes, waterways and woodlands. Its topography has shaped the development of the city: the hills create connected village neighbourhoods, each with their own characters. Open spaces preserve the memories of aristocratic estates or common lands.

### Radical Sheffield

Sheffield has never been afraid to speak up for itself. Its history is peppered with stories of dissent, rebellion and radicalism. Non-conformism, the early suffrage movement, anti-slavery campaigning and Chartism all had roots in Sheffield. In more recent history, the miners' strike asserted views of Sheffielders. This spirit of independence is our heritage in the present.

### People and Places

The historic fabric of the city is an important contributor to Sheffield's heritage. Varied architecture is recognised as part of Sheffield's heritage: early council housing, Victorian schools, theatres, cinemas and picture houses, ecclesiastical architecture, civic buildings such as the old and new town halls, libraries, museums and galleries; shop fronts, pubs, historic houses, twentieth-century architecture; bridges over the rivers Don, Loxley, Sheaf and Porter; streetscape, and heritage attractions such as Abbeydale Industrial Hamlet.

These physical heritage legacies tie in with the story of the city. For example, Kenwood House was built for the cutler George Wostenholm, and the road layout of the Kenwood area of the Nether Edge conservation area was the creation of Wostenholm's landscape gardener, Robert Marnock. The streetscape existing today reflects historic connections to people and the influence of Sheffield's industrial elite.

Sheffield's heritage includes associations with famous and influential individuals. Links to Robin Hood, Bess of Hardwick, Mary Queen of Scots, Ecgbert the first 'King of England', John Ruskin, Mary Anne Rawson (slavery abolitionist), and Edward Carpenter (poet and activist) are just a few of those connected to Sheffield.

### Industrious Sheffield

Industry is a major part of Sheffield's heritage, reflected in places like Kelham Island, Cutlers' Hall, Portland Works and Little Mesters' workshops. The story of steel continues with the city's response to the decline of the industry and there are new stories to tell: of the women of steel and migration and workforces. The industrial history of Sheffield is about people as

well as places. But it is much more than 'Steel City'; the city's industrial heritage also ranges from mining to confectionery.

Linked to industry is Sheffield's history of innovation. Some are associated with metalwork, such as Harry Brearley's invention of stainless steel, Old Metal Plate, the Bessemer process and armoured vehicles. Others are medical, like prosthetics and skin and bone grafts. There are others too, of various kinds: shorthand writing, tuning forks and super-fast sleds!

The landscape is industrial, too. Every river bears the evidence of its use for power, woods are the legacies of growing fuel and fodder, and the hills are marked with pits for coal and clay.

### [Sheffield life](#)

When Sheffielders weren't working, they knew how to spend their time well. A heritage of sports, beer and music influences the culture today.

Sheffield Football Club was the world's first, starting in 1857. Sheffield's cricket history goes a long way back too; mentioned in 1751 as the first in Yorkshire, and the Sheffield team developing into the Yorkshire County Cricket Club. It also plays host to snooker; the sport's history inseparable from the Crucible Theatre. Ponds Forge is a present day international venue for sporting events.

The tangible evidence of Sheffield's historic brewing industry is little, but the cultural presence of brewing exists today, and surviving historic pubs tell the tale.

Music, of various types, has a great heritage in Sheffield. From folk music and carols to contemporary festivals, venues and Sheffield Jazz, there is plenty of heritage to fill performances and festivals throughout the year.

Part of Sheffield's heritage is also in its language, dialect and accents passed down through generations, but starting to face decline. Also passed down through generations are traditional recipes and customs around food such as Cakin' Neet, practised in certain Sheffield villages as an alternative to Halloween. What's said is just as important as how, and Sheffield has its own heritage of folklore and local stories.

Sheffield's heritage includes its designated heritage and local buildings, sites, monuments and places. Sheffield's heritage is the ways of life lived in Sheffield, the stories of its people and the legacies passed on.

### [Joined Up Heritage Sheffield so far](#)

We have made strides in raising the profile of heritage, too: through development of the Strategy Framework, engagement with the City Council on major strategic developments, linking with a wide range of organisations and individuals. Its role will continue to develop.

## Vision

Our vision is that within ten years, Sheffield will come to:

- Understand and celebrate its heritage
- Champion a diverse heritage reflecting diverse Sheffield
- Exploit the economic potential of heritage
- Support the educational value of heritage
- Strengthen the resonance of heritage with people today, and recognise its relevance to the future

### **These are the aims of our Heritage Strategy.**

They make a demanding agenda. But we believe it is possible to see progress towards this vision between 2020 and 2030. We understand that some changes in attitudes and minds will be needed and this will take time to achieve.

Sheffield has already achieved much. It is the first city in England to form a community-led heritage. Just as it has throughout history, Sheffield's citizens are speaking up and are ready to be forerunners in achieving their goals. This time it is for their place, their home, and to use their heritage to make Sheffield's character strong and distinctive for future. There is a strong base of heritage activity on which we can build, from the many Friends' groups saving their heritage across the city to the biggest Heritage Open Days programme in the country. The Strategy aims to support all this activity and help it grow. It will not be a static instrument; we expect it to change over time. It will be monitored, and its Action Plan updated, every year and fully reviewed in 2030.

