Sheffield's Rural Economy

June 2011

(amended December 2011)

Sheffield City Council

RoseRegeneration

Foreword

From a quick glance at a map of Sheffield it's clear to see that there is a large area that has some of the most spectacular countryside in England, as well as farming communities, villages and market towns. With one third lying in the Peak District National Park, the only UK city with a national park within its boundary, Sheffield's rural landscape adds something really distinctive to its character.

Sheffield City Council's *Rural Communities Strategy 2010-13* sets out what we will do to help people and businesses in the rural area to fulfil their potential. It recognises that life for rural communities is changing, and acknowledges that living or working in rural areas means that accessing services is not always easy.

Economically, we know that the rural area is diverse with agricultural industries in the rural expanse to the west of the city around settlements like Bradfield and Ringinglow, and industrial businesses in Stocksbridge, High Green and Chapeltown. This study was commissioned as a key action arising from the Rural Communities Strategy to help give the Council and its partners a better understanding of the rural economy – its characteristics, the role it plays for the city, and some of the distinctive challenges and opportunities within the city's rural communities. We wanted a better understanding of the potential of our rural economy to inform future policies and actions that will help it to grow in an appropriate way.

Under the stewardship of the Northern Community Assembly, we want to work with our partners including the Peak District National Park Authority, the East Peak Innovation Partnership, Bradfield and Ecclesfield Parish Councils, Stocksbridge Town Council and others, to consider the findings and recommendations of the study and how we take this work forward for the benefit of the rural communities and the city as a whole.

Councillor Trevor Bagshaw
Chair, Northern Community Assembly
Sheffield City Council

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Executive Summary

Sheffield City Council's *Rural Communities Strategy 2010-13: A Fair Deal for Rural Communities* sets out what the Council will do to help local people and businesses in Sheffield's rural area to have an equal opportunity to access services and fulfil their potential.

As a key action arising from the strategy, Sheffield City Council commissioned this research to develop a better understanding of the capacity within the Sheffield rural economy, and to explore stronger links with the wider city economy.

Rural Sheffield

This report makes the case for a distinctive rural component within the Sheffield economy, but most importantly as a component of that economy, not something separate from it.

This report finds that the majority of rural neighbourhoods within the city might best be characterised as **"urban fringe"**, that is having a clear rural context and hinterland whilst being very significantly influenced economically by their close proximity to the city.

Having considered the functionality of the rural area it finds that "Rural Sheffield" performs a number of significant roles for the city and presents some distinctive challenges and opportunities:

- It has a considerable stock of small businesses (over 10% of those in the city), a strong track record of new business formation (21% of all those in Sheffield) and a low dependency on public sector employment (5.5% of all employees).
- It has pockets of acute deprivation and relatively poor access to employment and learning – Stocksbridge and Ecclesfield are amongst the 40% most deprived neighbourhoods in England. Two thirds of the population of the rural area live in neighbourhoods below the average in terms of training and skills outcomes.
- It is host to a significant proportion (21%) of the city's elderly population.
- It provides living space for a large number of economically successful individuals who form a key element of the overall mix of the city's population. 75% of the households in the rural area have higher household incomes than the city average.
- Physically it covers a very significant proportion of the land mass of the city area and is a gateway to the Peak District National Park.

Rural Facts

Looking at the rural area as a whole the following headline findings are significant:

- The population represents 19% of the total population of the city, 18% of its working population and 22% of its over 60/65s.
- 6.1% of the jobs in the city and 11.1% of its firms are based in the area. In terms of employment density the number of residents per firm is 39.4 compared to 32.6 for the city as a whole – with the rural area therefore having a proportionately lower stock of jobs than the average for the city as a whole. The full wards within which the rural areas sit accounted for 21 % of all new business starts in the city in 2009-10.
- 48 (74%) of the 64 neighbourhoods in the area have higher household incomes than the city average, and 31 (48%) of the 64 neighbourhoods in the area have higher house prices than the city average.

- All but one of the rural settlements (Ecclesfield) have lower levels of working age benefit dependency than the city average.

- Three of the individual settlements (Ecclesfield, Mosborough and Stocksbridge) are in the top 50% of deprived neighbourhoods in England.

- 77% of the population of the rural area live in settlements with levels of skills deprivation in the worst 50% of all settlements in England.

- Dependency on public sector employment is low in the rural area with the highest proportion of public sector employees being in Ecclesfield ward. However this only represents 14% of the overall workforce compared to a figure of 24% for the city overall.

- Access to employment, further education (FE) and GPs is worse than the averages for the city as a whole in almost every rural settlement and this is particularly pronounced in terms of FE.

- In terms of digital connectivity, there are slow broadband speeds in Stannington, Loxley, Grenoside, Ecclesfield, Burncross, High Green and Bolsterstone/Ewden, and there is a "not spot" with no broadband connectivity in the Dungworth and Storrs area.

The Council Perspective

Turning to the impact of the Council on the rural area, the report identifies:

1. The Council employs 2,292 (5% of the working population)[1] who live in the rural area. This makes it the largest employer in the area, being almost twice a large as the biggest private sector employer, B-Braun Medical based in Chapeltown.

2. Whilst there is no formal process of singling out rural areas for particular treatment within the Council, there is a significant awareness among the services who participated in this study that the city has a rural component. Rural thinking does appear to influence service planning as part of a holistic process. It was clearly possible for individuals in for example the Young Enterprise area, the Digital Region project and the housing, planning and procurement arms of the Council to identify and monitor the impact of their interventions in both policy and service delivery terms on the rural area.

3. In addition to the core service areas mentioned above the commitment to employ and support a Village Officer, who whilst based with the Peak District National Park, has clear influence over and links within the City Council, is further testament to the commitment of the Council to its rural areas.

4. A significant number of the settlements within rural Sheffield are in the Northern Community Assembly area. The statistical profile for this area[2] and its action plans recognise the importance of the rural component of the city and that it is a distinctive feature of their operational area and remit. Another key cluster (Mosborough – comprising Mosborough and Beighton) has a distinctive and different geographical focus to the south east of the City.

Key Issues

The connections between inner and outer Sheffield, in terms of its urban and more rural neighbourhoods are stronger than their differences. It is therefore argued that whilst

[1] Data provided by Capita – May 2011.

[2] Northern Assembly Profile – Sheffield City Council 2010.

there is scope for distinctive work with businesses and communities in the rural area, because of the strong connections between these neighbourhoods and the city as a whole, this is best done under the stewardship of the Northern and South Eastern Community Assemblies rather than through a specific "rural" programme.

Practical policy reflections and considerations are set out below as a means of helping the Council think through the key opportunities for action arising from the findings of the report:

1. There is a need to be pragmatic around development aspirations for most settlements in the rural area, in terms of the planning constraints which limit the development potential of the rural area outside of Chapeltown and Stocksbridge.

2. There is a need to consider the high number of settlements in the rural area which are only likely to receive upgraded broadband through Digital Region if it achieves its first stage earning targets. Consideration should be given to developing a "Plan B" for these settlements should this not happen to avoid them being disadvantaged. This is particularly important if the Council's "face to face" access strategy for a number of these settlements is to be based primarily on internet and telephone contact going forward.

3. The prevalence of a number of distinctive sectors within the rural area (construction, transport and storage, land based businesses and small financial companies) provides scope to consider how the Council could intervene to support these sectors to strengthen the rural economy.

4. The Council has already made in-roads into the encouragement of entrepreneurship in the rural area (which has a high incidence of new business formation) and there is scope to build on the success of the Young Enterprise agenda in these neighbourhoods to strengthen it further. There is also scope to do more work to engage businesses in the rural neighbourhoods as effectively as possible in the context of 'buy4sheffield' and to consider the opportunities arising from public sector procurement more widely

5. There is a need to build on the good work of the housing department in maintaining the sustainability of a number of key rural settlements, by seeking out rural exception sites or appropriate existing buildings for affordable housing. This is particularly important in the more dispersed settlements in the area including Bradfield and Dungworth.

6. There is scope to realise the full potential of the County Farm estate around the development of the land based elements of the local economy and in terms of rural housing opportunities. This includes the scope to access funding from the Rural Development Programme for England (RDPE) to support farm diversification and the broader landscape management activities of the Council in relation to its amenity land.

7. There is potential to maximise the contribution of the East Peak Innovation Partnership (EPIP) LEADER programme to the economic development of the rural area within Sheffield up to 2013.

8. There is significant scope to network with other metropolitan authorities which have distinctive approaches to their urban fringes. For example, Bradford has a particularly strong record in this area and would be a good starting point for an exchange of views and experiences in this context.

9. There is scope for the city council and its partners, with Northern and South East Community Assembly engagement, to develop an action plan arising from this study to take forward the key points set out above. This will however require dedicated support and resources.

Introduction

The Council's Corporate Plan 2010-13, *A City of Opportunity*, recognises the contribution made and the particular needs of rural communities in Sheffield, including access to services, public transport, housing, employment and community development. The Council is committed to ensuring that rural residents, businesses and visitors are able to make the most of everything our rural area has to offer.

The *Rural Communities Strategy 2010-13: A Fair Deal for Rural Communities* sets out what the Council will do to help local people and businesses in Sheffield's rural area to have an equal opportunity to access services and fulfil their potential.

As a key action arising from the strategy, Sheffield City Council commissioned this research to develop a better understanding of the capacity within the Sheffield rural economy, and to explore stronger links with the wider city economy.

This is against the background of a significant change agenda in relation to the role of local authorities in the context of economic development. The Coalition Government has made its objectives for economic development clear through a series of activities and bills. In addition to a Local Growth White Paper (October 2010) it issued a Plan for Growth as part of the Budget 2011. It is also consulting on the development of the Localism Bill which contains a number of reforms to the planning system focusing on economic growth.

In addition to these policy and legislative approaches, the Government has initiated the development of Local Enterprise Partnerships (one has been established for the Sheffield City Region) and has developed a new regeneration funding programme, the Regional Growth Fund.

In parallel with these economic development activities, the Department for Environment, Food and Rural Affairs (Defra) has identified three structural reform priorities:

1. Support and develop British farming and encourage sustainable food production.

2. Help to enhance the environment and biodiversity to improve quality of life.

3. Support a strong and sustainable green economy, resilient to climate change.

All three of these measures are important in the context of the rural agenda across England in general and in Sheffield's rural area specifically. In terms of detailed issues, the reform of the Rural Development Programme for England (RDPE) and the reduction to the funding of LEADER partnerships in the short term, including to the East Peak Innovation Partnership which operates across the rural areas of Sheffield, will have an impact on resources available for rural community development.

In terms of the Department of Culture Media and Sport (DCMS) agenda there are proposals to ensure that super-fast broadband is brought to rural areas. This policy will clearly have a major impact if brought to fruition on the infrastructure in rural Sheffield to support business transactions and homeworking.

Whilst a number of the issues linked to the implementation of these changes have still to be considered and planned, they have major implications for the role of local authorities in terms of economic development in rural areas.

The powers proposed around neighbourhood planning in the Localism Act will enable communities to become more directly engaged

in issues around rural housing provision. The general presumption in favour of development will encourage local authorities to think more actively around development opportunities.

Another key angle arising from discussion about the Localism Act is the enhanced role opened up to Parish Councils as the first level of governance in neighbourhoods. Parish Councils draw their strength from local communities and are unique amongst organisations at this level in terms of their power to raise income through precepting. Sheffield has three authorities operating at this level, Stocksbridge Town Council and Bradfield and Ecclesfield Parish Councils.

New mechanisms which are being considered to enhance private sector engagement in public regeneration such as Tax Increment Financing (TIF) and the Community Infrastructure Levy (CIL) will create scope for a new dialogue between local authorities and the private sector around development.

In the current climate of financial austerity, with the closure of Regional Development Agencies and only very modest resources directed towards Local Enterprise Partnerships, local authorities are now clearly established as the principal means of delivering local economic development. Local authorities currently draw their powers to undertake economic development in relation to the Local Government Act 2000 which enables them to use their discretion in relation to delivering economic, social and environmental well-being. The discretion of authorities will be further enhanced going forward through proposals to give them a general power of competence which will allow them to undertake any actions connected to the use of their discretion which do not break the law.

The current climate of change in relation to both the economic development and the rural policy agenda forms an important backdrop to the development of this report.

Summary of the Brief

This report was commissioned by Sheffield City Council.

Its role is to respond to a key action set out in the *Sheffield Rural Communities Strategy 2010-2013 – A Fair Deal for Rural Communities*, namely:

"to undertake a study to develop our understanding of the capacity within the Sheffield rural economy, and to explore stronger links with the wider city economy."[3]

More specifically the Council issued a brief which required that:

"The study should produce a range of recommendations and, where appropriate, practical actions for Sheffield City Council to consider."

Specifically, to the brief asked for the study to:

- Analyse Sheffield's rural economy in terms of the main sectors, number and location of businesses within each of the main sectors, and employment numbers.
- Identify what is contributing to and what is hindering business investment and growth in the rural economy.
- Make an assessment of the extent to which the Council's core services support rural businesses.
- Develop a range of recommendations and, where appropriate, practical actions to enhance support for rural businesses and to maximise the contribution of the rural economy.
- Consult with appropriate stakeholders throughout the study
- Produce a final report including analysis, key findings, significance and implications of the key findings.
- Prepare an executive summary of the final report.

[3] Invitation to Quote – "Sheffield's Rural Economy" Sheffield City Council 17 February 2011

Summary of the Approach

The research for the report was undertaken from March to May 2011. It involved:

- Detailed desk research using published sources at the lowest and most up-to-date geographies available to map the characteristics of the rural areas within the city boundaries.
- A series of one-to-one interviews with officers from key departments within the Council on 7 April 2011 to review their contribution to the development of the rural economy. This also involved a review of key documents and strategies.
- A discussion of the key findings of the research with a group of rural stakeholders at Bradfield Village Hall on 21 April 2011 supplemented by interviews with a number of additional stakeholders to give a comprehensive overview of the key organisations and activities within the area.
- A review of wider strategies and documents which have an impact on the rural areas of the city.
- In November 2011, the Council commissioned Rose Regeneration to refresh and update the original study to include neighbourhoods in the South East of Sheffield, specifically Mosborough and Beighton. Rose Regeneration employed the same approach to data analysis to provide continuity with the original study. The overall analysis was updated to create an integrated report covering these areas in December 2011.

The client team at the City Council made a major contribution to the development of the report, and the original study was further supported by the engagement of Councillors Trevor Bagshaw and Penny Baker.

Defining the Area

The geographical coverage of the Rural Communities Strategy, and therefore the boundary for the original report, is the area of Sheffield agreed as part of the East Peak Innovation Partnership (EPIP) LEADER area. EPIP was formed in 2009 and covers *"nearly 50,000 hectares covering a rural geography running from west of Barnsley, spanning from just south of Huddersfield in West Yorkshire to the south west of Sheffield."*[4] In December 2011, the geography was updated to include the South East neighbourhoods of Mosborough and Beighton

The role of the EPIP partnership is to focus small scale EU grants from the Rural Development Programme for England on communities to make them more sustainable. The partnership has four key themes:

- Support and development of the local rural economy
- Marketing and promotion of the East Peak
- Access and development of the countryside, tourism, culture and heritage
- Adding value to the environment and landscape

The funding supporting the work of EPIP is scheduled to run until December 2013.

More information about this Partnership is available in their five year development strategy.[5]

Lower super output areas (LSOAs), that is those areas comprising roughly 1500 individuals, have been used as the data areas for the development of the analysis. They provide the lowest standard level for most key data sources which are available on a nationally comparable basis. Where settlements cover several LSOAs, the data from individual LSOAs has been grouped together to provide whole settlement profiles. For ease of reading we refer to LSOAs as neighbourhoods throughout the report.[6]

For the purposes of consistent analysis (based on neighbourhood boundaries) settlements have been grouped as follows:

- Stocksbridge
- Deepcar
- Bolsterstone/Ewden
- Worrall
- Middlewood/Oughtibridge
- Wharncliffe Side
- High Green
- Chapeltown
- Grenoside
- Burncross
- Ecclesfield
- Dungworth/Storrs
- Hollow Meadows/Midhopestones/Upper Midhope/Bradfield/Loxley
- Stannington
- Redmires/Ringinglow
- Mosborough
- Beighton

Geographies/Clusters

It is useful to study these settlements in clusters. This has been done in terms of road corridors attributing settlements to clusters as follows:

- **Ecclesfield Cluster** (M1/A629) – High Green, Chapeltown, Burncross, Ecclesfield, Grenoside
- **Stocksbridge and Upper Don Cluster** (A 616/6012) – Stocksbridge,

[4] East Peak Innovation Partnership: Socio-Economic Research Baseline Evidence April 2008

[5] East Peak Innovation Partnership Development Plan 2009-13

[6] The full list of LSOAs and references is attached at Appendix A

Deepcar, Bolsterstone, Ewden, Wharncliffe Side, Oughtibridge, Worrall, Middlewood

- **Stannington Cluster**
  (B6077/A57) – Loxley, Bradfield, Dungworth, Storrs, Stannington, Hollow Meadows, Midhopestones and Upper Midhope

- **Fulwood Cluster**
  (A57/A65) – Redmires and Ringinglow

- **Mosborough Cluster**
  South East Sheffield – Mosborough and Beighton

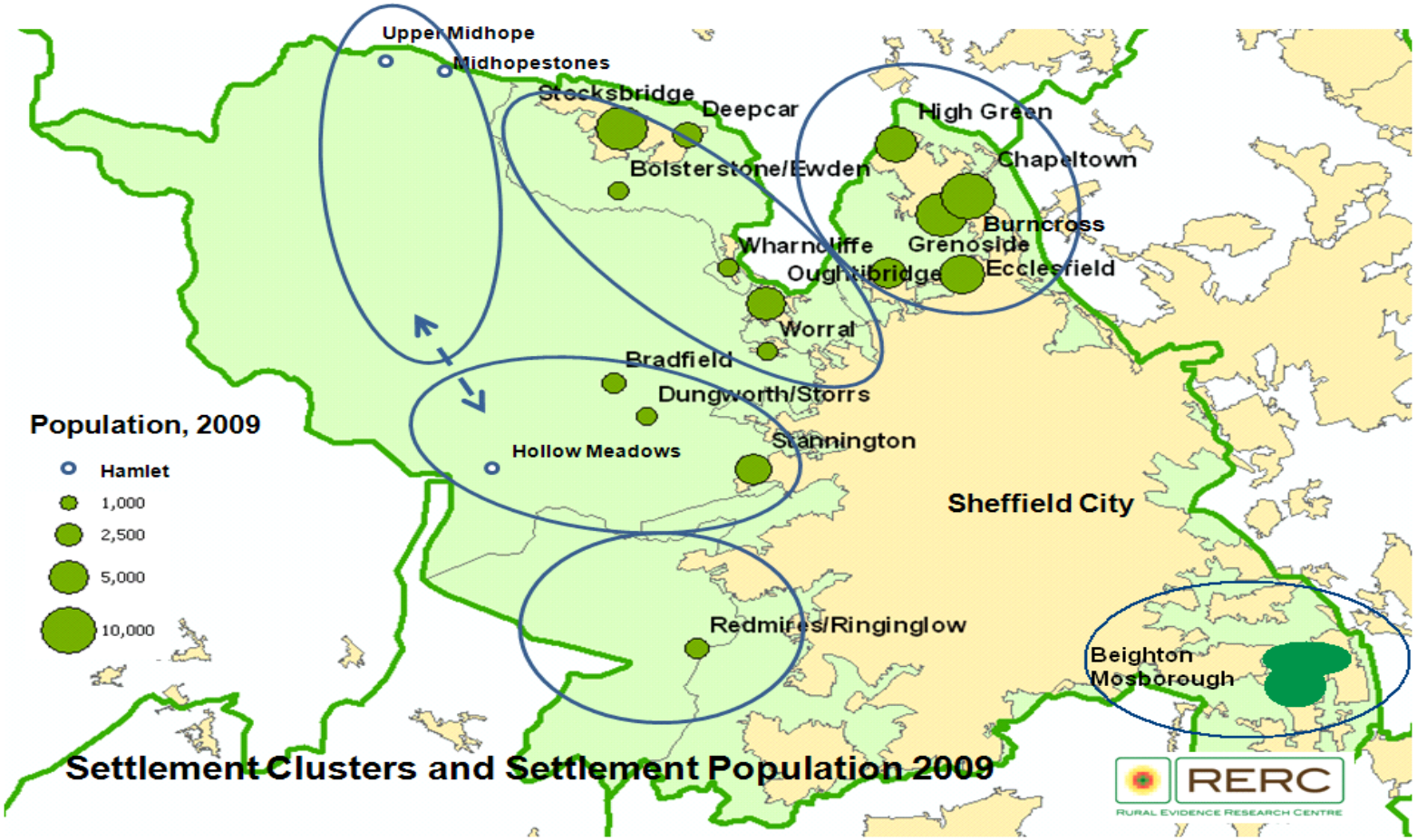
The attribution of settlements to clusters never provides a completely definitive "fit" as there are always overlap and connectivity issues with adjoining areas. In the case of our proposed clustering approach we appreciate that there are links between some of the settlements in the Stannington cluster and the Stocksbridge and Upper Don cluster in terms of Midhope and Midhopestones which could be seen as equally relevant to their attribution to the Stannington cluster. The configuration of data zones on which our analysis is based however locates them within a structure which can only be straightforwardly analysed as part of a larger Stannington component.