**Question 2: Do you agree with the Vision? Is it sufficiently comprehensive, is it too wide, or is it just right?**

## Themes

The workshops through which Joined Up Heritage Sheffield developed the Framework for a Heritage Strategy in 2016 identified 5 key, cross-cutting themes:

- Quality historic environment and heritage
- Economic vitality and tourism
- Health and wellbeing
- Diversity and inclusion
- Children and young people

These themes run right through the strategy, providing a structure for ensuring that when thinking about aims for heritage, these five important areas are guides to action. They ensure that heritage and the activities to support it are inclusive, reflect diversity, include the next generation, complement health and wellbeing benefits, support a buoyant economy and maintain and enhance a quality historic environment.

## Aim 1: Understand and celebrate heritage

Many people feel that Sheffield's heritage is underappreciated; that others do not understand the value (in economic, social, cultural or environmental terms) of heritage and therefore the opportunities Sheffield's heritage brings to the city today and in the future will be missed. This strategy seeks to improve the understanding of Sheffield's heritage and to promote and celebrate Sheffield's heritage and its value to Sheffielders and beyond.

### Themes

- Understanding heritage supports the appropriate conservation of Sheffield's *quality historic environment and heritage*; celebrating it shares the recognition of its value with more people
- Understanding and recognising the economic potential of heritage is essential to heritage contributing to Sheffield's *economic vitality and tourism*
- Heritage events and volunteering that are part of understanding and celebrating heritage can be beneficial for *health and wellbeing*
- Understanding and celebrating should be of a *diverse* heritage and be an *inclusive* process
- *Children and young people* should be helped to understand the value of heritage, participate in its celebration, and pass that understanding down the generations

Underlying many of the issues for Sheffield's heritage is the need to better understand it. This includes understanding the breadth of heritage in all its forms: what Sheffield has across natural and cultural, tangible and intangible, and what is valued by all of Sheffield's communities. It includes understanding the condition and significance of heritage. This strategy sets actions to compile more research on Sheffield's heritage. These include: creating and publicising a local list of heritage assets to record locally significant heritage, updating the local Heritage at Risk registers, and research to provide a better evidence base to inform conservation and maintenance decisions, to inform creation of heritage policies and to better articulate Sheffield's heritage.

Co-ordination of heritage groups to form a united voice and better promotion of heritage are key to enhancing the celebration of heritage and sharing its values with more people. This strategy includes: creating a heritage directory, better connecting heritage groups, recording heritage activity in Sheffield and enhancing the role of the Council's Heritage Champion to better co-ordinate heritage activity and promote Sheffield's heritage.

Early consultation can lead to better understanding of heritage issues and avoid delay for developments. Currently, local people can influence local authority planning decisions

through consultations and the Conservation Advisory Group, but these methods could be added to and improved with the creation of a local group of heritage stakeholders. [This strategy proposes a heritage forum that will connect with those responsible for driving the strategy](#), making the relationships between Sheffield City Council and Sheffield's heritage communities more efficient and productive.

For locally significant heritage of all kinds [this strategy includes the creation, through community activity, of a local list and supports community-led initiatives to recognise local values](#). The list will be wider in scope than the one the City Council aims to establish to support planning decisions. Other initiatives might include Plaque schemes, for example, as a positive way to recognise people, events, buildings or spaces of community value or historic interest.

Understanding of Sheffield's heritage is held and passed on through archives, collections, the historic environment and the Historic Environment Record. [The Historic Environment Record should be maintained, remain accessible and able to be added to by anyone with new information on the historic environment](#). A quality historic environment and heritage should include provision for a representative and inclusive record of our heritage.

Celebrating heritage will articulate Sheffield's distinctive sense of place, giving it greater appeal as a visitor destination, and more economic vitality as a place to live and work. Black History Month is recognised as good practice for celebrating diverse heritage and more case studies of achieving excellence heritage representation are sought.

Heritage Open Days, Environment Weeks and a range of walking tours are successful celebrations of heritage in Sheffield. These should be continued and expanded. Intangible heritage can be celebrated through festivals or events. These are a highly appreciated part of celebrating heritage, or its current enactment. It is recognised that Sheffield has many festivals or cultural events which consider themselves heritage celebrations or current cultural practice. [This strategy supports the safeguarding of intangible heritage by practice or record, and the continued practice of living heritage](#).

**It is hoped that as a result of better understanding and celebration of heritage, more people will value heritage and see it in a positive light, leading to better conservation and enhancement of Sheffield's heritage.**

#### [In the Action Plan:](#)

- **Compile a heritage directory including an audit of community heritage activities**
- **Improve links between heritage organisations and with relevant non-heritage organisations**
- **Strengthen the role of the Council's heritage champion**
- **Create, through community activity, and publicise a local list of heritage assets**
- **Update local heritage at risk registers**
- **Undertake research on the breadth, condition and significance of Sheffield's heritage**

**Question 3: Do you endorse this theme and the strategy proposals set out?  
Do you have additions to suggest for the Action Plan?**

## Aim 2: Champion a diverse heritage, reflecting diverse Sheffield

Heritage is often mistakenly thought of as just old buildings. While the historic environment is part of heritage, the Sheffield heritage community recognises heritage much more broadly including natural and cultural heritage, tangible and intangible, and narratives from across the whole city. These are interdependent: for example, a story may be set in a particular landscape, and losing either diminishes the other. **This strategy seeks to ensure that Sheffield's heritage is understood and valued in all its diversity and that all aspects of heritage are assessed from a point of equality.**

### Themes

- A *quality historic environment and heritage* will be broadly defined and reflect Sheffield's diversity
- Heritage with broader appeal will better, and more fairly, support *economic vitality and tourism*
- Feeling included in heritage is positive for *health and wellbeing*
- All people should feel part of a *diverse and inclusive* heritage
- *Children and young* people should see their own heritage reflected in the narratives of Sheffield

Sheffield's heritage should reflect everyone's past. **This strategy sets an action point to conduct further research into the breadth of Sheffield's heritage**, ensuring that all communities are represented.

The representation of Sheffield to visitors should reflect Sheffield's diverse heritage and cultures. The steel industry has been a dominant narrative of Sheffield's heritage. This needs to be rebalanced to offer more stories from Sheffield in the national picture. There are many stories to be told. This presents a challenge alongside offering a cohesive narrative for promotion, and a themed approach, or one based upon a dual level of 'city' and 'neighbourhood', might be the answer. **This strategy sets an action point to better define Sheffield's narratives** and articulate them within the city's historic environment, visitor attractions and collections.

A diverse heritage recognises that the story of the past is not singular. Including a diversity of people and their narratives creates a diverse heritage and accurately reflects the variety of stories in Sheffield. For example, the stories of the steel industry should include women's roles, and the many nationalities who worked in the industry. **This strategy encourages development and sharing of heritage narratives by diverse communities in Sheffield.** It also supports heritage interpretation and archiving which actively seeks to represent a range of people in the past, beyond the dominant narratives.

This strategy includes the creation of a local list through community activity. The local list should represent many cultures and communities in Sheffield and cover all geographical areas of the city. While acting as a planning tool, it can still include a variety of heritage assets, architectural styles, social history etc. In order to recognise a diverse range of heritage, it may be that a natural heritage list, or intangible list will be created too. Sheffield's nationally listed heritage should also reflect the diversity of the city.

Championing diverse heritage also means making heritage accessible to all – physically, intellectually and emotionally. A diverse heritage recognises that everyone's past has an equal right to be told within history, and places people on an equal footing today. Practically, this means that archives and collections should represent a broad heritage, the tourist and visitor offer should include physical and digital access and that heritage activities are taking place throughout the city and are accessible to all. This strategy includes three actions to improve diversity and inclusion in Sheffield's heritage: first, the audit of community heritage activities will show where people have limited access to participate in heritage; secondly, an outreach project will seek to welcome more people to join in and to develop activities on their own terms, and thirdly, improving access to heritage activities by working with disability organisations.

Championing a diverse heritage should also mean that children and young people see their past reflected in Sheffield's heritage and that children and young people have access to participate in heritage.

**By championing a diverse heritage, it is hoped that everyone will feel connected to Sheffield's heritage and feel part of Sheffield's present.**

#### In the Action Plan:

- Compile a heritage directory including an audit of community heritage activities
- Create, through community activity, and publicise a local list of heritage assets
- Undertake research on the breadth, condition and significance of Sheffield's heritage
- Better define Sheffield's heritage narratives
- Undertake an outreach project to improve all aspects of diversity and inclusion, from governance to practical involvement and representation
- Improve access to heritage activities by working with disability organisations
- Encourage development and sharing of heritage narratives by diverse communities in Sheffield

**Question 4: Do you endorse this theme and the strategy proposals set out? Do you have additions to suggest for the Action Plan?**

## Aim 3: Exploit the economic potential of heritage

**There is research showing that heritage has enormous and varied economic potential, yet there is a widespread view that the economic contribution of heritage is under appreciated and not capitalised upon in Sheffield. This strategy supports galvanising the sustainable contribution heritage makes to Sheffield's economy.**

### Themes

- A *quality historic environment and heritage* provides greater economic potential
- Heritage can sustainably contribute to Sheffield's *economic vitality and tourism*
- The volunteer economy also supports *health and wellbeing*
- A *diverse and inclusive* approach will recognise the economic potential of heritage in all areas of the city to benefit all citizens
- *Children and young people* should be taught the economic potential of heritage alongside its other values

Heritage is intrinsically linked to economic activity in multiple ways, including property values, construction and development industries, business location choices, attractiveness to new workforce and students, tourism (international, UK residents' overnight stays and day visits) and residents' spending.

Sheffield, as the fourth largest city in England, should have a share in each of these markets. This means recognising the sustainable, long

term value of heritage in regeneration projects, for bringing new businesses into the city, for job creation, boosting property values and rentals, and for increased tourism spend. *As an action, this strategy seeks to improve links with the business community* to better communicate the economic potential of heritage and to provide help to businesses who would like to exploit the economic benefits of heritage.