The Rural Urban Definitions[7] – define most of the neighbourhood areas in the scope of this study as Urban. It is important however to bear in mind that these definitions describe merely the spatial distribution of population – for the purposes of this study we have chosen the settlements identified as rural by the City Council.

Representatives at both the internal discussions on 7 April at the City Council and the external consultation on 21 April in Bradfield agreed that this allocation of settlements to clusters as set out above was a practical and helpful approach to interpreting the dynamics of the rural area.

A map showing the distribution of these clusters is attached below.

[7] Commissioned by Defra in 2004 to provide a means of interpreting the term rural in an English context in the light of the fact that international definitions of rural categorise the whole of England as 'urban'.



Rural Evidence Research Centre – Birkbeck College University of London 2011

Key Findings About Sheffield's Rural Economy

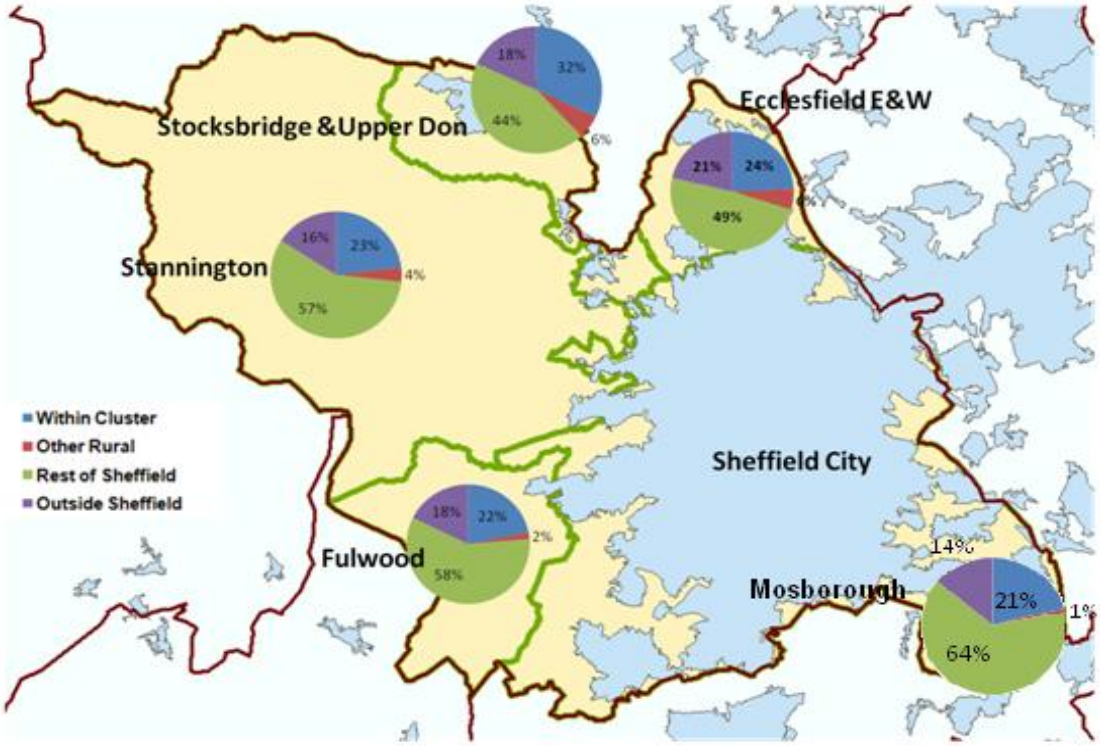
Rural Area Interactions

The most up to date source for commuting is from the 2001 Census. It suggests the following pattern of commuting for each of the census wards within which the settlements sit:

Travel to Work Flow 2001; Residents (origin) filling jobs (destination) %

Settlement (CAS 2003)	Within Cluster	Other Rural	Rest of Sheffield	Outside Sheffield
Stocksbridge	32	6	44	18
Ecclesfield	24	6	49	21
Fulwood	22	2	58	18
Stannington	23	4	57	16
Mosborough	21	1	64	14

2001 Census – Office for National Statistics



This reflects the "urban" feel of the rural area – with settlement centres in each ward providing work for around 20-25% of their residents and the balance of residents travelling largely into the city or to other settlements outside of its boundaries rather than to directly adjoining settlements. In terms of wider commuting, travel to Barnsley within the north east of the rural area, is cited as particularly significant by local stakeholders. In rural geographies with more dispersed settlements high levels of commuting to adjoining settlements take place. This is because settlements have to band together to sustain the services their residents need. In rural Sheffield close proximity to the city and good connections to other urban places remove this necessity.

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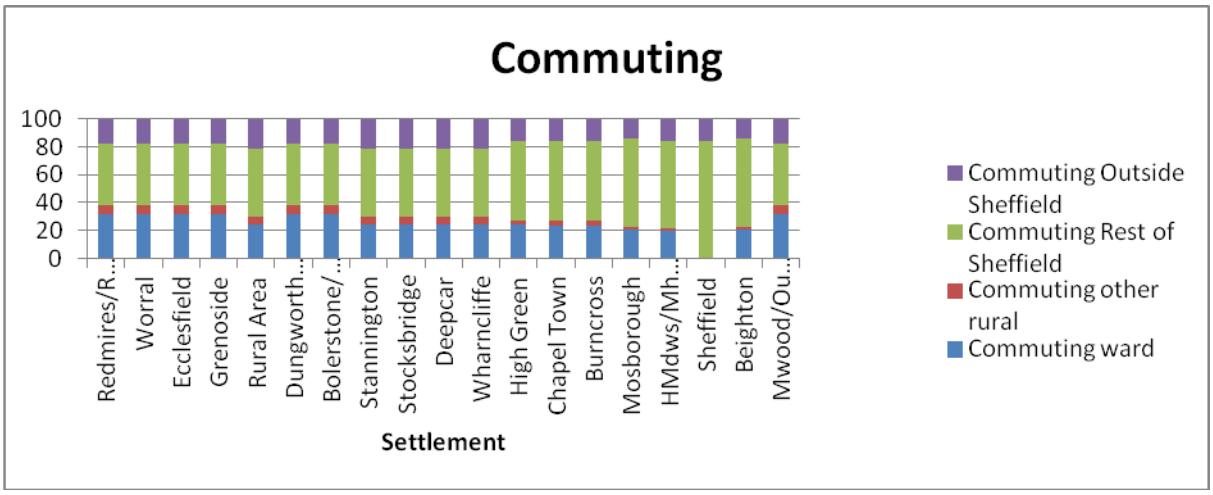
Discussions with local stakeholders in the rural settlements suggest that over the last decade, (reflecting the fact that the latest data for commuting is now 10 years old), the catchment strength of the local centres in major places such as Stocksbridge and Chapeltown has diminished leading to more Sheffield wide commuting and commuting out of Sheffield from these settlements. Should this prove to be the case when the 2011 Census details are analysed it will reflect a diminution of the sustainability of the local rural centres within the city area
The commuting pattern based on the location of individual settlements within these Census wards is set out in the graph below



2001 Census – Office for National Statistics

Population

The detailed distribution of the population between individual settlements in the rural areas is set out below

Settlement	Population 2009 ONS	Working P	60/65+	60.5+%	Work P%
Redmires/Ringinglow	2101	1173	518	0.247	0.558
Worral	1589	889	446	0.281	0.559
Ecclesfield	7079	4113	1764	0.249	0.581
Grenoside	4450	2617	1228	0.276	0.588
Dungworth/Storrs	1396	828	328	0.235	0.593
Bolsterstone/Ewden	1526	909	415	0.272	0.596

Stannington	4619	2757	1140	0.247	0.597
Stocksbridge	9338	5670	2094	0.224	0.607
Deepcar	2970	1827	617	0.208	0.615
Wharncliffe	1434	886	291	0.203	0.618
High Green	6245	3861	1336	0.214	0.618
Chapel Town	10300	6401	2173	0.211	0.621
Rural Area	**102314**	**63701**	**21544**	**0.211**	**0.623**
Burncross	8987	5619	2014	0.224	0.625
Mosborough	15044	9635	2762	0.184	0.640
HMdws/Mhostnes/UMhope/Bdfield/Lxly	1719	1110	352	0.205	0.646
Sheffield	**542841**	**351411**	**98299**	**0.181**	**0.647**
Beighton	18465	12013	3362	0.182	0.651
Mwood/Oughtibridge	5052	3393	704	0.139	0.672

Annual Population Statistics – Office for National Statistics 2009

Overall Population

The **Ecclesfield Cluster** has the highest population amounting to 37061 people or 36% of the population of the whole rural area. In common with Stannington Cluster the settlements in this area have the greatest contiguity with the urban fabric of the city area.

The **Mosborough Cluster** has the second largest population amounting to 33509 people or 33%of the whole rural area. It is different in character from the rest of the rural clusters, being focused to the south and east rather than north and west of the City. It is relatively well connected to major settlements including Rotherham and large towns (Chesterfield and Worksop) in North Derbyshire and North Nottinghamshire.

The **Stocksbridge and Upper Don Cluster** is dominated in population by Stocksbridge itself which has a population of 9338 and the other significant settlement in this cluster is Middlewood/Oughtibridge which has a population of 5052 combined.

The **Stannington Cluster** is dominated by Stannington itself with an otherwise dispersed cluster of settlements with a population of 4619.

The smallest level at which we have been able to model data for the **Fulwood Cluster** (Redmires and Ringinglow) is at a neighbourhood level which has a population of 2101.

Working Population

In percentage terms, the **Ecclesfield Cluster** has no settlements with a working population at the same level as the city average, and Ecclesfield itself has the second smallest working population (as a % of its overall population) in the rural area.

The **Mosborough Cluster** has the highest percentage of working population as a percentage of the whole population of all rural settlements. Mosborough is very close to Sheffield average at 64% with Beighton slightly better at 65%

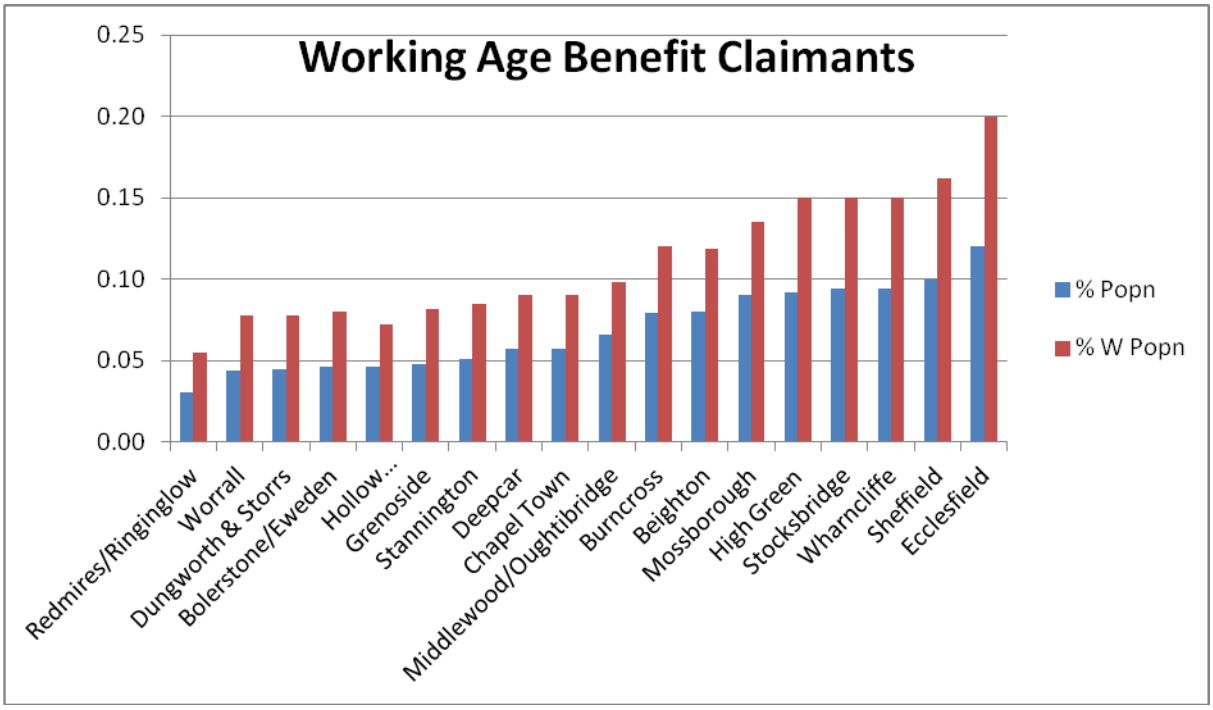
The **Stocksbridge Cluster** has two settlements with proportionately very small working populations – Bolsterstone/Ewden and Worrall – and only one settlement with a larger percentage working population than the city as a whole (Middlewood/Oughtibridge).

All of the settlements in the **Stannington Cluster** have smaller working population averages than the average for the city as a whole.

The **Fulwood Cluster** has the smallest working age population in the rural area.

Benefit Claimants

Only Ecclesfield as a settlement has a higher proportion of working age benefit claimants in terms of both its overall and working population than the city average.
The **Stocksbridge and Upper Don Cluster** has the largest number of settlements with a significant number of working age benefit claimants. This is followed by the **Ecclesfied Cluster, the Mosborough Cluster** and then the **Stannington Cluster** with Redmires/Ringinglow having the lowest level of working age benefit claimants. It could be argued that the pattern of benefit claimants follows the relative sparsity of population of the rural area with the more densely populated clusters namely Ecclesfield and Stocksbridge and Upper Don having the highest level of claimants.



Working Age Benefits Claimants February 2011 – Office for National Statistics

House Prices and Household Incomes

Appendix C sets out the table and charts for this section.

House prices across the 64 neighbourhoods in the rural area range from £81438 -£369,000. The lowest house prices are in the Mosborough, Ecclesfield and Stocksbridge and Upper Don clusters.

Redmires/Ringinglow has the highest house prices and all the Stannington house prices are above the Sheffield average. However, due to the diversity of the rural settlements within Sheffield it is important to reflect that whilst general trends can be discerned there are pockets of high house prices within ostensibly the least affluent rural places and vice versa.

Mosborough for example has the lowest house price and the 7th highest house price within the overall range of house prices across the Rural Area.

Household income mirrors house prices to an extent. Pensioner households however, where located in areas of high income can skew this factor slightly. This is because, whilst pensioners often possess houses in affluent places their income tends to be significantly lower once they have left work. The house price pattern overall does mirror household

income, in the rural area, with Redmires/Ringinglow closeto the top of the list with incomes of over £41,000 and all but one of the Stannington neighbourhoods above the Sheffield average. The Stannington neighbourhood in question (23E) has almost 1/3 of its residents over 60/65 compared to a rural area average of 22.4% and city average of 18%.

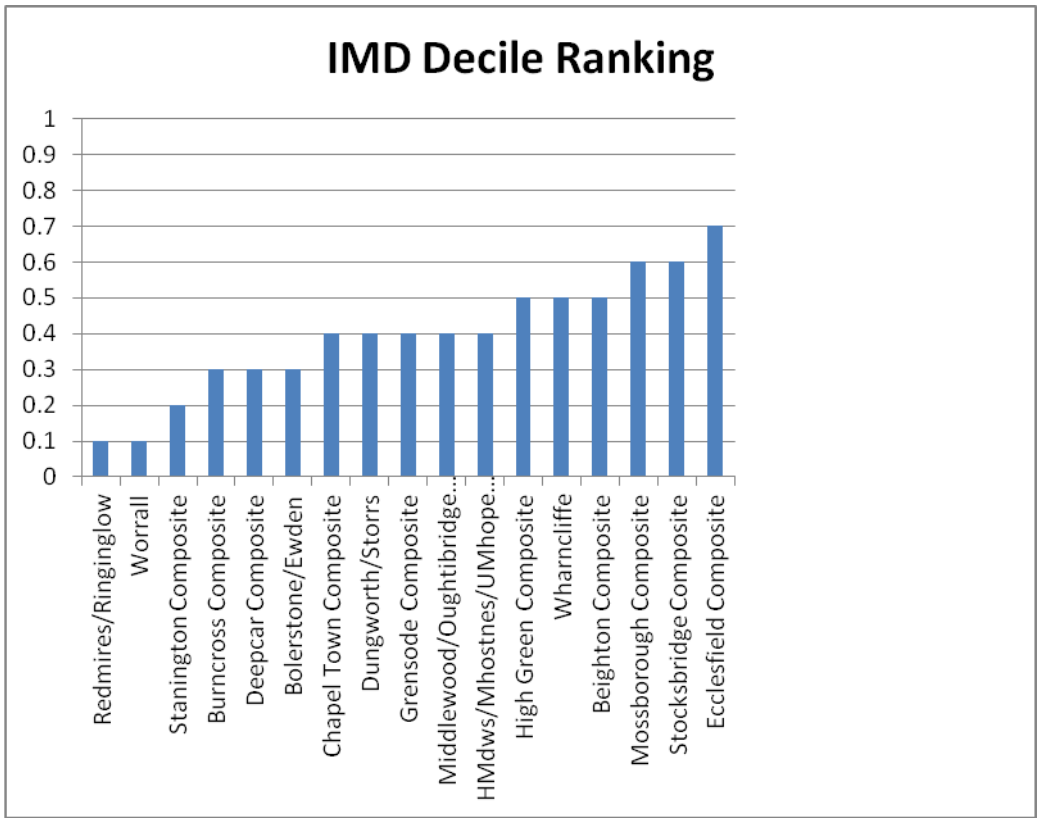
Whilst there are a significant number of neighbourhoods in the Ecclesfield (14) and Stocksbridge (7) clusters below the city average, for house prices, these neighbourhoods are mixed overall with seven Stocksbridge and nine Ecclesfield neighbourhoods above the average. Household income figures are still stronger for both these clusters with only seven neighbourhoods in total below the city average. The significant diversity of the Mosborough cluster is also reflected in the fact that it has the neighbourhood with the lowest income (65C) at £17,451 and the highest (67A) at £52,380

Index of Multiple Deprivation (IMD)

We have created grouped indexes for the neighbourhoods underpinning each of the settlements within the list of key settlements for this study.

Redmires/Ringinglow and Worrall are the least deprived of the settlements in scope being in the lowest decile of all neighbourhoods in England. All the other neighbourhoods with the exception of Stocksbridge and Mosborough (worst 40%) and Ecclesfield (worst 30%) are in the less deprived half of the ranking of all neighbourhoods within the Index. Beighton, High Green and Wharncliffe Side are the fourth most deprived clusters within the neighbourhoods in the rural area.

It is important to keep in mind in responding to these attributions that the overlapping nature of statistical neighbourhood areas can have the effect of linking deprivation or affluence attributed at the border of one area to another. So for example in terms of Ecclesfield, the relationship of the neighbourhood to Parson Cross and vice-versa , where their statistical boundaries overlap will have an impact on the overall statistical character attributed to each settlement.



Index of Multiple Deprivation 2010 - CLG

This is not surprising as the index primarily is a measure of hard economic circumstances. Rural issues such as poor access to facilities only play a modest role in determining its ranking allocation.

Broadband

Social and digital exclusion can often run in parallel. This poses a challenge for the rural areas of the city in that seven of the settlements within it are in slow speed areas for broadband and there is a "not spot" with no connectivity in the Dungworth and Storrs area.

The settlements with slow speed challenges[8] are: Stannington, Loxley, Grenoside, Ecclesfield, Burncross, High Green and Bolsterstone/Ewden.

In addition to broadband challenges in parts of the rural area, local intelligence from our dialogue with key stakeholders had indicated that there are also mobile phone connectivity problems in Bradfield.

Economy

We have used Beta data[9] and Annual Business Inquiry data to model the number of private sector jobs in the rural area of Sheffield and to compare it with Sheffield as a whole. Across the rural areas, businesses are concentrated most heavily in Mosborough and Beighton area (887) followed by Stocksbridge, Chapeltown and Burncross which have between them 853 of the 2595 companies active across the whole rural area. Stannington (169) and High Green (122) are the only other settlements with a business base of over 100 firms.

[8] http://www.broadband-notspot.org.uk/coverage-map.html#14,53.42232066194449,-1.5720748901367187,all,2)

[9] A proprietorial data source which provides a comprehensive listing of private sector employers in an area.

19,184 of the 22,828 jobs in the whole rural area are based in just five settlements: Mosborough, Beighton, Stocksbridge, Chapeltown and Burncross. Overall the Ecclesfield and Mosborough clustes is clearly the biggest employment area with just upwards of 9000 of the 22828 jobs based in them. Apart from these settlements Stannington is the only other significant employment centre in the rural area with 572 jobs linked to its 169 businesses.

Overall the rural area has 19% of the population of the city, 16% of its businesses and 11% of its jobs. The table below indicates how the density of employment varies across each of the settlements and how in terms of a key test – residents per job - apart from Chapeltown and Mosborough, the whole rural area lags behind the city average.

Settlement	Population 2009 ONS	Working Population	Firms	Employees	Firm Density	Residents/Job	Working age popn/Job
Chapeltown	10300	6401	346	5080	29.8	2	1.3
Mosborough	15044	9635	527	6928	28.5	2.2	1.4
Sheffield	**542481**	**351411**	**16659**	**204582**	**32.6**	**2.7**	**1.7**
Wharncliffe Side	1434	886	27	468	53.1	3.1	1.9
Burncross	8987	5619	251	2576	35.8	3.5	2.2
Rural Sheffield	**102314**	**63701**	**2595**	**22828**	**39.4**	**4.5**	**2.8**
Beighton	18465	18645	358	3339	51.6	5.5	5.6
HMdws/Mhostnes /UMhope/Bdfield/Lxly	1719	1110	72	252	23.9	6.8	4.4
Stocksbridge	9338	5670	254	1261	36.8	7.4	4.5
Stannington	4619	2757	169	572	27.3	8.1	4.8
Dungworth/Storrs	1396	828	47	169	29.7	8.3	4.9
Deepcar	2970	1827	85	332	34.9	8.9	5.5
Redmires/Ringinglow	2101	1173	44	181	47.8	11.6	6.5
High Green	6245	3861	122	500	51.2	12.5	7.7
Ecclesfield	7079	4113	90	513	78.7	13.8	8
Grenoside	4450	2617	88	248	50.6	17.9	10.6
Mwood/Oughtibridge	5052	3393	60	264	84.2	19.1	12.9
Bolsterstone/Ewden	1526	909	28	79	54.5	19.3	11.5
Worrall	1589	889	34	66	46.7	24.1	13.5

Annual Population Statistics – Office for National Statistics 2009

The concentration of employment sites and densities outside of the rural area explains in part the high levels of commuting from the rural area for employment. This exists alongside relatively little movement between adjacent rural settlements, where the number of businesses and therefore requirement for commuting is more modest.

The distribution of employment sectors is interesting with 45% of the city's farms and 32% of its land-based employees based in the rural area. 29% of the city's jobs and 18% of its firms involved in transport, storage and communication are based in the rural area – this is accounted for however in part by one large French haulier company based in Chapeltown. Small financial intermediation companies are significant in number in the rural area representing 22% of the overall stock of firms but only 7% of employees in this sector. Construction is also a distinctive sector in the rural area accounting for 23% of all construction firms in the city.

Tables setting out company information in more detail is attached at Appendix C. Individual graphs showing the distribution of businesses across the key settlements are attached at Appendix D

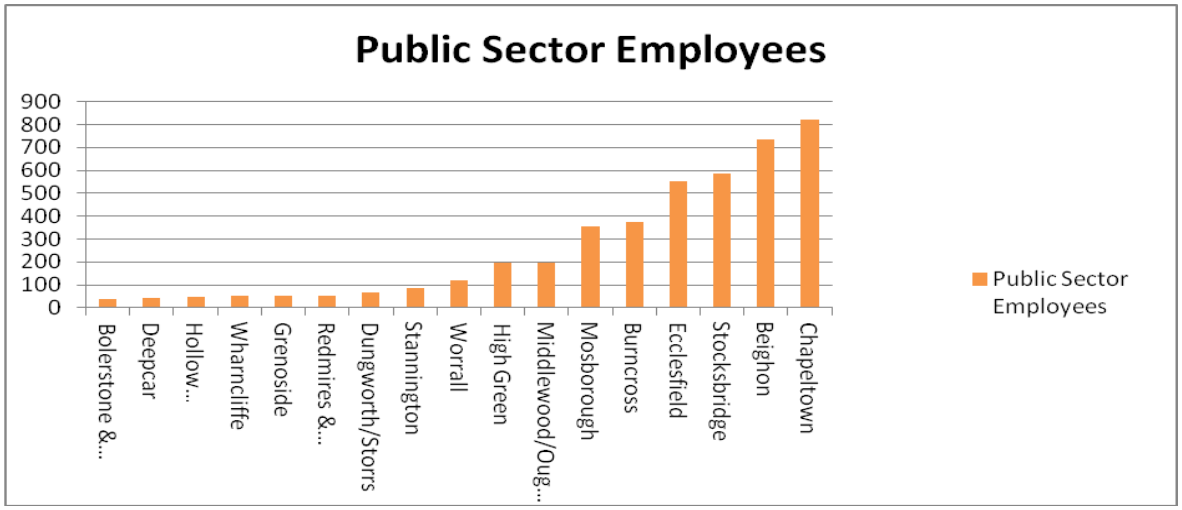
Public Sector Employment

Looking at public sector employment in detail we have established, using ABS data, that there are the following public sector jobs distributed across the settlements in the rural area

Settlement	Public Sector Employees
Bolsterstone & Ewden	37
Deepcar	42
Hollow Meadows/Midhopestones/Upper Midhope/Bradfield/Loxley	48
Wharncliffe Side	50
Grenoside	51
Redmires & Ringinglow	54
Dungworth/Storrs	66
Stannington	86
Worrall	117
High Green	196
Middlewood/Oughtibridge	197
Burncross	373
Mosborough	523
Ecclesfield	554
Stocksbridge	588
Beighton	780
Chapeltown	822
Rural Area	4584
Sheffield	82891

Annual Business Survey 2008 – Office for National Statistics

The following graph shows the number of public sector employees in each settlement

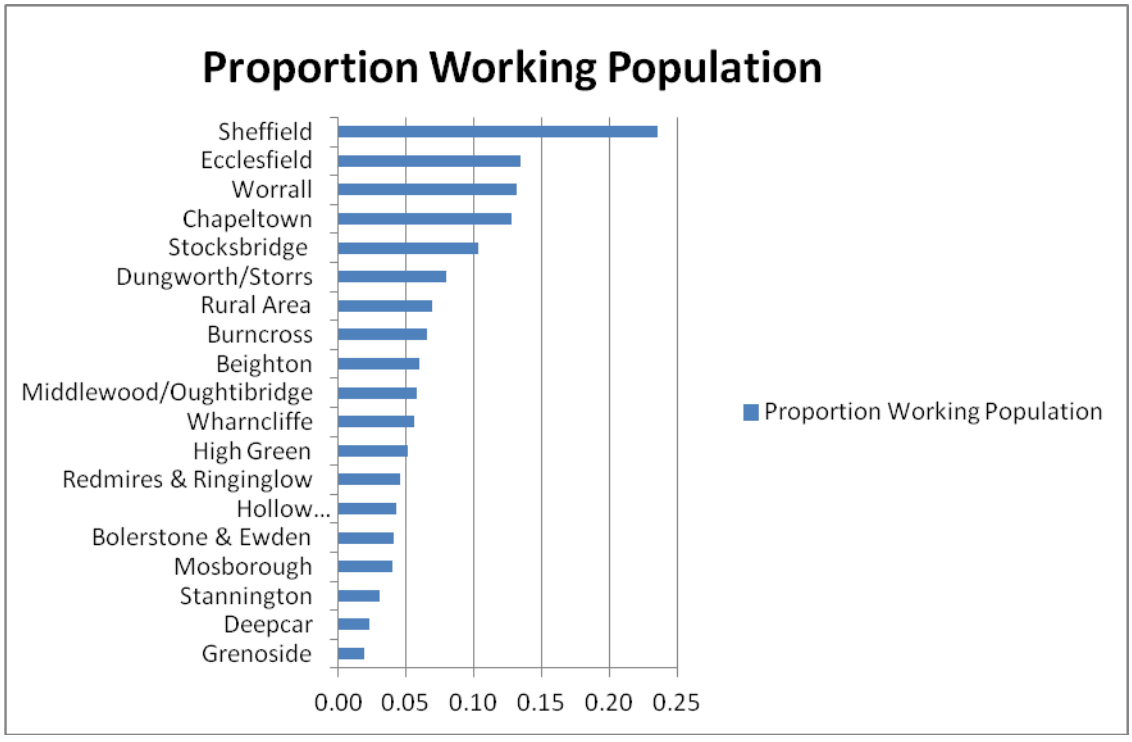


Annual Business Survey 2008 – Office for National Statistics

The proportion of public sector jobs as a percentage of working population in each settlement is as follows:

Settlement	Proportion Working Population
Grenoside	0.02
Deepcar	0.02
Stannington	0.03
Mosborough	0.04
Bolerstone & Ewden	0.04
Hollow Meadows/Midhopestones/Upper Midhope/Bradfield/Loxley	0.04
Redmires & Ringinglow	0.05
High Green	0.05
Wharncliffe	0.06
Middlewood/Oughtibridge	0.06
Beighton	0.06
Burncross	0.07
Rural Area	0.07
Dungworth/Storrs	0.08
Stocksbridge	0.10
Chapeltown	0.13
Worrall	0.13
Ecclesfield	0.14
Sheffield	0.24

The following graph shows public sector jobs as a percentage of the overall workforce:

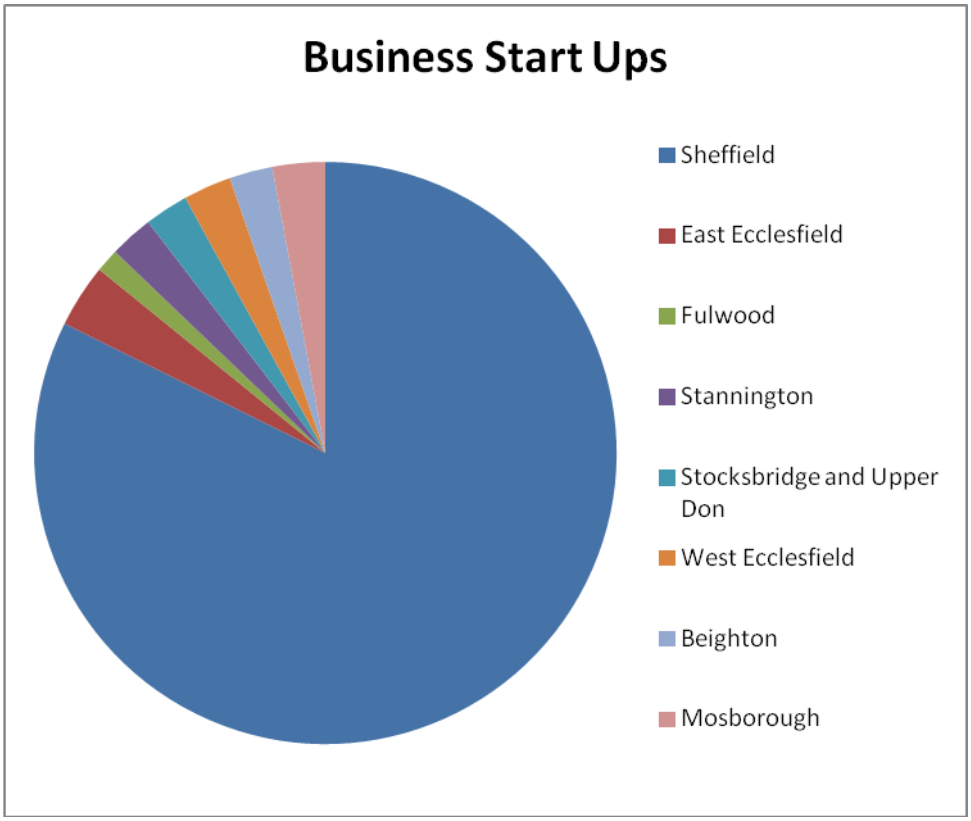


Annual Business Survey 2008 – Office for National Statistics

The low levels of public sector employment in the rural areas of Sheffield are significantly different from the average number of public sector employees across rural England as a whole[10] which is 29%. This reflects the fact that many of the Sheffield rural areas are effectively "urban fringe" with relatively limited distances to the urban core where the majority of public sector jobs are located. In "deeper" rural areas there is a significant incidence of public sector employment in small towns with large hinterlands. Matlock and Bakewell in Derbyshire are good examples of this phenomenon being small rural towns which play host respectively to the large public sector employers of the County Council and Peak District National Park.

Business Start Up

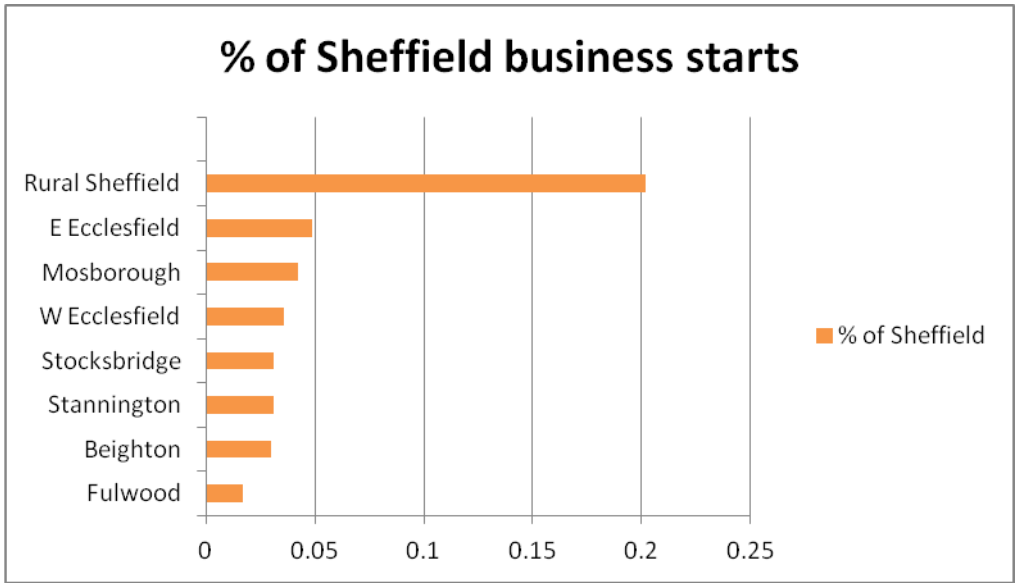
Data is only available for business start up at ward level. The graph below shows the proportion of business start ups in each ward as a proportion of Sheffield as a whole in 2009-10.



Business Start Up Data – Sheffield 2009/10 LASOS

The table below sets out the % of starts for each ward and for the rural wards as a whole.

[10] Based on an analysis of predominantly rural local authorities identified using the formal ONS rural definitions



Business Start Up Data – Sheffield 2009/10 LASOS

These wards accounted for 21% of all business starts in the city whilst the rural area which they principally cover amounts for 19% of the population of the city and 11% of its private sector businesses. Whilst the data reviewed suggests that there is a higher than average incidence of business start up in the rural settlements within Sheffield than for the city average as a whole, it is important to be cautious.

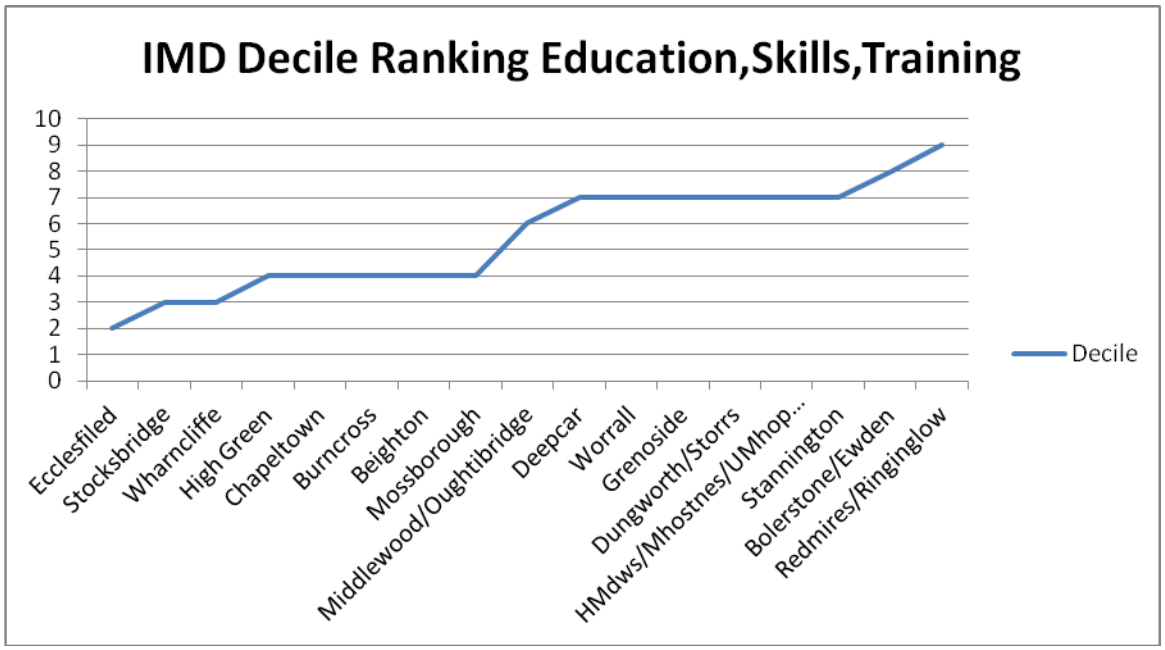
A number of settlements outside the rural focus of this report are also based in these wards and in the absence of further data it is difficult to determine the impact they have had on the overall figures.

Skills

To get a sense of the relative position of the rural settlements in terms of their skills profile we have used the 2010 Index of Multiple Deprivation data on education, skills and training. The position of each settlement in terms of their ranking is set out below.

Settlement	Worst
Ecclesfield	20%
Stocksbridge	30%
Wharncliffe Side	30%
Beighton	40%
Mosborough	40%
High Green	40%
Chapeltown	40%
Burncross	40%
	Best
Middlewood/Oughtibridge	60%
Deepcar	70%
Worrall	70%
Grenoside	70%
Dungworth/Storrs	70%
HMdws/Mhostnes/UMhope/Bdfield/Lxly	70%
Stannington	70%
Bolsterstone/Ewden	80%
Redmires/Ringinglow	90%

These positions can be mapped as follows:



Index of Multiple Deprivation Education, Skills and Training domain – CLG 2010

These rankings are based on:

Children and Young People

- Average points score of pupils at Key Stage 2 (end of primary)
- Average points score of pupils at Key Stage 3
- Average points score of pupils at Key Stage 4 (GCSE/GNVQ)
- Proportion of young people not staying on in school or non-advanced further education above 16
- Secondary school absence rate
- Proportion of those aged under 21 not entering Higher Education

Skills

- Proportion of working age adults (25-54) with no or low qualifications

Taken overall this indicator reflects that almost two thirds (75%) of the population of the rural area live in areas where education, skills and training is amongst the worst 50% of all settlements in England. Allied to the challenging travel times to access further education set out in the section below, this indicates a significant challenge in terms of the overall economic development of the rural areas of the city in relation to education and skills.

This is broadly in line with Sheffield as a whole which whilst containing neighbourhoods with very low and very high education, skills and training deprivation, has an average across all neighbourhoods which would ranks it in the top 40% of all places in England in terms of skills deprivation.