Relationships between the local authority, planners, developers, consultees and heritage stakeholders should be brokered to maximise the benefits and return from heritage. *This strategy seeks to improve links between heritage organisations, and between sectors.*

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### *In England:*

The heritage sector is an important source of economic prosperity and growth with a **total GVA of £29.0bn**

Heritage is an important employer with **over 459,000 jobs**

Heritage attracts millions of domestic and international tourists each year with **236.6m visits** and a **£16.9bn tourist spend**

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### *Heritage and the Economy (2018)*

While nationally there are many statistics to support the value of heritage to the economy, it would be beneficial to collate evidence on its potential impact in Sheffield. For example, historic buildings in Sheffield command higher rental income than other buildings. Quantifying this, and other information such as heritage tourism linked hotel stays, food and drink and entertainment spends would make the case for conserving and enhancing heritage in Sheffield. [This strategy includes understanding the visitor markets for heritage in Sheffield through sharing data.](#) Greater connections between the hotel sector and heritage would be mutually beneficial.

Sheffield city centre and Kelham Island have been studied in the *Commercial Use of Listed Buildings in Towns and Cities*<sup>i</sup>. The report shows that as increased independent retail and food and drink businesses populate our shopping streets, historic buildings are being chosen to accommodate the new commercial style. This means that the historic environment is increasingly relevant to the future of thriving city centres.

The economic benefit that heritage can have through tourism should be recognised and used to lever support for tourist information, nationally and locally. The co-ordinated promotion of heritage across the city would release greater value from its tourism potential. [This strategy therefore seeks to convene a group of marketing professionals to focus on Sheffield's heritage. This strategy also includes exploring opportunities to contribute to a heritage information hub:](#) either a digital or physical space for tourist information on heritage. For both the marketing co-ordination and the information hub, community-led heritage activity around the city should be represented.

Heritage-led regeneration brings long term economic benefits to a city. On average, £1 of public sector expenditure on heritage-led regeneration generates £1.60 additional economic activity over a ten-year period.<sup>ii</sup> Returns on heritage-led regeneration projects outstrip costs.<sup>iii</sup> These economic benefits are alongside additional benefits in terms of pride in place and enjoyment of the historic environment. [This strategy supports monitoring and publicising the benefits of heritage and developing links between the local authority and community groups to foster groups' involvement in re-use of heritage assets.](#)

Heritage has a dual relationship with funding: on the one hand, it stimulates economic activity and brings income from funders and grant sources into the city, on the other, it often requires an initial injection of funds. [This strategy sets out to improve the city's profile with national heritage and funding bodies.](#) Grant funding often levers further investment in Sheffield's heritage and therefore it is useful to harness mechanisms for successful grant applications and gaining investment. [Better connectivity through the heritage directory and improved links between heritage organisations proposed by this strategy will help share best practice. This strategy proposes actions creating a strategy for leveraging investment in heritage.](#) This could encompass making the business case, finding exemplar success stories, recording project outcomes, and developing relationships with funders.

The economic potential of heritage threads through many aspects of Sheffield life: housing, businesses, leisure time, and as the daily backdrop to live and work. Heritage needs to be taken into consideration across the full range of council policy for its economic benefits to

be realised. The economic potential of heritage should also be accessible in all areas of the city, creating a strong sense of place in communities and spreading the economic benefits to all.

**We believe that utilising the economic potential of heritage through these actions will improve the quality of life and economy vitality across Sheffield.**

**In the Action Plan:**

- **Improve links between heritage organisations and with relevant non-heritage organisations**
- **Improve the City Council’s knowledge and understanding of the economic potential of heritage**
- **Improve the city’s profile with national heritage and funding bodies**
- **Explore opportunities to contribute to a heritage information hub**
- **Dedicated heritage officer and governance body to produce investment strategy**
- **Develop links between local authority and community groups to foster groups’ involvement in re-use of heritage assets**
- **Improve engagement with business community, via eg the Chamber of Commerce, Business Improvement District, Sheffield Property Association, FSB etc**
- **Understand the visitor markets for heritage through shared data**
- **Convene a group of marketing professionals for heritage**

**Question 5: Do you endorse this theme and the strategy proposals set out?  
Do you have additions to suggest for the Action Plan?**

## **Recognising the economic value: fact bank**

### **GVA**

*A 2015 England's heritage sector generated a larger GVA than the security industry, defence industry, aerospace industry and the arts and culture industry.*

### **Business location**

*One in four businesses in a 2010 survey agreed that the historic environment is an important factor in deciding where to locate. (AMION and Locum Consulting 2010).*

### **Property values**

*Colliers (2011) found that listed buildings generate a higher level of total return on investment compared to non-listed properties over three, five, 10 and 30 year time periods*

*Housing in conservation areas has been shown to have a 9% price premium*

*(Ahlfeldt et al. 2012).*

### **Regeneration**

*On average, £1 of public sector expenditure on heritage-led regeneration generates £1.60 additional economic activity over a ten-year period. (AMION and Locum Consulting, 2010)*

### **New design**

*People seek, 'a strong sense of place and neighbourhood' and a 'desire to respect historic form, style and materials' amongst the most popular considerations in the design of new housing. (Prince's Foundation 2014)*

## Aim 4: Support the educational value of heritage

**Heritage not only teaches us about lives in the past, it can teach us lessons about how to approach life today and how to shape the future. This strategy supports the educational value of heritage for people of all ages.**

### Themes

- *A quality historic environment and heritage* provides a strong resource for heritage education
- Education should include learning heritage's role in *economic vitality and tourism*
- Learning is one of the five recommended ways to support good *health and wellbeing*
- Heritage education should be available to all and about a broad range of heritage to be *diverse and inclusive*
- It is important to teach *children and young people* the value of heritage so that it is not lost to future generations.

The educational value of heritage can be seen in two ways: one can be seen as its intrinsic educational value where learning takes place through seeing historic places, artefacts or participating in cultural activities. The other can be seen as instrumental educational value, where lessons about present-day society can be learnt through the lens of heritage. For example, we might reassess responses to historic events and decide to support alternative actions in the future. Everyone should have access to both elements.

Learning is one of the five steps to mental wellbeing, as recommended by the NHS.<sup>iv</sup> Many voluntary heritage projects offer opportunities to learn alongside its associated benefits of boosting confidence and self-esteem, having a sense of purpose and connecting with others. [This strategy advocates using heritage beneficially across all areas of life, including mental health and wellbeing.](#)

The educational value of heritage should be accessible across all ages and communities. This means offering learning opportunities in schools, outside of the classroom, taking events to communities and continuing learning opportunities through exhibitions, events and activities aimed at adults and older people. It also means ensuring that the educational value of heritage is diversely spread across many cultures, telling stories from all the people of Sheffield and offering opportunity to learn about heritage in all areas of the city. [The outreach project to improve diversity and inclusion set out in this strategy will help to assess whether heritage education is currently available to all.](#)

Activities within this strategy, such as creating the local list, updating the local heritage at risk registers and conducting research into the breadth, condition and significance of Sheffield's heritage are educational in themselves and add to our understanding of Sheffield. They each support learning new skills and have the potential to uncover new information about the city's past or to define it more clearly.

Planning applications for historic buildings or places contain valuable information about the significance of heritage. Information from applications, such as heritage statements, might be made available through the Historic Environment Record, as the National Planning Policy Framework, paragraph 199 footnote 64, supports.

Successful heritage regeneration projects, both in Sheffield and comparable examples, can educate us about how best to manage change in the historic environment, what works and what we can achieve in the future. Conversely, we can avoid duplication of projects with negative impacts.

It is important that children and young people have the opportunity to learn about heritage; they are the next generation to shape the city's future. Heritage is a topic which can be linked to many school subjects and diffused throughout the curriculum. There were over 1.6 million school visits to historic properties in 2016.<sup>v</sup> Local heritage groups should consider whether they can create learning materials for teachers, accept school tours of heritage places or take heritage to fairs/festivals or community events. [This strategy includes working with education specialists in universities, life-long learning centres, schools and heritage organisations to improve access to heritage education in and out of classrooms.](#)

The educational value of heritage should reach children and young people through existing groups outside schools, such as: Create Sheffield, Sheffield Futures, Sheffield United Community Foundation, Scouts, Guides and sports clubs. Heritage Open Days and walking tours are recognised as successful ways to incorporate learning for all as part of leisure activities. [This strategy supports building upon those successful areas.](#)

Heritage is passed on through inter-generational learning, sharing memories, stories, traditional and cultural practices. Some of this sharing will not be actively thought of as heritage or education, but might be as simple as introducing children to a tradition, such as Guy Fawkes Night, or passing on a traditional recipe.

Heritage can be of the recent past and is created in the present. Themes such as new technology and responses to climate change will be part of our past and can be included in heritage education.

**It is hoped that through these actions, access to the educational value of heritage will be improved in Sheffield.**

In the Action Plan:

- **Work with education specialists to improve access to heritage education in and out of classrooms**
- **Create, through community activity, and publicise a local list of heritage assets**
- **Update local heritage at risk registers**
- **Undertake research on the breadth, condition and significance of Sheffield's heritage**
- **Pursue an outreach project to improve diversity and inclusion**
- **Develop and co-ordinate links with Sheffield's Cultural Consortium and Cultural Collective**

**Question 6: Do you endorse this theme and the strategy proposals set out?  
Do you have additions to suggest for the Action Plan?**

## Aim 5: Strengthen the resonance of heritage with people today, and recognise its relevance to the future

**Heritage might be about the past, but it is vital, relevant and useful to Sheffield's present and future. People respond to stories, especially where they can follow them through their environment, people they know or knowledge they have from elsewhere. This strategy supports making heritage resonate with people today so that they know by experience its benefits to life and relevance to the future.**

### Themes

- *A quality historic environment and heritage* allows heritage to be enjoyed in the future, and is beneficial to Sheffield's residents today
- Heritage's benefits to Sheffield's *economic vitality and tourism* should be recognised today and enhanced for future generations
- The *health and wellbeing* benefits of heritage should be recognised and galvanised today and passed on to future generations
- A *diverse and inclusive* approach is key to making heritage resonate with all today and be relevant to all in the future
- *Children and young people* as the next guardians of heritage, should feel resonance with heritage and recognise its relevance to their future lives

For people to see value in conserving heritage, they must feel it is relevant or beneficial for them today or worth keeping for the future. We need to show that heritage is active in our lives, that it plays a role.