Access to Services

Department for Transport (DfT) Access to Service data has been collected for each of the key settlements and for the city as a whole. Key travel times are set out below

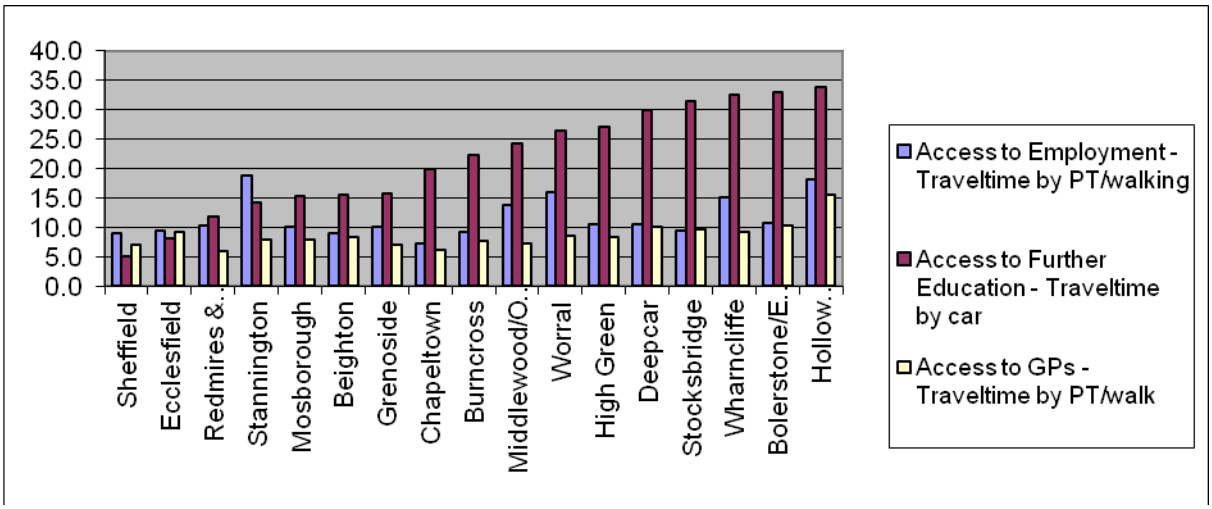
Department for Transport Accessibility Indicators 2010	Access to Employment - Traveltime by PT/walking	Access to Further Education - Traveltime by car	Access to GPs - Traveltime by PT/walk
Sheffield	9.1	5.1	7.0
Mosborough	10	15.3	8
Beighton	8.9	15.5	8.4
Stocksbridge	9.4	31.3	9.5
Deepcar	10.4	29.9	10.1
Bolsterstone/Ewden	10.7	33.0	10.2
Burncross	9.2	22.2	7.7
High Green	10.5	27.1	8.3
Chapeltown	7.3	20.0	6.2
Grenoside	10.0	15.8	7.0
Ecclesfield	9.4	8.0	9.3
Worrall	16.0	26.3	8.6
Middlewood/Oughtibridge	13.7	24.2	7.2
Dungworth & Storrs	11.6	20.9	9.5
Hollow Meadows/Midhopestones/Upper Midhope/Bradfield/Loxley	18.1	33.8	15.6
Wharncliffe Side	15.0	32.4	9.2
Stannington	18.9	14.3	7.8
Redmires & Ringinglow	10.4	11.8	6.0

The chart below shows comparative access to employment, learning and health services for each settlement in terms of minutes in relation to travel time. Access to Further Education by car rather than public transport has been chosen as this is the preferred means of travel for the majority of individuals for all destinations specified by DfT.

However in relation to the other services specified here their wide distribution across the city means it is not possible using the car travel time data to distinguish between the relative remoteness of neighbourhoods from their nearest (in this case) employment or GP.

The very poor access to FE figures for the rural areas of the city could have a causal link with the high levels of training, skills and education deprivation highlighted across the rural region. FE access is very important in terms of the ongoing development of the skills base of the rural areas of the city.

Even the relatively better connected settlements of Mosborough and Beighton have poorer access timed for FE than the City average.



Department for Transport Access to Service Indicators 2010

Economic Performance

We have taken a number of key economic indicators from this report and used them to develop an overview of each settlement. The table below uses a simple RAG (red, amber, green) approach to order the settlements by their relative ranking with scores in the top third being indicated as green, middle as amber and bottom as red. A score for the settlement based on each of the indicators has been used to place them in a descending order in terms of the measures identified**. It is important to recognise that this gives a composite view of the rural and economic vulnerability of each settlement and is not a measure of its deprivation.**

Settlement	Self Containment*	Working Population %	Benefit Claimants	IMD	Residents/Job	Public Sector Jobs/Population	Business Start Ups*	Education/Skills Decile	Vulnerability Index
HMdws/Mhostnes/UMhope/Bdfield/Lxly	4	3	3	7	5	6	12	3	43
Deepcar	4	9	8	4	7	2	12	3	49
Bolerstone/Ewden	4	12	3	4	15	5	12	2	57
Redmires/Ringinglow	20	17	1	1	10	7	4	1	61
Dungworth/Storrs	12	13	3	7	8	13	4	3	63
Grenoside	8	14	3	7	12	1	16	3	64
Middlewood/Oughtibridge	4	1	10	7	11	10	12	9	64
Stannington	12	11	3	3	14	3	16	3	65
Worral	4	16	2	1	17	16	12	3	71
Chapeltown	8	6	8	7	1	15	16	10	71
Beighton	16	2	12	14	2	11	8	13	78
Wharncliffe	4	8	16	12	3	9	12	15	79
Burncross	8	5	11	4	16	12	16	10	82
High Green	8	7	14	12	13	8	12	10	84
Stocksbridge	4	10	15	16	4	14	12	15	90
Mosborough	16	4	13	15	6	4	20	14	92
Ecclesfield	8	15	17	17	9	17	4	17	104

* Indicator weighted by 4 to give comparable scale to other indicators

Cluster Analysis

In the **Stannington Cluster** all the settlements are in the top half of the rankings. Its most dispersed rural component (Bradfield, Loxley) ranks the highest of all settlements category. Stannington as a discrete settlement is also economically robust compared to most of the other settlements in the rural area as are Dungworth and Storrs.

In terms of Stannington our discussion with local stakeholders indicated that on the ground it represents two very distinct and different adjacent communities with an old established inner core and an outer more modern settlement and that these dynamics should be borne in mind when describing the nature of the place. Key relative challenges across the whole cluster are levels of self containment, the size of the working population and the number of business start ups. There is also higher than average (for the rural area although far less than the overall Sheffield average) dependence on public sector employment in Dungworth and Storrs.

The relative economic robustness of this cluster is further reinforced by the fact that all the Stannington neighbourhoods have house prices above the Sheffield average and all but one of the Stannington neighbourhoods has household incomes above the Sheffield average. Compared to other settlements within the rural area, settlements within this cluster have relatively poor connectivity to work, FE and health facilities.

The **Stocksbridge and Upper Don Cluster** has a very significant mix of settlements – Bolsterstone, Ewden, Deepcar and to an extent Worrall, Middlewood and Oughtibridge are all relatively economically robust – albeit with a relatively small workforce in Middlewood and Oughtibridge and a relatively high dependency on public sector jobs in Deepcar. Deepcar also has one neighbourhood with house prices below the Sheffield average. Stocksbridge and Wharncliffe Side are in the lower third in terms of all settlements in the rural area with proportionately higher levels of deprivation and benefit claimants than other rural settlements (albeit in all cases less than the benefit claimant average for Sheffield). This is also reflected in the house price and household income figures for Stocksbridge which has 3 neighbourhoods with household incomes below the Sheffield average and 6 neighbourhoods with house prices below the Sheffield average.

The situation is more complex in Wharncliffe Side, where house prices are 7th highest out of the 41 neighbourhoods studied with household incomes 28th. Both house prices and incomes are above the Sheffield average in Wharncliffe Side. Wharncliffe Side has a relatively high level of benefit claimants compared to the other settlements in the rural area – suggesting pockets of need which are adjacent to areas of relative affluence. In all the other settlements in this cluster house prices and incomes are above the Sheffield average. Compared to other settlements within the rural area, this cluster has relatively good access to work and health facilities albeit lower than Sheffield as a whole and relatively poor access to FE compared to the other rural settlements and Sheffield as a whole.

The Ecclesfield Cluster is the most challenged of the clusters. Only one settlement – Grenoside is in the top third of settlements within the rural area in terms of its composite score.

The cluster has weaknesses in terms of the size of its workforce, the number of residents per job and its level of business start ups. However on all these measures it performs above the Sheffield average. Burncross and Chapeltown are mid range in terms of their economic robustness with some challenges around benefit dependency, public job dependency and benefit start up. Overall however they fare better than Sheffield as a whole on these measures. Ecclesfield and High Green have some significant challenges when compared to the rural area overall, for example, in terms of the number of benefit claimants, skills levels and business start up activity. Ecclesfield has a higher proportion of benefits claimants than the Sheffield average.

Additional key relative issues in both areas relate to the overall Index of Multiple Deprivation score for both areas and a small stock of jobs and relatively high dependence on public sector employment in Ecclesfield. Apart from 1 neighbourhood all the Ecclesfield neighbourhoods have house prices below the Sheffield average and three of the five Ecclesfield neighbourhoods are below the Sheffield average for household incomes.

Three of the four High Green neighbourhoods are below the Sheffield average for house prices and two of the four are below the Sheffield average for household income. Compared to the other rural settlements this cluster has relatively good access to health and employment centres but pockets in High Green of poorer access to FE.

The **Mosborough** cluster is quite distinct in character from the rest of the rural area. It is geographically quite remote from the majority of settlements to the north and west of the City. Whereas the other rural areas sit at the clear urban fringe of the City facing into very sparse and deep rural areas the Mosborough cluster is set in a broader urban landscape surrounded by significant towns.

The cluster also comprises the two biggest settlements in the rural area albeit as a cluster it is moderately smaller than the Ecclesfield cluster which combines 5 individual settlements.

The relatively well connected nature of this cluster means that it has poor self containment compared to the other clusters in the rural area. It does however have a better than average ratio of jobs to residents and relatively low dependency on public sector jobs. Both Beighton and Mosborough do suffer significantly from deprivation and have a relatively very high proportion of working age residents claiming benefits. They also both have poor educational outcomes. Overall Mosborough as an individual settlement is the second most challenged on these measures in the rural area. Beighton also falls significantly into the bottom half of the overall rankings against these measures overall.

The scale of this cluster leads to significant cross cluster variations in terms of key indicators – for example Mosborough has neighbourhoods with the highest and lowest overall house prices in the whole rural area.

The **Fulwood Cluster** effectively only comprises Redmires and Ringinglow. It is difficult because of the configuration of neighbourhoods to separate this area out fully from its wider urban hinterland. It falls within the bottom third of settlements on economic robustness as a consequence of its small workforce and poor self containment and low levels of business start up. Its strong residential status is witnessed by its very high house prices and high household incomes, both the highest for all settlements in the rural area. It is not disadvantaged significantly by its relatively remote location in terms of access to health, employment and learning opportunities – indeed it has better than average travel times to GPs than the city average.

The Current Nature of Council Support

Introduction

During the rural study it has been possible to discuss key interventions and developments in the rural area with the following key staff associated with the work of the City Council:

Kevin Bennett Yvonne Asquith	Enterprise Director Young Enterprise Development Manager
Sharon Batty	Village Officer, Peak District National Park Authority and Northern Community Assembly Partnership Project
Paul Gordon	Planning Officer, Forward and Area Planning
Laura Hunt	Project Officer, Digital Region
Fiona Champion	Manager, Thriving District and Local Centres
Georgina Parkin	Manager, Housing, Enterprise and Regeneration
Nicola Robinson	Category Manager, Professional Services
Karen Ramsay	Economic Policy Officer
Diana Buckley	Economic Policy Officer

These individuals were chosen to provide a comprehensive overview of the range of departmental interactions between the Council and communities in Sheffield's rural settlements. A subsequent discussion was held with David Howarth Head of Asset Property Management at Kier Group who manage the City Council farm estate and Nicola Rust, Customer Services Manager at the Council. A pro-forma was used to structure the discussion and is attached at Appendix E.

Overview

It was clear from the discussions that most areas of activity were conscious of Sheffield having a rural component. There was significant evidence that rural considerations do play a part in the service planning and monitoring of key departments however they form part of what might best be described as an "informal rural mainstreaming" approach. This is an approach which seeks to manage interventions based on activities which are appropriate to the city as a whole whilst being sensitive to a number of key issues and context including rural themes. For example the Council's planning department has a clear and well articulated view of how the current Local Development Framework impacts on rural development, and the Young Enterprise initiative has a clear and statistically robust view of the impact of their programme on rural Sheffield.

Whilst there appears to be a clear commitment across Council services to addressing rural issues, including the development of the Rural

Communities Strategy for Sheffield, there is no formal approach to “rural proofing” in the Council. This is not unusual in the context of local authorities, neither is it a bad thing per se. There is an argument which suggests to deliberately isolate rural areas and interventions within an organisation such as a local authority can be counter-productive and lead to narrowly focused and stereotypical approaches.

The official position from Regional Development Agencies and other organisations involved in rural economic development (with Defra agreement/ support), has been that through the process of mainstreaming, actions should be planned from a perspective which addresses all issues of concern equally with the view that this leads to more robust overall outcomes and a better use of resources.

Our perception of the work of the key Council departments we interviewed suggests that this is the approach which predominates in Sheffield.

What is clear from our interviews is that whilst there is no formal process of singling out rural areas for particular treatment there is a significant awareness that the city has a rural component. Rural thinking does appear to influence service planning as part of a holistic process. There was also a significant level of awareness of the Rural Strategy amongst those interviewed.

It is clearly possible for individuals in for example: the Young Enterprise area, the Digital Region project, the housing, planning and procurement arms of the Council to identify and monitor the impact of their interventions in both policy and service delivery terms on the rural area.

In addition to the core service professions the commitment to employ and support a Village Officer, who whilst based with the Peak District National Park has clear influence over and links with City Council is further testament to the commitment of the Council to its rural areas.

The majority of the settlements within the rural area are in the Northern Community Assembly area. The statistical profile for this area[11] and its action plans recognise the importance of the rural component of the city and that it is a distinctive feature of their operational area and remit.

Whilst the remit of this report is to focus specifically on the initiatives of the city council there is a highly developed partnership agenda of initiatives run by other agencies in the rural area including the National Park and local parish councils

Specific Service Issues

Young Enterprise - An analysis of the level of support provided to the rural population of the city established that engagement with clients was on a par with its population share of Sheffield. Of the 5305 records, 693 were within the rural area.

13% of the programme’s clients live in ‘rural’ Sheffield. In view of the fact that the rural population of Sheffield is 19% of the population of the city, this suggests that this programme has had an impact on the rural area which is a little less proportionate than its share of the population of Sheffield. Further analysis of this client group revealed the cohort mirrors the programme’s overall trends in terms of trading status and gender, with a significant bias towards pre-starts and males

Digital Region – This initiative aims to provide super-fast broadband to all settlements in Sheffield. It is part of a South Yorkshire wide project. There is a commitment using European and public sector funding to provide super-fast broadband to 80% of all communities rapidly and a further 20% once the first tranche of exchanges have been enabled. Phase 2 will be dependent on the generation of revenue from enhanced broadband take up in the first 80% of settlements. An analysis of the implementation approach proposed indicates that most of the

[11] Northern Assembly Profile – Sheffield City Council 2010.

rural settlements are likely to be in the second tranche of the development. Information about the intentions for each individual settlement within the scope of the report has been supplied and it indicates that the majority of the settlements in the rural area are in phase 2 of the programme – these are:

- Stocksbridge
- Deepcar
- Bolsterstone / Ewden
- Worrall
- Middlewood / Oughtibridge
- Wharncliffe Side
- High Green
- Dungworth/Storrs
- Hollow Meadows/ Midhopestones / Upper Midhope/ Bradfield
- Redmires/Ringinglow

The following settlements are in phase 1 of the programme:

- Chapeltown
- Grenoside
- Burncross
- Loxley
- Stannington
- Mosborough
- Beighton

Planning Issues

Sheffield has an adopted Core Strategy for its Development Framework. This strategy recognises specifically a rural component within the spatial development of the city. A number of small settlements within the scope of this report are also based in the Peak District National Park area and that body has responsibility for managing their development (Bradfield, Bolsterstone (part), Upper Midhope, Redmires and Ringinglow). The National Park has an adopted local plan. The Core Strategy has been examined and awaits the inspector's report with a view to being adopted in October 2011.

The Sheffield Development Framework identifies a number of district centres which it proposes as the focus for economic and housing growth. Only two settlements within the rural area – Stocksbridge and Chapeltown have this status. In the context of future development these are the only two settlements within the rural area with the potential to accommodate any significant housing or employment growth.

Mosborough and Beighton have the following references in the Plan:

- Mosborough is cited as an area where local employment is important (limited opportunities for housing expansion)
- Crystal Peaks is identified as an area where office development may be appropriate
- Mosborough/Woodhouse is identified as an important area for new manufacturing, distribution/warehousing plus new jobs in general
- The area is not particularly promoted as an important area for housing (although some sites are available and looking to designate new housing land near Oxclose).

The other settlements within the rural area are either heavily constrained in terms of green belt or the policies of the National Park in terms of their growth.

In view of the relatively short distances from these settlements to the city centre and their already recognised key roles as both residential centres and the gateway to the National Park this is not necessarily a bad thing – particularly as the two main settlements in the largest clusters within the rural area Stocksbridge and Chapeltown do have scope to develop and grow to accommodate new employment and residential opportunities. There are also significant employment sites at Tinsley and at Seaton Business Park which provide major employment opportunities close to the M1 and adjacent to the eastern edge of the rural area.

In a deeper rural environment with greater distance from any main employment centre akin to Sheffield City Centre this level of development restriction would have a major impact on the viability of rural settlements. This

issue was very effectively described in Matthew Taylor's review of housing and economic development in England – "Living Working Countryside."[12] The urban fringe nature of Sheffield's rural area means that this is not such a significant issue for most (the less dispersed) of its rural settlements.

The nature of the development agenda for the rural area, largely dictated by the impact of green belt and the national park further reinforces, the value of seeing the economic development of the rural area more widely in the context of the development of the city as a whole. Such an approach involves thinking about the urban fringe nature of a number of these key settlements and recognising their residential and amenity contribution to the larger overall economic profile of the city.

The one settlement within the rural area which could be seen to play a more important local role than its designation in terms of development is Stannington. However the planning team have rigorously tested its potential as a district centre and have concluded that it does not have sufficient scale to effectively fulfil this role in comparison to the other centres chosen as district centres within the city.

Housing Issues

Notwithstanding the planning constraints affecting the development of the rural area there are still acknowledged issues around housing affordability and availability in its key settlements. The housing department is working actively with communities and its registered social landlord partners to address these issues. Development proposals for modest sites are being explored and there is appetite from the local community for developments that meet local need in Bradfield and Dungworth which would supplement the larger scale development options in Chapeltown and Stocksbridge.

[12] Living Working Countryside: The Taylor Review of Rural Economy and Affordable Housing – CLG 2008

There is significant ownership of the issue of making rural settlements more sustainable in Sheffield through the provision of rural housing development albeit by exception in the non district centre settlements. The housing department were the initiators of the Rural Community Strategy and have an impressive and ongoing commitment to facilitating appropriate development in rural Sheffield.

Procurement

The Council operates a procurement initiative called buy4Sheffield. It is engaged in a structured process to both join up public sector procurement across Sheffield but also to ensure that local businesses are engaged as effectively in accessing public sector markets.

Whilst the initiative does not directly target rural businesses, it has engaged effectively with a number of rural businesses and has specific procurement initiatives focused on two key sectors which are heavily represented in the rural economy (food and construction).

Analysis of those businesses currently registered with buy4 Sheffield indicates 57 of the 2529 businesses in the rural area are registered. There are no businesses from the food sector and some up and downstream companies around construction, ie welders and fabricators and electricians but no mainstream construction companies.

There is clearly scope to further interrogate data on the current level of engagement with businesses within the rural area of the city in terms of buy4 Sheffield. This can be accompanied by thinking in more detail about how key businesses in the context of the sectoral strengths of the rural economy: storage, wholesale and transport, construction, food and agriculture and financial intermediation might be engaged in specific campaigns.

In the context of food, a Food Plan has recently been developed and led from within the City Council. This has a commitment to encourage increased sourcing of local food

and has real potential to become an agenda within activities such as buy4 Sheffield.[13]

There is also a significant tradition of business start up activities in the rural area of the city and thought could be given to the most effective process for ensuring that these new businesses are engaged effectively with the "buy4 Sheffield" agenda.

Farm Estate Management

The City Council's farms are currently managed by Kier Group. The Council's farms are managed in concert with its Green and Open Spaces Strategy. It owns a total of 2,862 hectares (7,072 acres) comprising 62 Agricultural Holdings Act Tenancies (17 farms, 45 bare land) and 5 lettings of bare land as short term Farm Business Tenancies

The adopted policy of the Council in respect of sale or retention of the estate since the mid 1990's has been to dispose of sites to sitting tenants or on the open market when sites become vacant, providing there are no overriding environmental or public access considerations.

The farm holdings are particularly significant in the sense that the majority of the land is based within the National Park (a land holding plan is attached at Appendix F). A number of local authorities have raised significant resources through the Rural Development Programme for England (RDPE) to support both their farms and their green open spaces. Sheffield could effectively follow this approach and links with Bradford, which is a local authority leader in this context, could be considered to discuss their approach.

The food plan which is being developed for Sheffield is also important in the context of the city's farms and there is clearly scope to develop this as a theme within the estate management processes of the Council.

There are a significant number of examples of recent good practice activities by local authority farm landlords in maximising the amenity aspect of their landholdings, considering strategies to encourage new entrants to farming and identifying appropriate sites for rural affordable housing. These all form part of a key agenda for the potential development of the Councils farm estate in a rural policy context.

Thriving District and Local Centres

Considerable work has been undertaken across Sheffield to engage communities within key localities in the planning and evolution of their district centres. Beighton, Mosborough, Chapeltown and Stocksbridge have been engaged in this process. Through a process of intensive consultation, the Council has collected useful data from residents in both settlements about their experiences of living and working in these places.

This provides both a template for the development of these settlements and a useful store of data about opinions and views in the settlements. Should resources afford in the longer term it would be interesting to engage some of the key rural settlements within the city at the next level down in terms of size and scale in settlements such as Stannington, Burncross and Ecclesfield.

Village Officer Agenda

The appointment of a Village Officer jointly funded by the Northern Area Assembly and based within the National Park makes a major contribution to the development of the rural agenda in the city. There are three aspects to the role, community development, business engagement and policy development.

The remit of this officer has enabled her to develop a number of partnership connections across the rural territory between the Council and key bodies. She has been particularly effective in influencing the East Peak Innovation Partnership. This LEADER project has dedicated resources for rural development and there is clearly scope to focus them on

[13] Sheffield Food Plan Consultation Draft – Sheffield First January 2011

addressing key challenges for rural Sheffield until the closing date for the project in 2013.

East Peak Innovation Partnership

The East Peak Innovation Partnership[14] (EPIP) which has funding from 2009-13 has a remit to support the development of a geography which covers a significant proprtion of rural Sheffield.

The initiative has 4 themes focused on: marketing of the East Peak, development of countryside tourism, development of the rural economy and adding value to the environment and landscape. It also has three cross cutting themes – carbon offsetting, education and developing capacity and health and well-being.

There is scope for the city council to develop a bidding strategy which takes the key priorities of the rural communities in Sheffield and considers which of them align with the EPIP themes. These can be further refined and supported with reference to the factual economic components of this report. It is important to develop a proportionate approach to this aspect of potential intervention as the resources available through the project as a whole are modest and individual grants of more than £20-£30,000 are unusual.

The focus of LEADER is on work with businesses and communities at the very local level. In the development of any approach to support the structured harnessing of EPIP funding this will be an important factor for the Council to take into account. It is fully possible however to develop a strategic framework based on the council's interpretation of the priorities of Sheffield's rural communities and businesses and to consider how this can be used to support them in the development of their bids. Some local authorities in other LEADER areas also provide technical advice and guidance to project applicants around issues such as finance, legislation and insurances.

[14] EPIP covers communities around Penistone, Stocksbridge, Ecclesfield, Bradfield, Denby Dale and Kirkburton. Local authorities involved are Sheffield City Council, Barnsley Metropolitan District Council and Kirklees Council.

One straightforward way of identifying the linkages between the key issues to be addressed in the Sheffield Rural Strategy and the EPIP Strategic Priorities is to develop a grid which looks at how the actions proposed in the Rural Strategy and EPIP coincide. It is then possible to consider which of the actions/outcomes might be realised by organisations, community groups and individuals in the rural area eligible for LEADER funding and to provide them with support through for example the Northern Community Assembly or the Village Officer to develop their bids..

Customer Services Strategy

The Council is currently developing a "face to face" access strategy. This work was inspired in part by the Rural Community Strategy.

A collegiate group of service managers within the Council is reviewing area by area what the Council needs to do to ensure it maximises the impact of its contact with its communities.

12 customer profiles for Sheffield have been developed using Experian's mosaic database which provides a means of mapping the social dynamics of communities. The completed draft access strategy based on these profiles is likely to be completed in June 2011.

Emerging thoughts are around the consolidation and deepening of physical contact opportunities in the two district centres in the rural area – Stocksbridge and Chapeltown. Customer profiling in other key settlements in the northern area including Bradfield, Dungworth, Loxley and Ringinglow suggest a lower level of demand for face to face contact – including Mosborough and Beighton. In these areas options are being considered for maximising the impact of contact through telephone and internet processes. Although there are plans to consider the co-location of some services in Crystal Peaks.

It is important to consider how the limited initial roll out of super-fast broadband through the Digital Region project will impact on this approach in relation to those settlements in the

rural area which are in phase 2 of that initiative.

Northern and South East Community Assemblies

Sheffield has a number of community assemblies which provide an interface between ward councillors and their local constituents. Each community assembly has a Community Plan setting out key priorities a discrete budget and a team of staff, based within its requisite localities dedicated to delivering the priorities within the Plan.

The Northern and South East Community Assemblies which cover the majority of the rural area in Sheffield should be tasked with taking on the implementation of the overall Rural Strategy – its latest approved strategy (2010)[15] has three key priorities in this regard:

- Implement the Sheffield Rural Strategy
- Improve communication between groups and villages
- Support rural economy.

In addition to supporting the funding of the Village Officer, the Northern Community Assembly has a number of sub-projects which are important in the context of the rural agenda in Sheffield. These are:

- To support the Rural Villages Forum.
- Identify the needs of rural communities.
- Support the implementation of the Rural Strategy.
- Improve communication between groups and villages
- Promoting local food production and local economy
- Increase voice of rural communities.
- Delivering the projects identified for 2010/11 in the Rural Communities Strategy Action Plan
- Promote local heritage
- Enhance rural character
- Protection of the greenbelt through Sheffield Development Framework.

This is a substantial and significant agenda and it is important that it should be fully considered, planned and effectively rolled out not just across the Northern Community Assembly area but corporately by the Council and perhaps in terms of a specific dialogue with the South East Community Assembly and its partners if the full range of challenges and opportunities within the Rural Strategy and in terms of the economic development of the rural areas within the city are to be met.

[15] Northern Community Assembly Community Plan September 2010

Conclusions and Recommendations

The "Big Picture"

The rural areas of Sheffield taken as a whole have a larger population base than 116 local authorities in England in their entirety. They represent just under a fifth of the population of the city[16]. They fall into two distinct areas one which stretches largely to the north and west of the City, is bounded in part within the Peak District National Park and adjacent to the south Pennines. The other area bridging the hinterland between North Derbyshire and Nottinghamshire, Rotherham and Sheffield City Centre.

Sheffield's rural settlements are sectorally significant in terms of transport, storage and communications jobs, finance and construction. They host some of its highest earners with over three quarters of their settlements having incomes above the city average and half their settlements having house prices above the city average.

The wards within which the rural settlements sit accounted for 21% of all business start ups in the city in 2009-10. They have a very low dependence on public sector jobs, the highest percentage of public sector workers being in Ecclesfield and accounting for 14% of the workforce as a whole compared to a figure of 24% for Sheffield overall.

The settlements have relatively lower levels of deprivation than the city as a whole however in terms of education, skills and training challenges they have a significant number of areas with levels of deprivation as high as the overall Sheffield averages. They are also home to over 22% of its population aged over 60/65.

It is relatively harder to access employment, GPs and Further Education in the rural areas than the city as a whole. The largest service centres in the rural areas host around 25% of the employees in their own neighbourhoods and local intelligence suggests this figure has declined since 2001 when the last substantive data was collected.

"Rural" Sheffield

Whilst there is no such thing as a "standard" rural place, because at the local level all places have distinctive characteristics, the 2004 rural-urban definitions are helpful in setting out an eightfold template for interpreting the spatial nature of rurality. Using these definitions only nine of the settlements in the scope of this report are judged to have a rural component.[17]

It is possible to discern some other common characteristics within dispersed rural settlements which are not so significantly represented in the settlements within the scope of this study.

Dispersed rural settlements have often evolved economically to support each other with complementary services. Within a large sparsely populated geography for example one settlement might host the local school, another the local shop and a third the local GP surgery. This leads to sustained patterns of commuting between these settlements.

In the Sheffield experience relative proximity to a wide range of services within the city centre removes the necessity for this type of rural to rural interaction and the evidence suggests relatively little economic interdependence between the rural areas themselves.

In terms of workforce commuting this leads to around 50% of all their employees commuting

[16] Defra local authority rural urban definitions 2009

[17] Middlewood, Midhopestones, Oughtibridge, Upper Midhope, Wharncliffe Side, Worrall, Bradfield, Hollow Meadows, Loxley

into the city area for work with around 25% commuting outside of Sheffield and the vast majority of the remainder working within their home rural settlement.

A second key feature of dispersed rural settlements is small towns which take on a significant role as public sector headquarter operations, servicing large rural hinterlands. We have cited the "local" examples of Matlock and Bakewell in this report. This phenomenon leads to a disproportionate distribution of public sector jobs in some rural areas and leads across rural England as a whole to 29% of the workforce being employed in public sector jobs. In Sheffield's rural areas the settlement with the highest proportion of public sector employees is Ecclesfield with under half of this figure at just 14%. This relatively limited dependence (compared to the rural England average) is again determined by the close proximity of Sheffield's rural areas to the city centre which has a concentrated focus of the public sector jobs in the city overall.

These differences from deep rural characteristics, taken together, point to a distinctive form of rurality in Sheffield, one which is defined by the scale of the city as a whole and its influence on its rural components, rather than based on their distinctive local characteristics and economic systems. This point is borne out to an extent by the close similarity in education, skills and training deprivation between the city as a whole and most of its rural areas.

In many senses, without seeking to over-generalise it is useful to think about the nature of the rural settlements in the Sheffield local authority area as **"urban fringe".** Whilst there are a number of more isolated settlements such as Bradfield, Redmires and Ringinglow the majority of the rural population are based in proximate places to the city itself such as Ecclesfield , Beighton and Stannington.

It is important however to draw attention to some features which rural Sheffield has in common with rural places more generally these include a significant elderly population, relatively higher house prices and incomes and a significant distribution of small businesses. Access to key services takes longer in rural Sheffield than for the city as a whole however this position is far less acute than in some sparsely populated rural areas such as Lincolnshire.[18]

Clusters

In recognition of the fact that there are clear differences in population size and location across rural Sheffield it is useful to consider how the settlements relate to each other spatially. Through consideration of the physical location of the settlements and discussion with local stakeholders it has been possible to locate the rural settlements, in terms of road corridors, in four distinctive clusters.

The detailed analysis of the clusters themselves set out above however indicates that whilst this is a useful process for policy planning, neither these clusters, nor for that matter individual settlements (as evidenced by the variances in house prices and incomes within for example Ecclesfield and the information gleaned from local intelligence about the multi-community nature of Stannington) should be seen as simple coherent entities.

Key Issues

The rural economy report found that the connections between inner and outer Sheffield, in terms of its urban and more rural neighbourhoods were stronger than their differences. It is therefore argued that whilst there is scope for distinctive work with business clusters and communities in the rural area, because of the strong connections between these neighbourhoods and the city as a whole, this is best done under the stewardship of the Northern Area Assembly rather than through a specific "rural" programme.

[18] For more detailed information on the relative accessibility of services in Sheffield see Department for Transport access to service figures 2009/10

Practical policy reflections and considerations are set out below as a means of helping the Council think through the key opportunities for action arising from the findings of the report:

1 There is a need to be pragmatic around development aspirations for most settlements in the rural area, in terms of the planning constraints which limit the development potential of the rural area outside of Chapeltown and Stocksbridge.

2 There is a need to consider the high number of settlements in the rural area which are only likely to receive upgraded broadband through Digital Region if it achieves its first stage earning targets. Consideration should be given to developing a "Plan B" for these settlements should this not happen to avoid them being disadvantaged. This is particularly important if the Council's "face to face" access strategy for a number of these settlements is to be based primarily on internet and telephone contact going forward.

3 The prevalence of a number of distinctive sectors within the rural area (construction, transport and storage, land based businesses and small financial companies) provides scope to consider how the Council could intervene to support these sectors to strengthen the rural economy.

4 The Council has already made in-roads into the encouragement of entrepreneurship in the rural area (which has a high incidence of new business formation) and there is scope to build on the success of the Young Enterprise agenda in these neighbourhoods to strengthen it further. There is also scope to do more work to engage businesses in the rural neighbourhoods as effectively as possible in the context of 'buy4sheffield' and to consider the opportunities arising from public sector procurement more widely

5 There is a need to build on the good work of the housing department in maintaining the sustainability of a number of key rural settlements, by seeking out rural exception sites or appropriate existing buildings for affordable housing. This is particularly important in the more dispersed settlements in the area including Bradfield and Dungworth.

6 There is scope to realise the full potential of the County Farm estate around the development of the land based elements of the local economy and in terms of rural housing opportunities. This includes the scope to access funding from the Rural Development Programme for England (RDPE) to support farm diversification and the broader landscape management activities of the Council in relation to its amenity land.

7 There is potential to maximise the contribution of the East Peak Innovation Partnership (EPIP) LEADER programme to the economic development of the rural area within Sheffield up to 2013.

8 There is significant scope to network with other metropolitan authorities which have distinctive approaches to their urban fringes. For example, Bradford has a particularly strong record in this area and would be a good starting point for an exchange of views and experiences in this context.

9 There is scope for the city council and its partners, with Northern and South East Community Assembly engagement, to develop an action plan arising from this study to take forward the key points set out above. This will however require dedicated support and resources.

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Appendix A

Borders

Boundaries

The rural territory comprises 64Lower Super Outputs Areas (LSOAs) covering five wards in whole or part. At ward level the settlements in scope split as follows (with the serial details for the Middle Super Output Areas [MSOAs] and LSOAs of relevance following the settlement name):

Stocksbridge & Upper Don
Stocksbridge S001, 001A-E,
Bolsterstone S002, 002D,
Deepcar S002, 002B A-D
Ewden S002, S002D
Middlewood S008, 008B
Oughtibridge S008, 008B, E
Wharncliffe Side S008, 008D,
Worrall S008, 008A,

Stannington
Bradfield S008, 008C,
Dungworth S023, 023A,
Hollow Meadows S008, 008C,
Loxley S008, 008C,
Midhopestones S008, 008C
Upper Midhope, S008, 008C
Stannington, S023, 023C-E,
Storrs S023, 023A

Ecclesfield E&W
Ecclesfield S006, 006A-E,
High Green S003, 003D-G
Chapeltown S004, 004B-G
Grenoside S005, 005B,D,E,
Burncross S003-5 003A-C, 004A, 005 A, C

Fulwood
Redmires S041, 041B W Fulwood
Ringinglow S041, 041B, W Fulwood,

Mosborough
Beighton S56 A-D, 61A-D, 63 A-D
Mosborough S65 A-D, 67 A-E

Appendix B

Rural Economy Study

Stakeholder workshop – Bradfield Village Hall

Thursday 21 April 2011

Present: Rachel Garbett (Stocksbridge Advice Centre); Stephen Gould (EPIP Manager); Chris Prescott (Bradfield Parish Council & CMP Consultancy); Marika Puglisi (North Community Assembly Manager); Lynn Russell (Committee Secretary, Bradfield Village Hall); Mark Woodward (Green Directions); Karen Ramsay (Sheffield City Council); and Ivan Annibal and Jessica Sellick (Rose Regeneration).

Ivan Annibal took the group through a presentation outlining the purposes of the study; the geography; and source material.

The following areas of discussion were raised:

Geography

Members of the group asked for an explanation of the colour coding used on a map produced by John Shepherd (Birkbeck College, University of London). They thought Chapeltown might be an anomaly. Ivan responded that the brown parts of the map referred to built environment and the size of the dots represented the relative size of each rural settlement included in the study. It was agreed that Ivan would think about how to present the map, including using place names rather than dots. Participants suggested that the roads demarcating the 4 clusters developed by Rose Regeneration could be seen as a barriers as well as linkages and are not necessarily linked by public transport. Ivan stressed the importance of recognising the heterogeneity of rural Sheffield.

Source Material

Commuting

The group queried if data had been collected according to individual settlements or clusters. Ivan confirmed information was obtained at settlement level (where possible). The group emphasised the importance of having accurate and up-to-date travel to work data to display the flows out of rural settlements and into urban Sheffield. Upon asking if more recent data on TTW post 2001 was available, Ivan confirmed it was not. Members of the group indicated how council ward boundaries and industries/business configurations within settlements had changed since 2001 and would not therefore be modelled in the statistics. This is important in the case of Travel To Work, which participants believe has become more important to

some rural settlements including Stocksbridge, Wharncliffe Side and Oughtibridge – where the number of in settlement jobs has declined. It was suggested that Rose Regeneration find a way of incorporating this into the narrative of the report as it could mean that for some settlements their levels of self-containment have declined. Members of the group also queried if the statistics captured the number of people working away, and road and rail connections. It was also suggested that Rose Regeneration look at the location of business parks.

Population & deprivation

Ivan described how 12% of Sheffield's population live in rural areas which, with a population of 70,000, would make it a sizable District Council in its own right. There was a discussion around the compilation of the statistics, including how Ecclesfield was identified as the most deprived settlement statistically when in practice it was felt this could be High Green. The group expressed concern that many of the settlements in the study have affluent and poor residents which could skew statistics which average the figures out. Stannington (Wood Lane area) was cited as an example of this.

Participants asked if figures and graphs for working population included self-employed people. Ivan explained that the data gathered would explain how companies have grown or declined over a timeframe. Ivan attributed the high number of business start-ups in rural Sheffield to: (1) nice places to live and work; and (2) high incidence of portfolio working.

Education & access data

Stocksbridge's position in the statistics was queried with its high score in terms of learning deprivation. One participant explained how the local school does not offer a sixth form / 'A'Level curriculum. Bradfield's position on the graph was also queried. Members of the group asked if the issue of access to education could be drawn out in the report. Schooling, work and health outcomes are influenced by their physical distance and availability to people. One participant suggested that for Stocksbridge hospitals were further away than schools but that this was not apparent from the slides or underlying statistics. It was agreed that Rose Regeneration would double-check the original data set. Ivan confirmed that the access figures were collected in 2010.

Clusters & economic vulnerability

There was a whole group discussion about the level of detail included in the study. In particular, it was suggested that the statistics be used to model 'zones of data', taking up an earlier theme of describing sub-populations (i.e., affluent, poor). It was suggested, therefore, that the narrative in the report should describe this secondary level of detail so that interventions could be planned accordingly. Participants illuminated how some of the real problems in rural Sheffield are not visible in the statistics. There was also a discussion

around the planning system and how development is being concentrated in bigger settlements in accordance with national planning policy guidance and practical on-the-ground realities (i.e., the Peak District national park).

Policy-making & other research from other cities

Members of the group indicated how the results of the study could be used and interpreted politically. They asked how Sheffield compared with other cities. Ivan outlined work undertaken by Bradford Metropolitan District Council. It was agreed by the group that understanding the distinctive way rural places work and people's narratives of those places is important. Compared to other cities, Sheffield was considered to be tightly bound and more accessible to rural places according to their actual distance from the city centre.

The meeting covered how this information would inform the drafting of the **Final Report**, which the group thought might include the following**:**

- Topography and physical geography referenced. For example, Bradfield Parish covers 54 Sq miles and 13 reservoirs. Also, the A16 opened in the 1980s which means people can travel straightforwardly to Manchester for work. Capture changing parish boundaries compared to when the statistics were compiled.

- Rather than looking solely at physical distance, consider how long it actually takes to get to places. It is important to note that the way data is compiled and the datasets chosen (e.g. the use of Neighbourhood Level statistics and LSOAs) can alter funding allocations. What are the transport links like (e.g. Stocksbridge has no train station)? Which firms are specific to rural areas and located in Sheffield and how can they be attracted and supported? What are the characteristics of Sheffield's rural economy and how does this compare and differ from other rural economies? Also look at the potential of what is here and what is already happening (e.g. Village Officer role with the Peak District National Park Authority and Northern Community Assembly Partnership) and think through how to build upon this.

- Describe the affluent/poor composition of many settlements. Include the new industrial estate (e.g. Smithy Wood being built/open in Ecclesfield). Wharncliffe Side is viewed as a corridor to commute elsewhere.

- Pick up differences in the narrative/the subsets of the population –the fine grain. Include up-to-date figures on broadband. Reference the steelworks in Stocksbridge.

- Issue around access to further education. Sixth form in Sheffield is being concentrated into standalone centres rather than in schools. Locate the places where FE is available.

- Reference EPIP broadband study completed in June 2010.

Notwithstanding the caveats above, overall the group felt the source material was applicable and presented an accurate picture of rural Sheffield.

Next steps

Ivan explained how a detailed narrative including the 'so what' questions would be drafted into a report for Sheffield City Council. This would also emphasise how existing projects and activities such as the food plan, rural strategy, partnership working between the Council and EPIP, the NHS and national park authority would be referenced in the report.

The meeting closed with Karen describing the relationship between Sheffield City Council, EPIP, the park authority and Visit England in promoting the connections between Sheffield the city with its surrounding countryside and the national park.