One way that heritage benefits our lives is through its connections to wellbeing. The NHS recommends five steps to mental wellbeing. Participating in heritage can contribute to all five steps: connecting to people, being active, living in the moment, learning and participating, as detailed in the box below. These can be achieved through visiting heritage sites, walking in historic environments or through volunteering. [This strategy includes conducting Sheffield-specific research into the connections between heritage and wellbeing.](#) to support the recognition of its benefits and to find out how best to enhance them.

Heritage activities are now also part of social prescribing, evidencing their benefits for wellbeing. [This strategy includes an action to develop understanding of the value of heritage in social prescribing.](#) Better understanding this value will help us articulate why heritage is relevant today and protect value which we expect to be useful in the future.

## 5 Ways to Wellbeing:

### - **Connect**

There is strong evidence that indicates that feeling close to, and valued by, other people is a fundamental human need and one that contributes to functioning well in the world.

### - **Be active**

Regular physical activity is associated with lower rates of depression and anxiety across all age groups.

But it doesn't need to be particularly intense for you to feel good - slower-paced activities, such as walking, can have the benefit of encouraging social interactions as well providing some level of exercise.

### - **Take notice**

Reminding yourself to 'take notice' can strengthen and broaden awareness.

Studies have shown that being aware of what is taking place in the present directly enhances your well-being and savouring 'the moment' can help to reaffirm your life priorities.

### - **Learn**

Continued learning through life enhances self-esteem and encourages social interaction and a more active life.

### - **Give**

Participation in social and community life has attracted a lot of attention in the field of wellbeing research.

Individuals who report a greater interest in helping others are more likely to rate themselves as happy.

*From Mind.org.uk; developed by the New Economics Foundation*

Research shows that connecting to green spaces, like the natural historic environment, or blue spaces<sup>vi</sup>, which are water-based, is good for our wellbeing. These can be man-made environments such as agricultural landscapes, city parks, canals and even fountains. The historic environment contains many of these features, and the wellbeing benefits to our lives should be considered in developments. For this to happen, [heritage needs to be clearly articulated in Sheffield City Council policies and embedded across many aspects of council work, as set out in this strategy's Action Plan.](#)

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*Cultural engagement can help shape reflective individuals, facilitating greater understanding of themselves and their lives, increasing empathy with respect to others, and an appreciation of the diversity of human experience and cultures.*

*Crossick and Kaszynska*

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Engagement with heritage is positive for our development as people: for increasing empathy, respect, situating ourselves in the world and appreciating diversity. For these reasons, heritage is important to society and very much relevant to life. Heritage which represents diverse cultures in the past helps people to recognise that diversity and immigration are not newly introduced to life and encourages a positive view of diversity today. Recording our diverse lives today ensures that everyone's heritage is equally valued, suggesting that we are all equally valued in life. It also creates an accurate record for future, allowing future generations to recognise themselves in Sheffield's heritage.

Heritage should not be thought of as remote, untouchable or impossible to influence: everyone should feel that heritage is dynamic and accessible. [The outreach project set in this strategy](#) will aim to reach people who currently feel that heritage is not relevant to them, or that they cannot influence it. The definition of heritage will be broad and will treat intangible heritage equally to tangible. It will not only encourage people to participate in current heritage activity but extend heritage to be inclusive of alternative conceptions.

Heritage, particularly the historic environment, is a backdrop to everyday life. The sense of place and character that heritage helps to build is valuable to many – and often only articulated at the point of loss. Heritage events such as festivals, or Heritage Open Days, characterful quarters with independent retail and cultural use of regenerated buildings help make heritage part of people's lives today. Heritage resonates as a good place to be, for work or leisure. Using the historic environment as an asset and giving it new life through regeneration has been cited as one of the cornerstones of the economic and social revival of England's towns and cities<sup>vii</sup> and could be used to benefit areas of Sheffield. [This value should be proactively considered in Sheffield City Council policies, as supported by the Action Plan.](#)

Heritage is a cross-cutting theme which interacts with many other functions in everyday life. One such area is eco-friendly access to heritage where strategies for footpaths, cycle paths and public transport interests will support inclusive access to heritage.

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*"The greenest building is... the one that is already built."*

*Carl Elefante*

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Heritage is also relevant today for its potential to be environmentally-friendly. While new building may be more energy efficient once built, the damage done to the environment during construction can take decades to repair. For this reason, and because of stored carbon, and because there is a growing body of research on energy efficiency for historic buildings, re-purposing historic buildings may be the way forward for reducing carbon emissions and providing environmentally-friendly development.

Conserving the historic environment also means conserving historic parks and ancient woodlands, historic landscapes and all sorts of other natural environments. Heritage conservation contributes to the green agenda and should be knitted into these priorities.

Heritage teaches us about the relationship between humans and the environment across millennia. It offers learning opportunities for how we succeeded in living in environmentally friendly ways in the past, how we might do so again and what we need to avoid repeating. With the climate crisis a top priority, we might learn from heritage how to reshape our world.

Heritage is being created and curated in the present. We are living and deciding what the heritage of the future will be. Children and young people might conceive of heritage differently, and their views on heritage should be included in projects within the strategy.

The narratives of heritage should be continued into the future, considering the curation of areas such as innovation, technology, responses to climate change, cultural shifts and contemporary practices.