Appendix C

Median Household Incomes

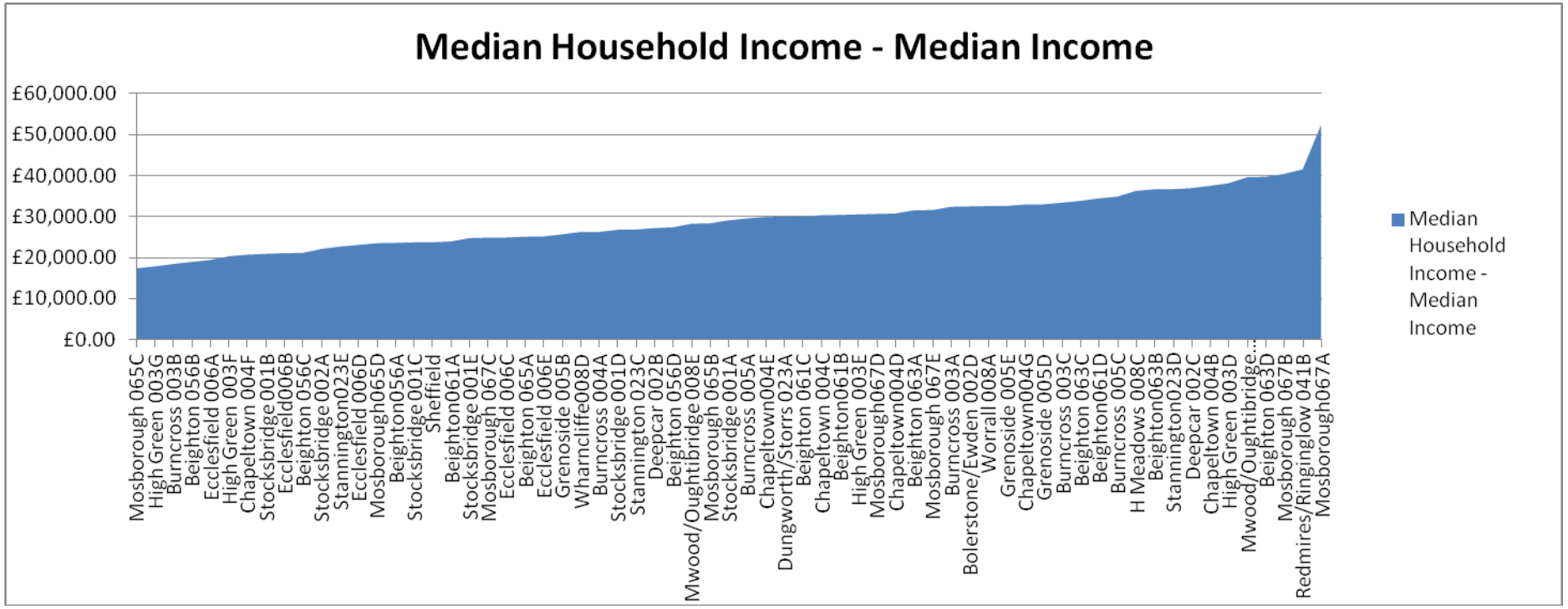
LSOA	Median Household Income - Median Income
Mosborough 065C	£17,451.00
High Green 003G	£17930.00
Burncross 003B	£18507.00
Beighton 056B	£19,007.00
Ecclesfield 006A	£19493.00
High Green 003F	£20380.00
Chapeltown 004F	£20783.00
Stocksbridge 001B	£20988.00
Ecclesfield006B	£21144.00
Beighton 056C	£21,220.00
Stocksbridge 002A	£22181.00
Stannington023E	£22738.00
Ecclesfield 006D	£23150.00
Mosborough065D	£23,575.00
Beighton056A	£23,663.00
Stocksbridge 001C	£23780.00
Sheffield	**£23827.00**
Beighton061A	£23,995.00
Stocksbridge 001E	£24816.00
Mosborough 067C	£24,934.00
Ecclesfield 006C	£ 24961.00
Beighton 065A	£25,139.00
Ecclesfield 006E	£25215.00
Grenoside 005B	£25728.00
Wharncliffe008D	£26311.00
Burncross 004A	£26311.00
Stocksbridge 001D	£26851.00
Stannington 023C	£26908.00
Deepcar 002B	£27247.00
Beighton 056D	£27,444.00
Mwood/Oughtibridge 008E	£28322.00
Mosborough 065B	£28,406.00
Stocksbridge 001A	£29130.00
Burncross 005A	£29601.00
Chapeltown004E	£29939.00

Dungworth/Storrs 023A	£30018.00
Beighton 061C	£30,086.00
Chapeltown 004C	£30366.00
Beighton061B	£30,449.00
High Green 003E	£30585.00
Mosborough067D	£30,692.00
Chapeltown004D	30814.00
Beighton 063A	£31,565.00
Mosborough 067E	£31,614.00
Burncross 003A	£32436.00
Bolerstone/Ewden 002D	£32519.00
Worrall 008A	£32592.00
Grenoside 005E	32624.00
Chapeltown004G	£32996.00
Grenoside 005D	£33031.00
Burncross 003C	£33411.00
Beighton 063C	£33,882.00
Beighton061D	£34,469.00
Burncross 005C	£34909.00
H Meadows 008C	£36292.00
Beighton063B	£36,705.00
Stannington023D	£36733.00
Deepcar 002C	£36958.00
Chapeltown 004B	£37533.00
High Green 003D	£38151.00
Mwood/Oughtibridge 008B	£39622.00
Beighton 063D	£39,723.00
Mosborough 067B	£40,428.00
Redmires/Ringinglow 041B	£41521.00
Mosborough067A	£52,380.00

House Prices

Sheffield 065C	Mosborough	£81438.00
Sheffield 056B	Beighton	£82821.00
Sheffield 003B	Burncross	£86986.00
Sheffield 001E	Stocksbridge	£89784.00
Sheffield 003F	High Green	£90227.00
Sheffield 002A	Stocksbridge	£91000.00
Sheffield 006A	Ecclesfield	£98339.00
Sheffield 006B	Ecclesfield	£100444.00
Sheffield 001C	Stocksbridge	£103400.00
Sheffield 056A	Beighton	£104545.00
Sheffield 056C	Beighton	£104614.00
Sheffield 065A	Mosborough	£106163.00
Sheffield 002B	Deepcar	£109094.00
Sheffield 065B	Mosborough	£111497.00
Sheffield 003G	High Green	£111643.00
Sheffield 001A	Stocksbridge	£113591.00
Sheffield 001D	Stocksbridge	£116371.00
Sheffield 004E	Chapeltown	£119892.00
Sheffield 061A	Beighton	£122861.00
Sheffield 004F	Chapeltown	£123618.00
Sheffield 006C	Ecclesfield	£127050.00
Sheffield 063C	Beighton	£130482.00
Sheffield 061C	Beighton	£131772.00
Sheffield 004A	Burncross	£134400.00
Sheffield 063A	Beighton	£135700.00
Sheffield 006E	Ecclesfield	£138154.00
Sheffield 065D	Mosborough	£138969.00
Sheffield 001B	Stocksbridge	£139714.00
Sheffield 067C	Mosborough	£139986.00
Sheffield 005A	Burncross	£141074.00
Sheffield 003A	Burncross	£141078.00
Sheffield 003D	High Green	£145068.00
Sheffield 004G	Chapeltown	£151341.00
Sheffield 008E	M/Oughtibridge	£155375.00
Sheffield 063D	Beighton	£155428.00
Sheffield 002C	Depcar	£156772.00
Sheffield 023E	Stannnington	£167392.00
Sheffield 005B	Grenoside	£167413.00
Sheffield 005C	Burncross	£167641.00

Sheffield 061B	Beighton	£170688.00
Sheffield 056D	Beighton	£173143.00
Sheffield 063B	Beighton	£174375.00
Sheffield 004B	Chapeltown	£176331.00
Sheffield 067B	Mosborough	£176410.00
Sheffield 067D	Mosborough	£177798.00
Sheffield 003C	Burncross	£178734.00
Sheffield 061D	Beighton	£179940.00
Sheffield 023C	Stannnington	£183664.00
Sheffield 003E	High Green	£184105.00
Sheffield 004C	Chapeltown	£184338.00
Sheffield 067E	Mosborough	£184854.00
Sheffield 004D	Chapeltown	£188850.00
Sheffield 008B	M/Oughtibridge	£194398.00
Sheffield 005E	Grenoside	£198465.00
Sheffield 005D	Grenoside	£199350.00
Sheffield 008D	Wharncliffe	£208619.00
Sheffield 002D	Bolerstone/Ewden	£210700.00
Sheffield 067A	Mosborough	£215160.00
Sheffield 008A	Worrall	£220492.00
Sheffield 008C	H Meadows	£220691.00
Sheffield 006D	Ecclesfield	£229600.00
Sheffield 023D	Stannnington	£236417.00
Sheffield 023A	Dungworth/Storrs	£281864.00
Sheffield 041B	Redmires/Ringinlow	£369427.00


Median Household Income - Median Income
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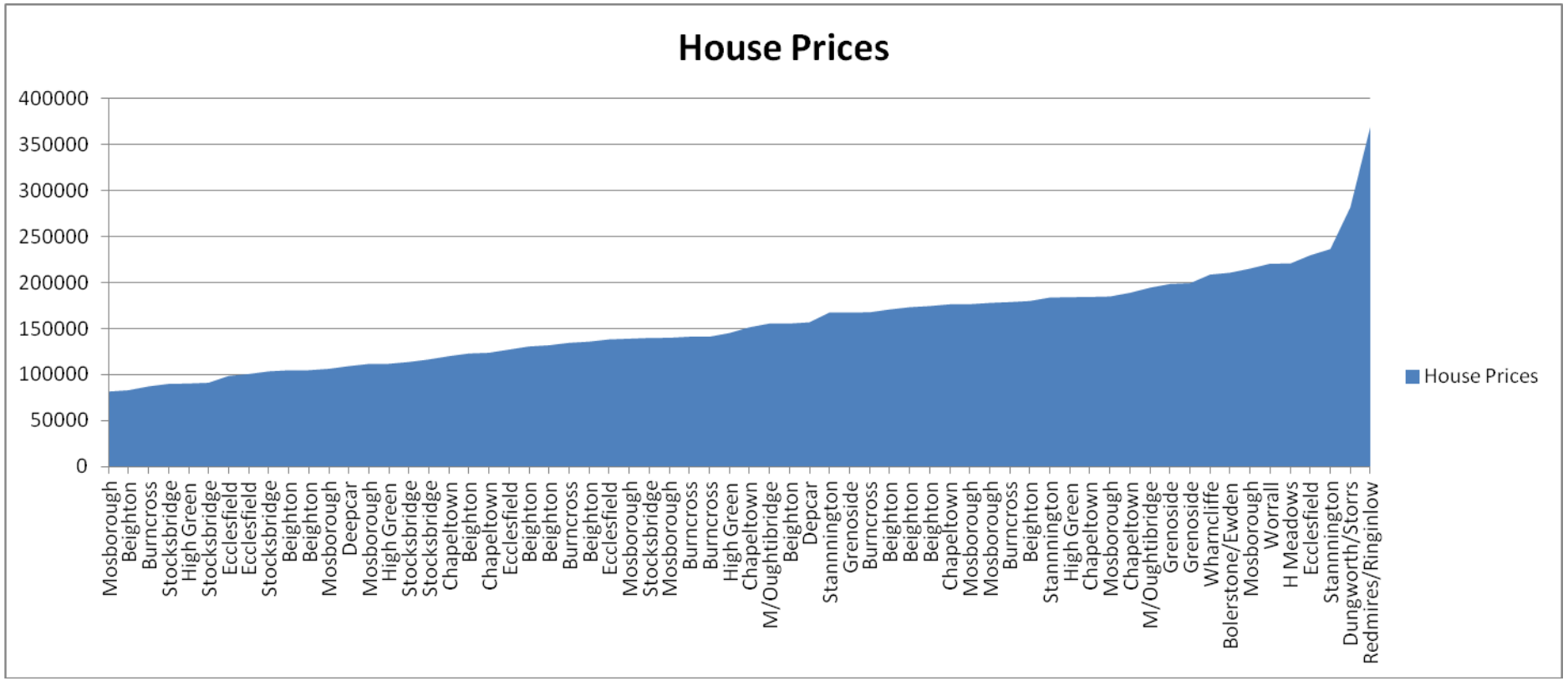
£50,000.00
£40,000.00
£30,000.00
£20,000.00
£10,000.00
£0.00
Mosborough 065C
High Green 003G
Burncross 003B
Beighton 056B
Ecclesfield 006A
High Green 003F
Chapeltown 004F
Stocksbridge 001B
Ecclesfield006B
Beighton 056C
Stocksbridge 002A
Stanningtón023E
Ecclesfield 006D
Mosborough065D
Beighton056A
Stocksbridge 001C
Sheffield
Beighton061A
Stocksbridge 001E
Mosborough 067C
Ecclesfield 006C
Beighton 065A
Ecclesfield 006E
Grenoside 005B
Wharncliffe008D
Burncross 004A
Stocksbridge 001D
Stannington 023C
Deepcar 002B
Beighton 056D
Mwood/Oughtibridge 008E
Mosborough 065B
Stocksbridge 001A
Burncross 005A
Chapeltown004E
Dungworth/Storrs 023A
Beighton 061C
Chapeltown 004C
Beighton061B
High Green 003E
Mosborough067D
Chapeltown004D
Beighton 063A
Mosborough 067E
Burncross 003A
Bolerstone/Ewden 002D
Worrall 008A
Grenoside 005E
Chapeltown004G
Grenoside 005D
Burncross 003C
Beighton 063C
Beighton061D
Burncross 005C
H Meadows 008C
Beighton063B
Stanningtón023D
Deepcar 002C
Chapeltown 004B
High Green 003D
Mwood/Oughtibridge...
Beighton 063D
Mosborough 067B
Redmires/Ringinglow 041B
Mosborough067A
Median Household Income - Median Income


House Prices
400000
350000
300000
250000
200000
150000
100000
50000
0
House Prices
Mosborough
Beighton
Burncross
Stocksbridge
High Green
Stocksbridge
Ecclesfield
Ecclesfield
Stocksbridge
Beighton
Beighton
Mosborough
Deepcar
Mosborough
High Green
Stocksbridge
Stocksbridge
Chapeltown
Beighton
Chapeltown
Ecclesfield
Beighton
Beighton
Burncross
Beighton
Ecclesfield
Mosborough
Stocksbridge
Mosborough
Burncross
Burncross
High Green
Chapeltown
M/Oughtibridge
Beighton
Depcar
Stannnington
Grenoside
Burncross
Beighton
Beighton
Beighton
Chapeltown
Mosborough
Mosborough
Burncross
Beighton
Stannnington
High Green
Chapeltown
Mosborough
Chapeltown
M/Oughtibridge
Grenoside
Grenoside
Wharncliffe
Bolerstone/Ewden
Mosborough
Worrall
H Meadows
Ecclesfield
Stannnington
Dungworth/Storrs
Redmires/Ringinlow

Beta Data 2010 distribution of jobs across rural settlements

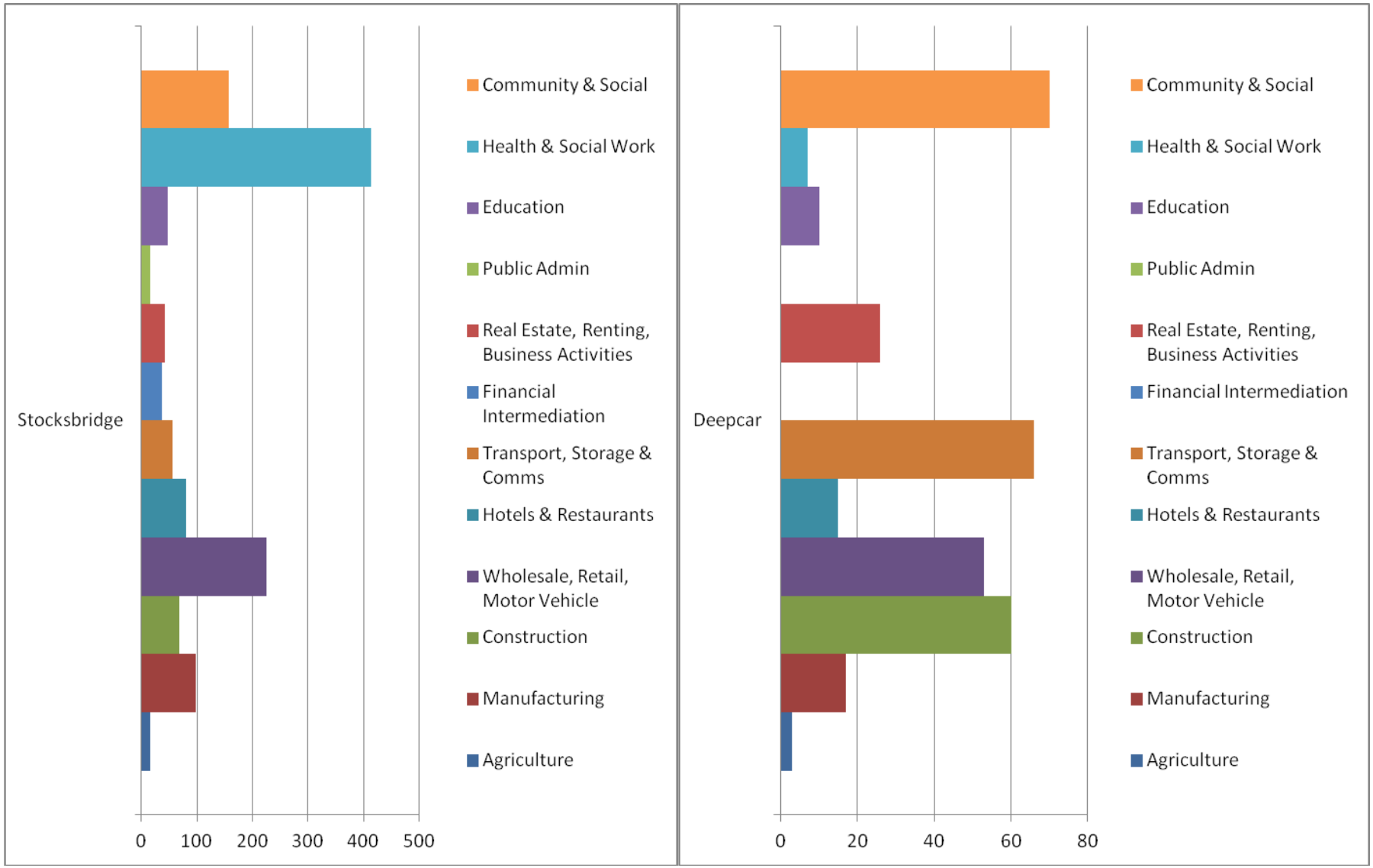
Settlement - Jobs	Agriculture	Manufacturing	Construction	Wholesale, Retail, Motor Vehicle	Hotels & Restaurants	Transport, Storage & Comms	Financial Intermediation	Real Estate, Renting, Business Activities	Public Admin	Education	Health & Social Work	Community & Social	Personal Services	Unclassified	Total
Worrall	6	3	20	0	15	8	0	8	0	3	1	2	0	0	66
Wharncliffe Side	1	404	13	6	6	35	0	1	0	0	0	1	0	1	468
Stocksbridge	15	97	68	226	80	56	36	42	16	48	413	157	2	5	1261
Stannington	15	14	92	77	74	29	1	62	0	12	111	84	1	0	572
Redmires/Ringinglow	18	2	18	4	57	0	0	16	0	21	25	20	0	0	181
Middlewood	3	16	10	26	22	8	5	66	0	21	72	14	1	0	264
Hollow Meadows	77	8	12	11	25	0	21	64	1	0	22	7	0	4	252
High Green	13	0	25	94	65	8	11	78	33	22	62	88	1	0	500
Genoside	10	14	39	26	37	0	11	19	0	11	8	71	2	0	248
Ecclesfield	3	7	26	63	44	81	6	26	2	4	11	239	1	0	513
Dungworth & Storrs	14	43	12	14	17	7	0	12	0	10	0	37	3	0	169
Deepcar	3	17	60	53	15	66	0	26	0	10	7	70	2	3	332
Chapeltown	9	602	306	1384	241	1006	124	717	10	78	358	233	4	8	5080
Burncross	21	480	260	644	186	448	22	204	38	30	150	78	13	2	2576
Bolsterstone/Eweden	4	2	23	9	5	0	0	16	0	9	1	10	0	0	79
Mosborough/Beighton	26	2171	718	2538	352	528	17	291	108	289	349	411	155	57	6010
R Sheffield	**238**	**3880**	**1702**	**5175**	**1241**	**2280**	**254**	**1648**	**208**	**568**	**1590**	**1522**	**185**	**80**	**18571**
Sheffield	**746**	**30959**	**9619**	**38032**	**13228**	**7751**	**3506**	**24545**	**5096**	**22448**	**33083**	**14908**	**404**	**257**	**204582**
% Sheffield	**0.32**	**0.13**	**0.18**	**0.15**	**0.09**	**0.29**	**0.07**	**0.07**	**0.04**	**0.03**	**0.05**	**0.10**	**0.45**	**0.31**	**0.09**