**It is hoped that the recognition of the value of heritage to people's lives today can be increased through this strategy, and that in turn the relevance of heritage to future society will be more widely known.**

#### In the Action Plan:

- **Improve articulation of heritage issues in Sheffield City Council policies**
- **Embed heritage in all aspects of Sheffield City Council work**
- **Undertake an outreach project to improve all aspects of diversity and inclusion, from governance to practical involvement and representation**
- **Collect Sheffield-specific evidence on heritage and wellbeing, working in partnership with relevant health interests/organisations**
- **Develop understanding of the value of heritage in social prescribing**

**Question 7: Do you endorse this theme and the strategy proposals set out?  
Do you have additions to suggest for the Action Plan?**

## Governance

A Heritage Strategy must not just be a piece of paper. It will need active involvement and effort if it is to fulfil its potential for making Sheffield a better place. Governance is therefore crucial, and we seek views on the best way to handle this. Three options for managing the delivery of the strategy are set out here for consideration.

### Option 1

**The Heritage Strategy is delivered by people and organisations in Sheffield.**

- The Heritage Strategy would be finalised and published by JUHS and then passed on to people and organisations in Sheffield for delivery
- JUHS could, at most, act as a facilitator to help co-ordinate other peoples' and organisations' progress toward delivery but largely it would be up to others to work together.

### Option 2

**Joined Up Heritage Sheffield take responsibility for delivering the strategy.**

- The Heritage Strategy would be published and available for all to use and contribute to
- People and organisations in Sheffield would be vital partners in delivering the strategy and action plan
- JUHS would take responsibility for driving the strategy forward

### Option 3

**The Heritage Strategy is delivered by a partnership of local stakeholders.**

- The Heritage Strategy would be finalised and published by JUHS and then passed on to a partnership of major local stakeholders for delivery
- The local stakeholders could include major city organisations with an interest in heritage and representatives of key voluntary groups
- People and organisations in Sheffield would be vital partners in delivering the strategy and action plan

Whoever takes responsibility for the strategy, a community-based approach remains crucial, and we consider this further below.

**Question 8: what approach to delivery would you support? Are there other options that should be considered?**

## Implementing the strategy

There will need to be a way for individuals and small voluntary groups to continue to input to, or lead, the direction of the strategy. We propose therefore that the strategy is implemented by two core functions: a group responsible for the delivery of the strategy (see options above) and a Heritage Forum to continue the community-based approach.

As a grass-roots-driven strategy, it is vital that the people responsible for delivering the strategy communicate effectively with the Heritage Forum. Consultation on ideas for driving the strategy forward and making progress with Sheffield's heritage must operate both ways.

The proposed Heritage Forum will be an active network, able to contact each other through the heritage directory. The Heritage Forum will allow people to share best practice, share funding advice, find partners or collaborators, and combine their resources and expertise to work towards improving heritage activity in Sheffield. As a charity already operating as umbrella body for heritage interest in Sheffield, it may be that Joined Up Heritage Sheffield fulfils this role.

If funding could be found, a dedicated post would help facilitate the strategy, connecting those responsible for the strategy delivery with the heritage forum and acting as a point of contact for all. This post could be based at a Sheffield organisation and could be partnership funded, aiming for long term sustainability. The annual updates to the Action Plan, and the ten-year review of the strategy proposed for 2020-30, would be major tasks.

**Through this framework, there is huge scope for the delivery of the strategy by Sheffields working together. The current and expanded network for Sheffield's heritage groups can achieve much towards the strategy. By recording everyone's input collectively, we can show the impact and benefits of our work for Sheffield and encourage others to include heritage in their work across the city.**

**Question 9: do you support the proposal for a Heritage Forum to work alongside whichever of the delivery mechanisms is chosen?**

## A strategy for all, enacted by all

This strategy is intended to support all interests in heritage – from individuals, voluntary local groups, non-heritage organisations, the City Council, businesses, developers, Sheffield’s heritage organisations, national heritage bodies and other professionals. For it to succeed, it needs to be taken up by these partners across the city.

Many people have a share in this strategy, because so many people benefit from heritage. As this is a grass-roots strategy in its creation, it is intended that the community do not lose their voice and power to act in its implementation. The Heritage Forum enables everyone to have a voice; the Action Plan activities can be carried out by all.

Everyone has their part to play:

- **Individuals** can get involved through the forum, joining a local group through the directory or participate in an action plan activity
- **Local heritage groups** can implement the strategy aims in their projects, can develop activities to be included in the action plan and work with others towards the strategy vision
- **Third sector bodies** can use their expertise to work towards the strategy aims, develop action plan activities, integrate heritage in their work and contribute to the forum
- **The education sector** can work with heritage groups to improve access and learning for heritage, and to work towards action plan points for research and evidence gathering
- **The business community** can work with heritage practitioners and local stakeholders to work towards action plan points for funding and economic benefits, and to boost recognition of heritage in redevelopment
- **The local authority** can support the work of local stakeholders using statutory powers and in policy creation and decision-making
- **Heritage organisations** in Sheffield can implement the strategy aims, develop activities for the action plan and work with others towards the strategy vision

## Integrating the strategy

Heritage is a cross-cutting theme that should be embedded throughout the city.

This strategy sets out the priorities for heritage, but it also opens conversations with others about integrating heritage throughout Sheffield life, and about how heritage can bring benefits to them.

We recognise that there are many other organisations working in Sheffield, who may also have strategies, and that this strategy needs to integrate with those. Heritage relates to the natural environment, planning, urban design, public realm, transport, economics, environmental agenda, health and wellbeing, culture, libraries and archives, museums and galleries and much more. It needs to be part of those agendas and in the conversation with all areas in creating Sheffield's future. Our aim is not to set boundaries, but to integrate heritage with other priorities, and ensure it is considered within other areas of life.

## Draft Action Plan

This brings together the action points proposed in the Strategy. It does not, at this stage, suggest who takes responsibility for each action; this falls for consideration once decisions are reached about the governance structure.

S = Short term (a priority); M = Medium term; L = long term (within 10 years).

<b>1. Improve public knowledge and understanding of heritage assets and activities</b>	
Seek funding for a dedicated heritage officer	M
Create, through community activity, and publicise a local list of heritage assets	S
Explore opportunities to contribute to a heritage information hub for tourism	M
Compile a heritage directory including an audit of community heritage activities	S
Better define Sheffield's heritage narratives	M/L
Work with education specialists to improve access to heritage education in and out of classrooms	M/L
Undertake research on the breadth, condition and significance of Sheffield's heritage	M/L
<b>2. Develop tools for the better understanding of heritage and get their use and potential properly understood by all relevant interests in the public, private and third sectors</b>	
Improve engagement with business community, via eg the Chamber of Commerce, Business Improvement District, Sheffield Property Association, FSB etc	M
Convene a group of marketing professionals for heritage	M
Understand the visitor markets for heritage through shared data	M/L
Improve articulation of heritage issues in Sheffield City Council policies	S
Embed heritage in all aspects of Sheffield City Council work	M
Update local heritage at risk registers	M
<b>3. Create a strategy for leveraging investment in heritage</b>	
Dedicated heritage officer and governance body to produce investment strategy	M
Develop links between local authority and community groups to foster groups' involvement in re-use of heritage assets	M
<b>4. Improve all aspects of diversity and inclusion</b>	
Undertake an outreach project to improve all aspects of this, from governance to practical involvement and representation	S
Encourage development and sharing of heritage narratives by diverse communities in Sheffield	M/L
Collect Sheffield-specific evidence on heritage and wellbeing, working in partnership with relevant health interests/organisations	M
Develop understanding of the value of heritage in social prescribing	M
Improve access to heritage activities by working with disability organisations	M
<b>5. Develop deeper understanding of the significance of all aspects of the city's heritage, in and beyond Sheffield</b>	

Better define Sheffield's heritage narratives	M/L
Improve links between heritage organisations and with relevant non-heritage organisations	M
Improve the city's profile with national heritage and funding bodies	S/M
Strengthen the role of the heritage champion	M

**Question 9: Are there items that should be added to this initial Action Plan?  
Or items that should be removed?**

## Appendix A

### Ideas honeycomb

The workshops to develop the heritage strategy captured loads of great ideas. So many that not all of them fitted into the strategy! It would be a shame to lose them, so here they are...





## Appendix B

### The collaborative process: how this document has been written

This heritage strategy is a collaborative, community-based and community-driven initiative. It has been written by drawing together many people in the city, gathering their views and forming a strategy from their words. It is a grass-roots approach to creating a heritage strategy in which over 150 people have participated through workshops and a greater number consulted during its editing process.

The heritage strategy has been written from the following participative events:

- |  |   |
|--|---|
| - Heritage strategy workshops (x2)   | 11 <sup>th</sup> January 2017                         |
| - 'Have your say' workshop – Economic vitality and tourism                   | 25 <sup>th</sup> January 2017                         |
| - 'Have your say' workshop – Health and wellbeing                            | 8 <sup>th</sup> February 2017                         |
| - 'Have your say' workshop – Cohesion and community pride                    | 1 <sup>st</sup> March 2017                            |
| - 'Have your say' workshop – A quality historic environment                  | 15 <sup>th</sup> March 2017                           |
| - Shaping histories: communities making a heritage strategy<br>For Sheffield | 19 <sup>th</sup> October 2016                         |
| - What do you know about Sheffield? Young people's session                   | 29 <sup>th</sup> March 2017                           |
| - Moving forward – launch of the Sheffield heritage strategy framework       | 13 <sup>th</sup> and 14 <sup>th</sup><br>October 2017 |
| - Heritage strategy workshops (x3)   | October 2019  |

Notes from each workshop were recorded and a report written for each. From these notes the input of participants can be traced through to the strategy. For the final three workshops, where the detailed content was produced, the discussion notes were transcribed, coded and sorted leaving a clear line from participant contribution to the structure and wording of the heritage strategy. All of these documents are available from Joined Up Heritage Sheffield.

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#### Endnotes

<sup>i</sup> Colliers, 2018

<sup>ii</sup> AMION and Locum Consulting, 2010

<sup>iii</sup> Heritage and the Economy, 2018

<sup>iv</sup> <https://www.nhs.uk/conditions/stress-anxiety-depression/improve-mental-wellbeing/>

<sup>v</sup> Visit England, BDRC 2017

<sup>vi</sup> BlueHealth <https://bluehealth2020.eu/>

<sup>vii</sup> Deloitte 2017