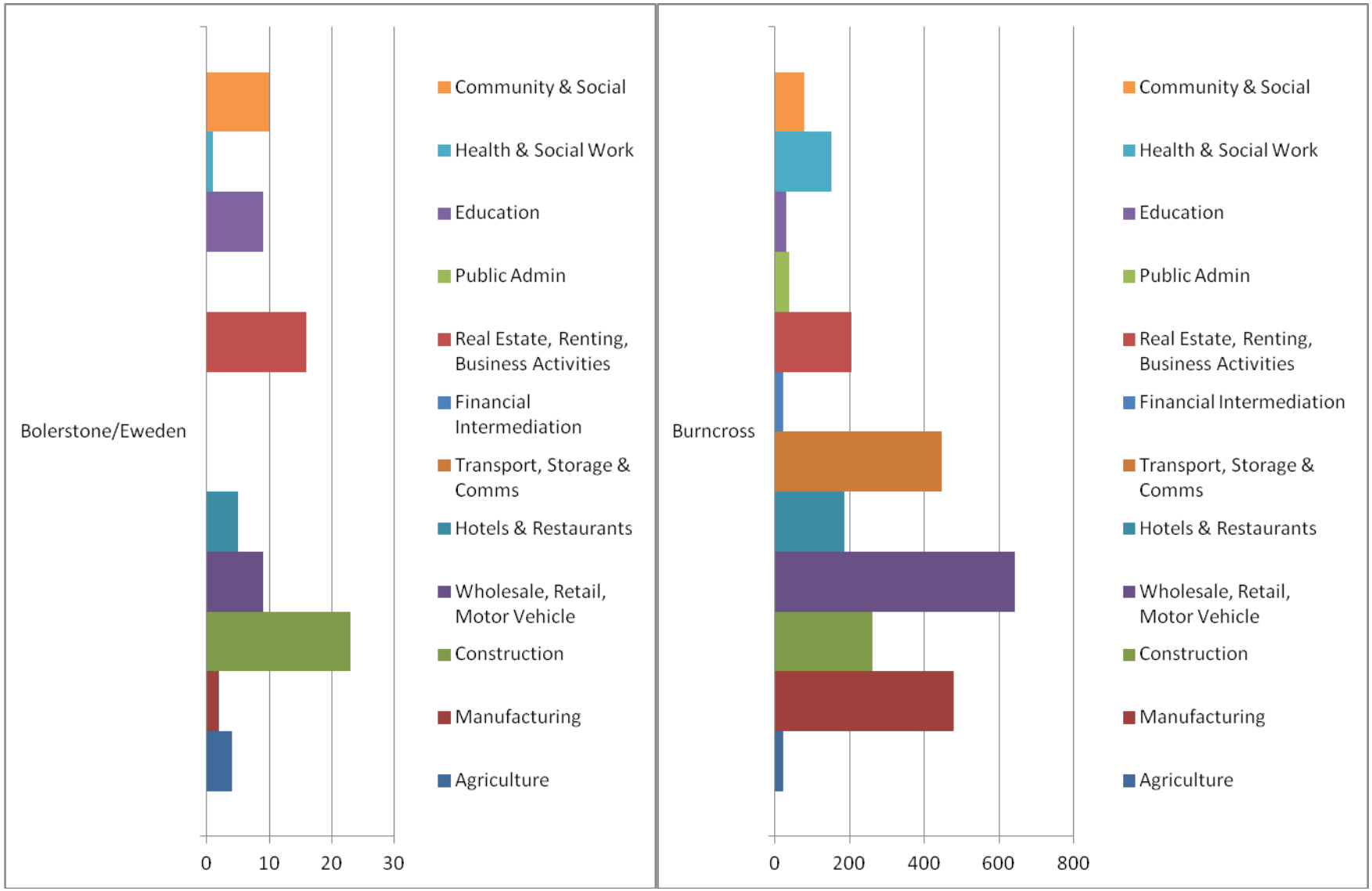
Beta Data 2010 distribution of companies across rural settlements

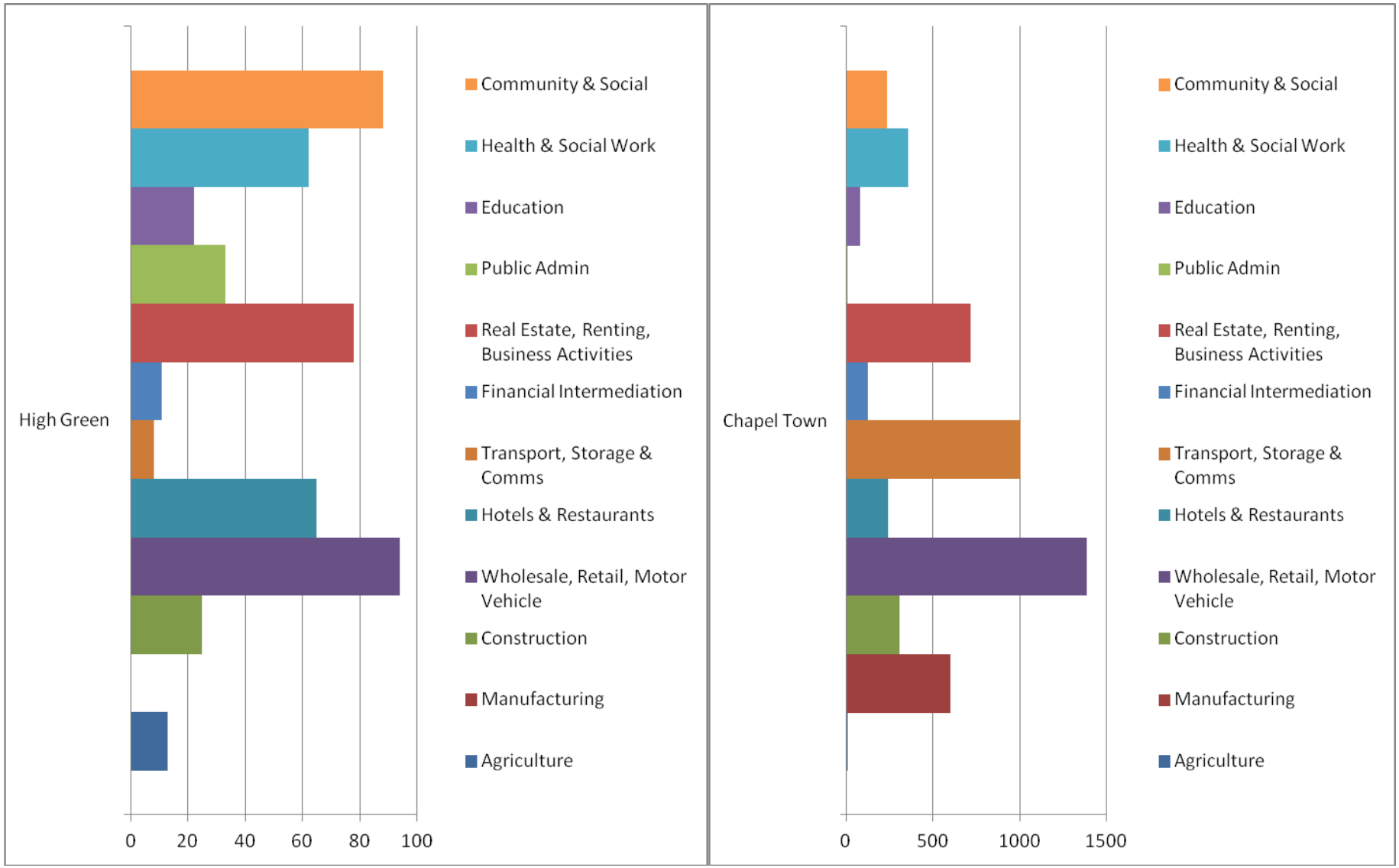
Settlement - Firms	Agriculture	Manufacturing	Construction	Wholesale, Retail, Motor Vehicle	Hotels & Restaurants	Transport, Storage & Comms	Financial Intermediation	Real Estate, Renting, Business Activities	Public Admin	Education	Health & Social Work	Community & Social	Personal Services	Unclassified	Total
Bolsterstone/Ewden	3	2	6	2	2	0	0	7	0	3	1	2	0	0	28
Burncross	11	41	41	36	12	22	4	33	1	6	12	29	2	1	251
Chapeltown	7	38	58	40	19	18	13	65	1	16	16	49	4	2	346
Deepcar	2	5	18	17	4	8	0	10	0	6	1	11	2	1	85
Dungworth & Storrs	10	5	9	2	6	2	0	5	0	1	0	6	1	0	47
Ecclesfield	3	4	18	15	8	6	1	9	1	4	2	18	1	0	90
Genoside	7	8	22	11	5	0	4	13	0	5	12	0	1	0	88
High Green	7	0	15	20	12	3	3	15	2	9	12	23	1	0	122
Hollow Meadows	27	5	7	5	3	0	2	6	4	0	4	7	0	2	72
Middlewood	1	8	8	7	7	4	1	7	0	8	3	5	1	0	60
Redmires/Ringinglow	10	2	6	2	6	0	0	6	0	3	4	5	0	0	44
Stannington	8	8	38	19	12	6	1	27	0	10	11	28	1	0	169
Stocksbridge	10	16	31	40	22	11	36	26	3	6	17	32	2	2	254
Wharncliffe Side	1	13	5	2	2	2	0	1	0	0	0	1	0	0	27
Worrall	2	2	14	0	2	2	0	6	0	3	1	2	0	0	34
Mosborough/Beighton	15	94	122	121	28	28	4	91	2	37	29	30	62	2	575
R Sheffield	**124**	**251**	**418**	**339**	**150**	**112**	**69**	**327**	**14**	**117**	**125**	**248**	**78**	**10**	**2292**
Sheffield	**272**	**1931**	**1782**	**3125**	**1311**	**635**	**311**	**2338**	**550**	**759**	**1172**	**2215**	**119**	**139**	**16659**
% Sheffield	**0.45**	**0.13**	**0.23**	**0.11**	**0.11**	**0.18**	**0.22**	**0.14**	**0.03**	**0.15**	**0.10**	**0.11**	**0.65**	**0.07**	**0.14**

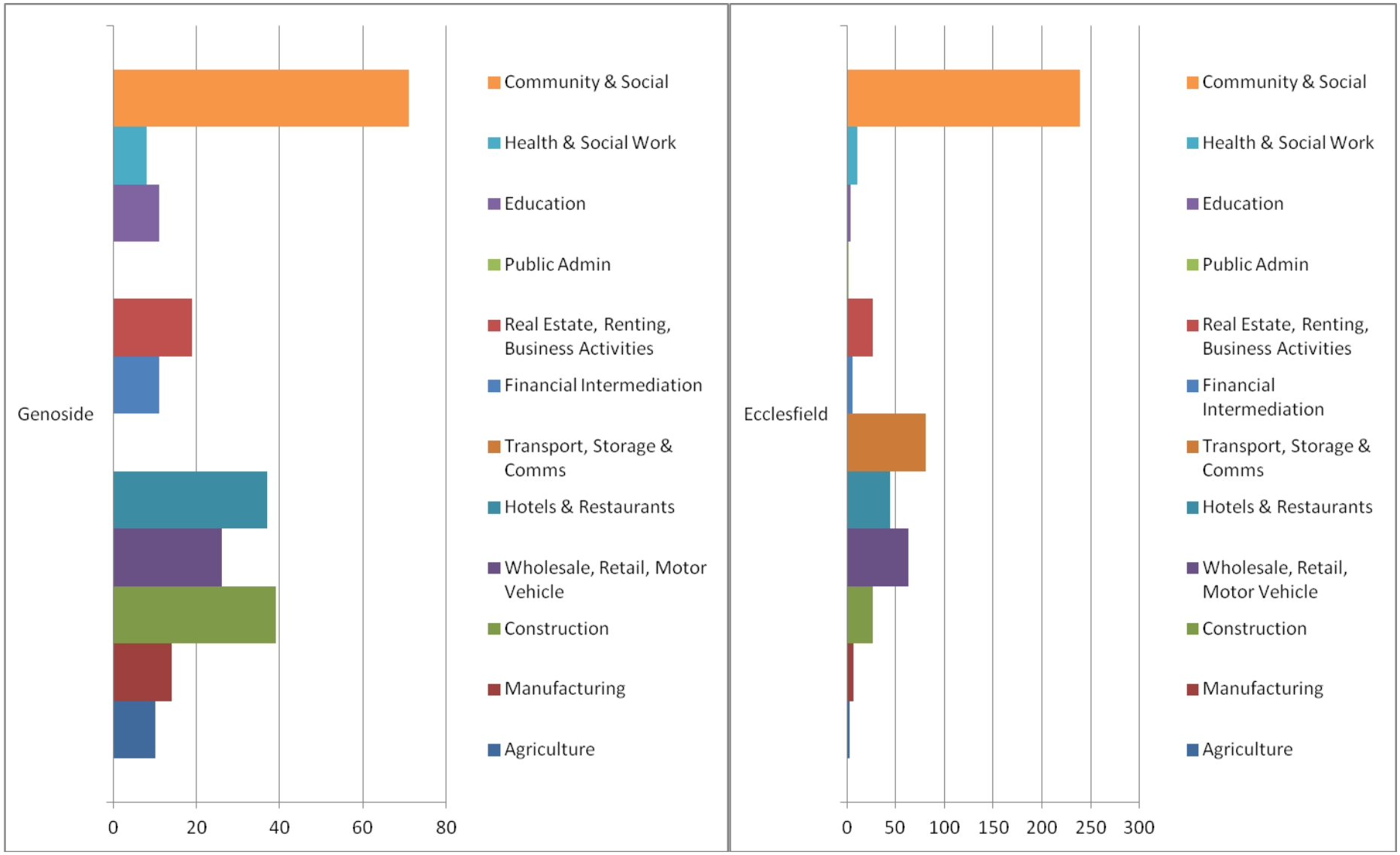
Appendix D

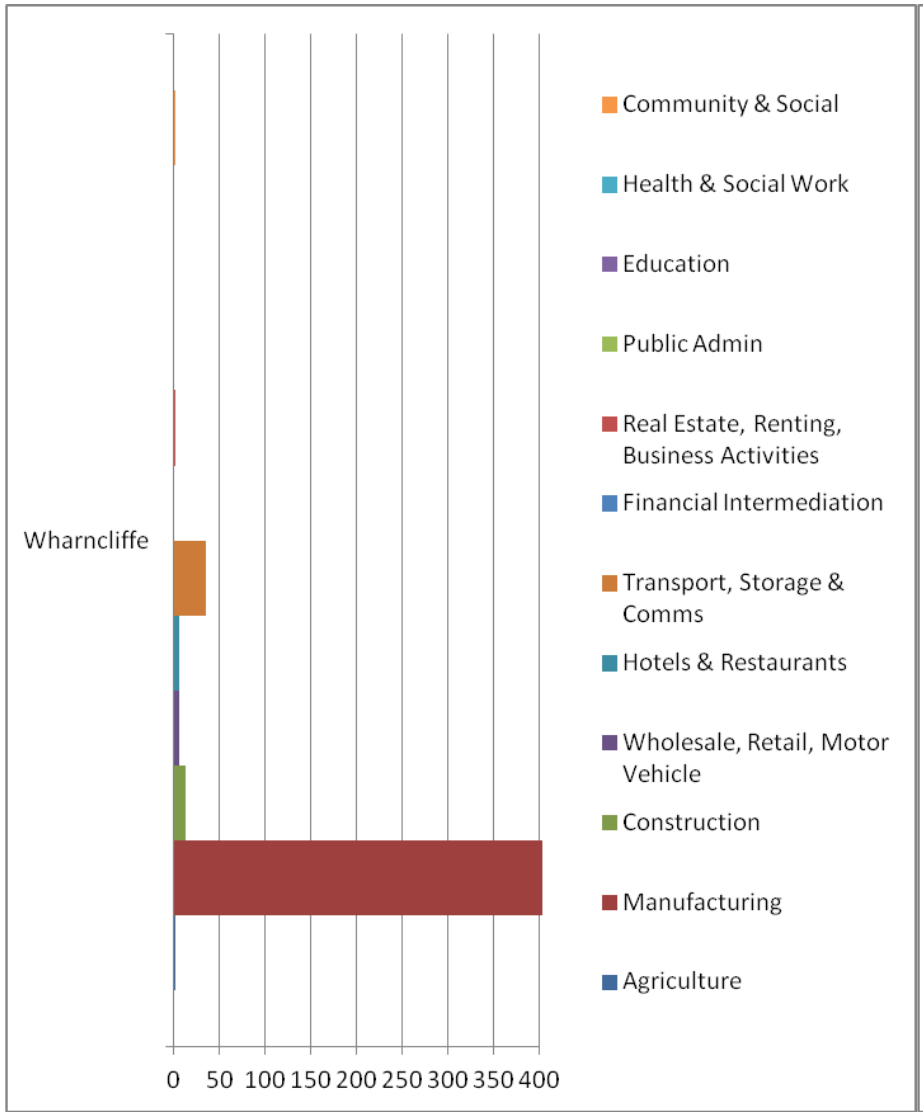
Settlement Company Graphs

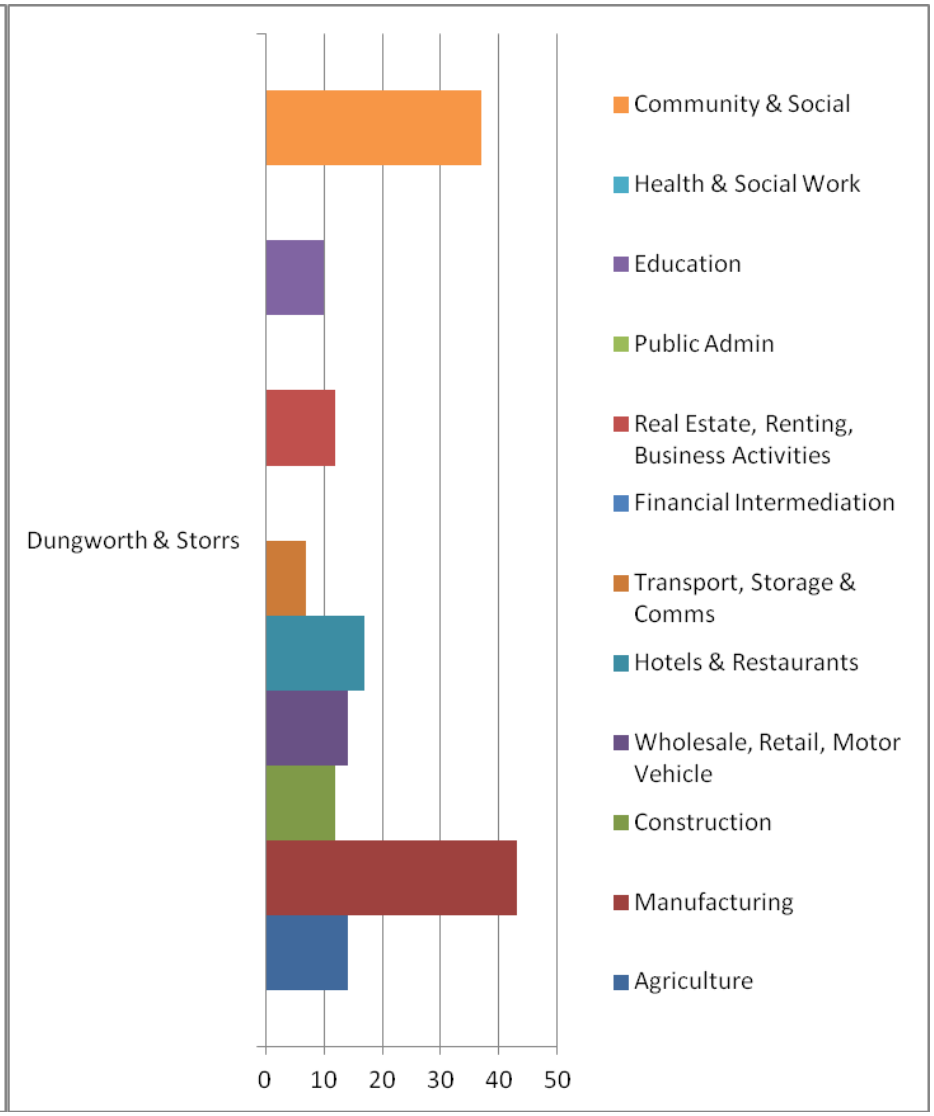

Stocksbridge
0
100
200
300
400
500
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Deepcar
0
20
40
60
80
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture

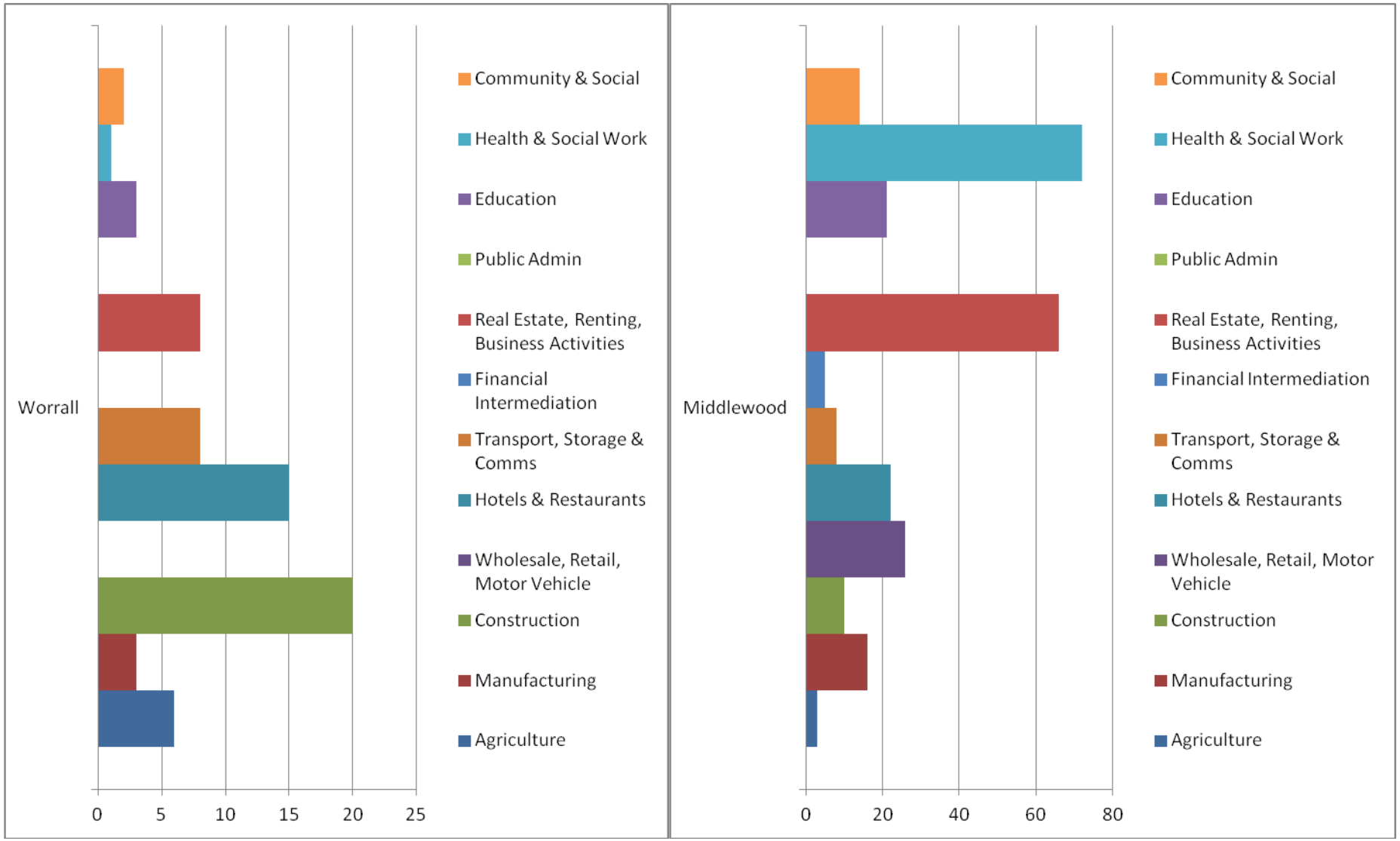

Bolerstone/Eweden
0
10
20
30
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Burncross
0
200
400
600
800
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture

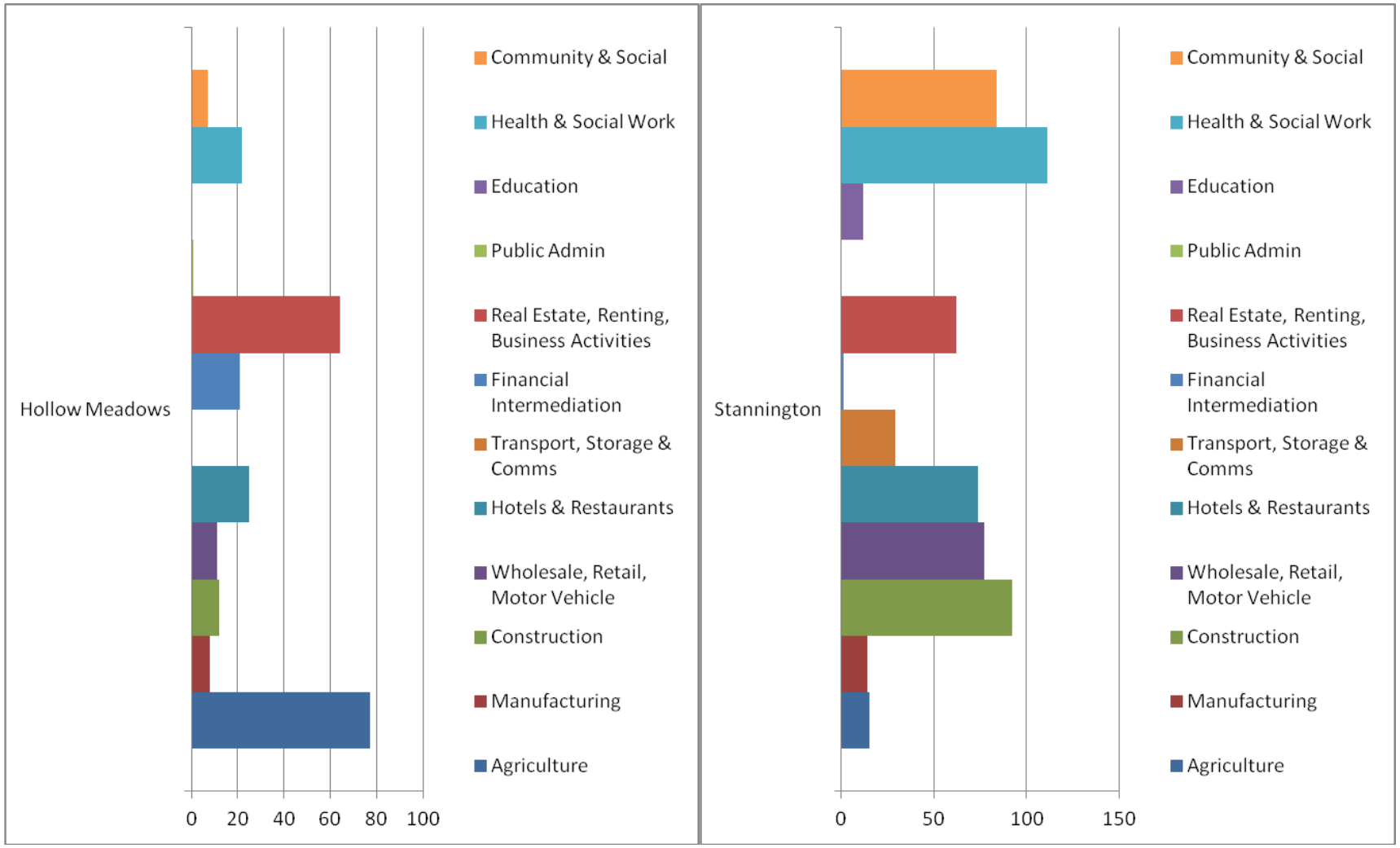

High Green
0
20
40
60
80
100
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Chapel Town
0
500
1000
1500
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture

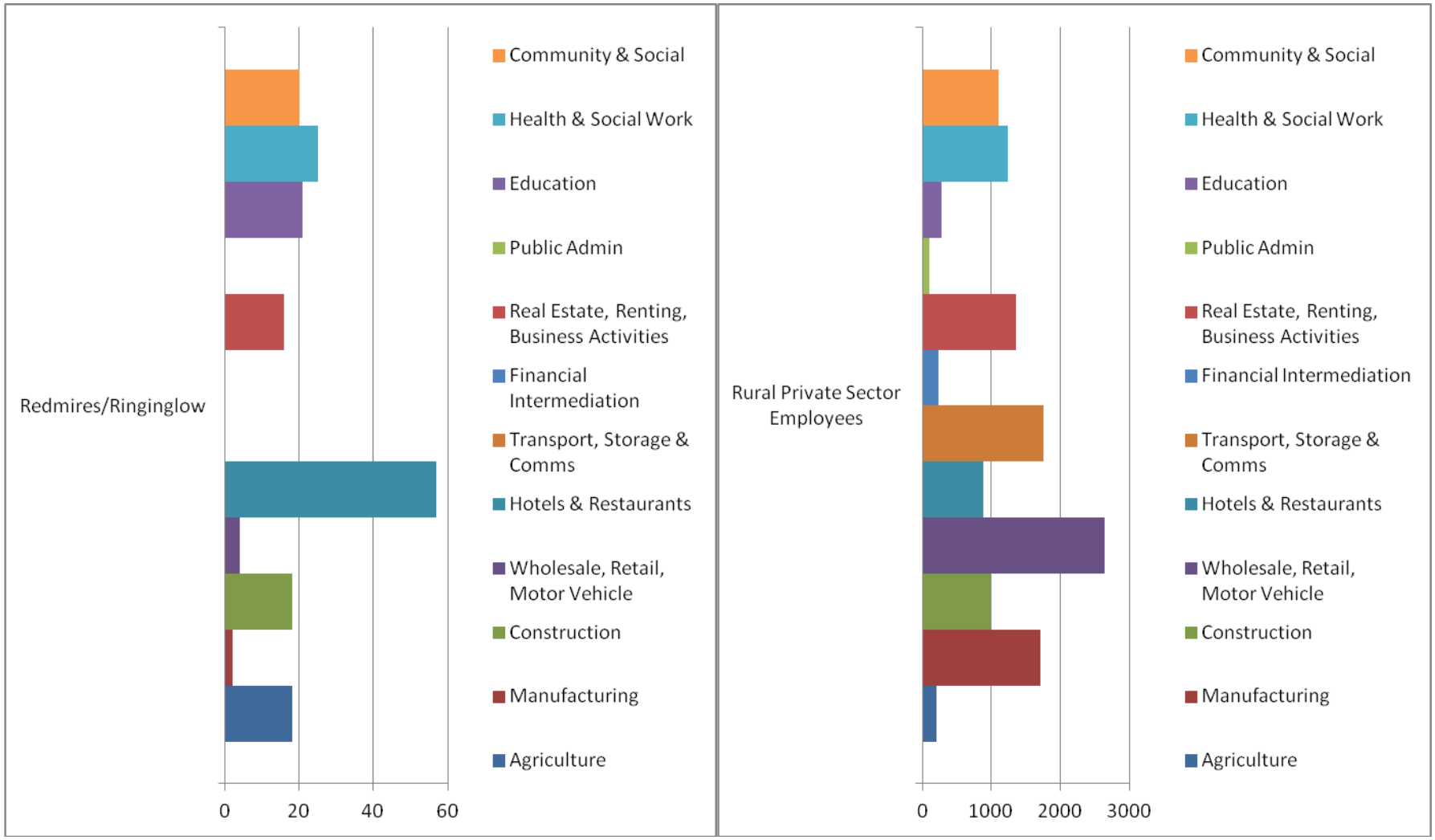

Genoside
0
20
40
60
80
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Ecclesfield
0
50
100
150
200
250
300
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture

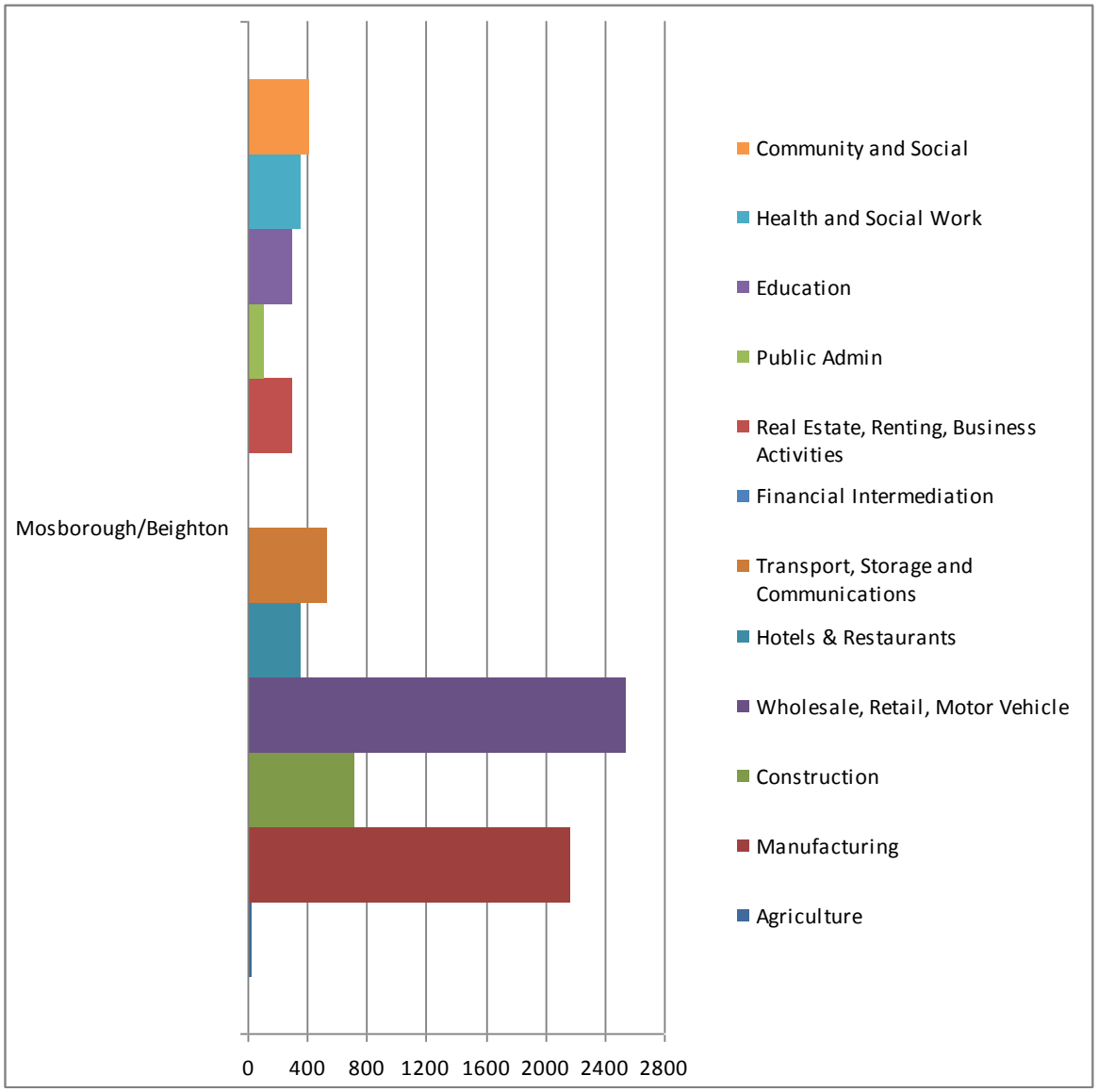

Wharncliffe
0 50 100 150 200 250 300 350 400
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture


Dungworth & Storrs
0 10 20 30 40 50
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture


Worrall
0
5
10
15
20
25
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Middlewood
0
20
40
60
80
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture


Hollow Meadows
0
20
40
60
80
100
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Stannington
0
50
100
150
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture


Redmires/Ringinglow
0
20
40
60
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture
Rural Private Sector Employees
0
1000
2000
3000
Community & Social
Health & Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage & Comms
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture


Mosborough/Beighton
0
400
800
1200
1600
2000
2400
2800
Community and Social
Health and Social Work
Education
Public Admin
Real Estate, Renting, Business Activities
Financial Intermediation
Transport, Storage and Communications
Hotels & Restaurants
Wholesale, Retail, Motor Vehicle
Construction
Manufacturing
Agriculture

Appendix E

Interview Form

Name **Position**
2. About you • Role and key responsibilities. • awareness of the Rural Communities Strategy and where 'rural' fits into the area you work in • Knowledge of the settlements in the study area. • Interest in Sheffield's rural economy and/ links to the city economy.
3. Activities targeting rural settlements (or which have an impact on them) • How the needs of rural residents and businesses are different from people living in Sheffield. • How you think your service area more broadly impacts upon the rural economy. • Details of any activities that you undertake directly to support the rural economy. • Information about activities that you do with other partners targeting rural businesses and communities. • Details of any potential activities or projects you would like to undertake that may include the settlements in scope.
4. Information and data • Information and data that you/your service area may have about Sheffield's rural economy and/or links to the city economy. • How you think the rural economy and rural communities are understood in Council policies and proposals.

5. Corporate activities

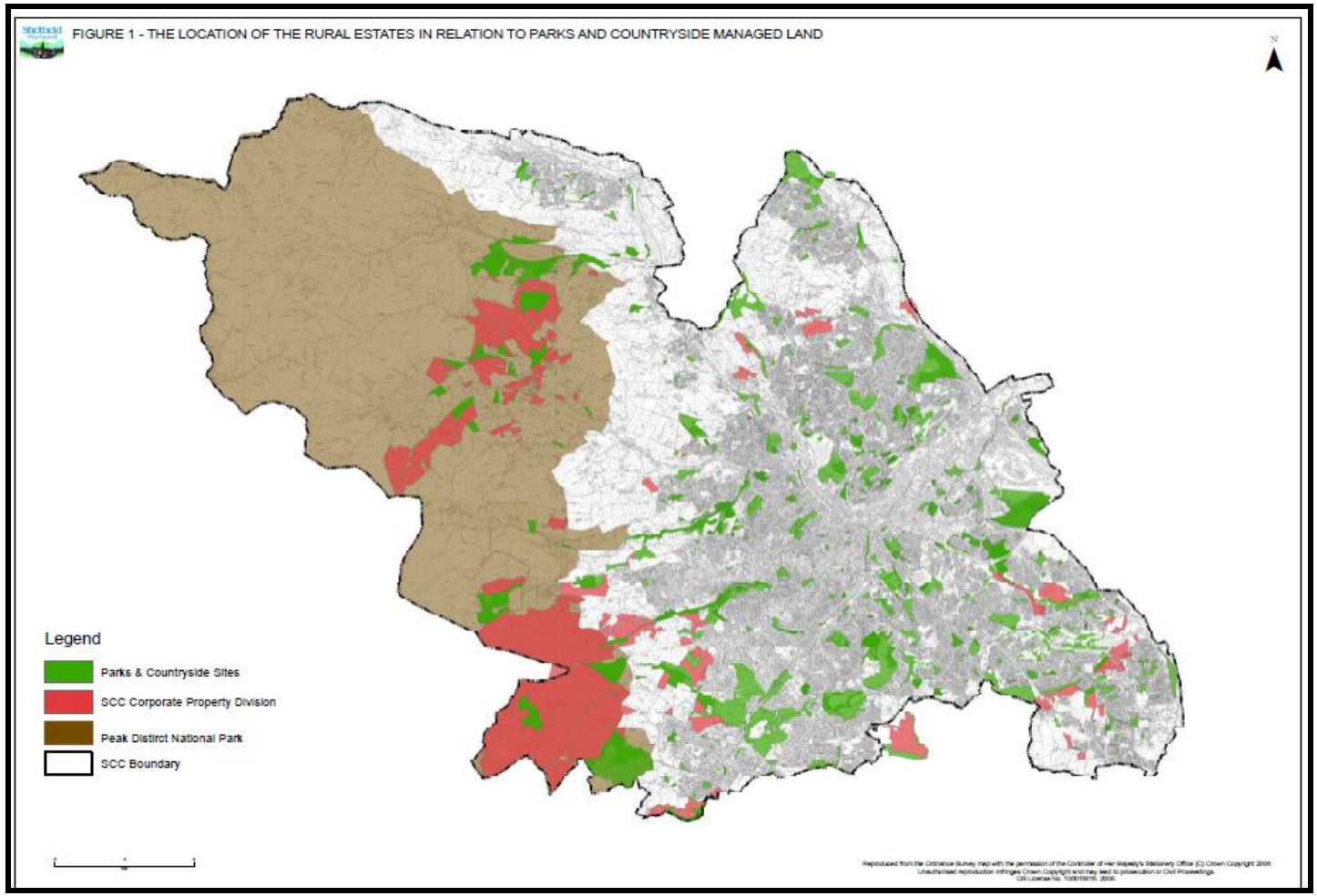
- Wider transactions of Sheffield City Council support and benefit rural businesses and communities.
- If there is capacity to strengthen the Council's contribution to the rural settlements in scope.

6. Future

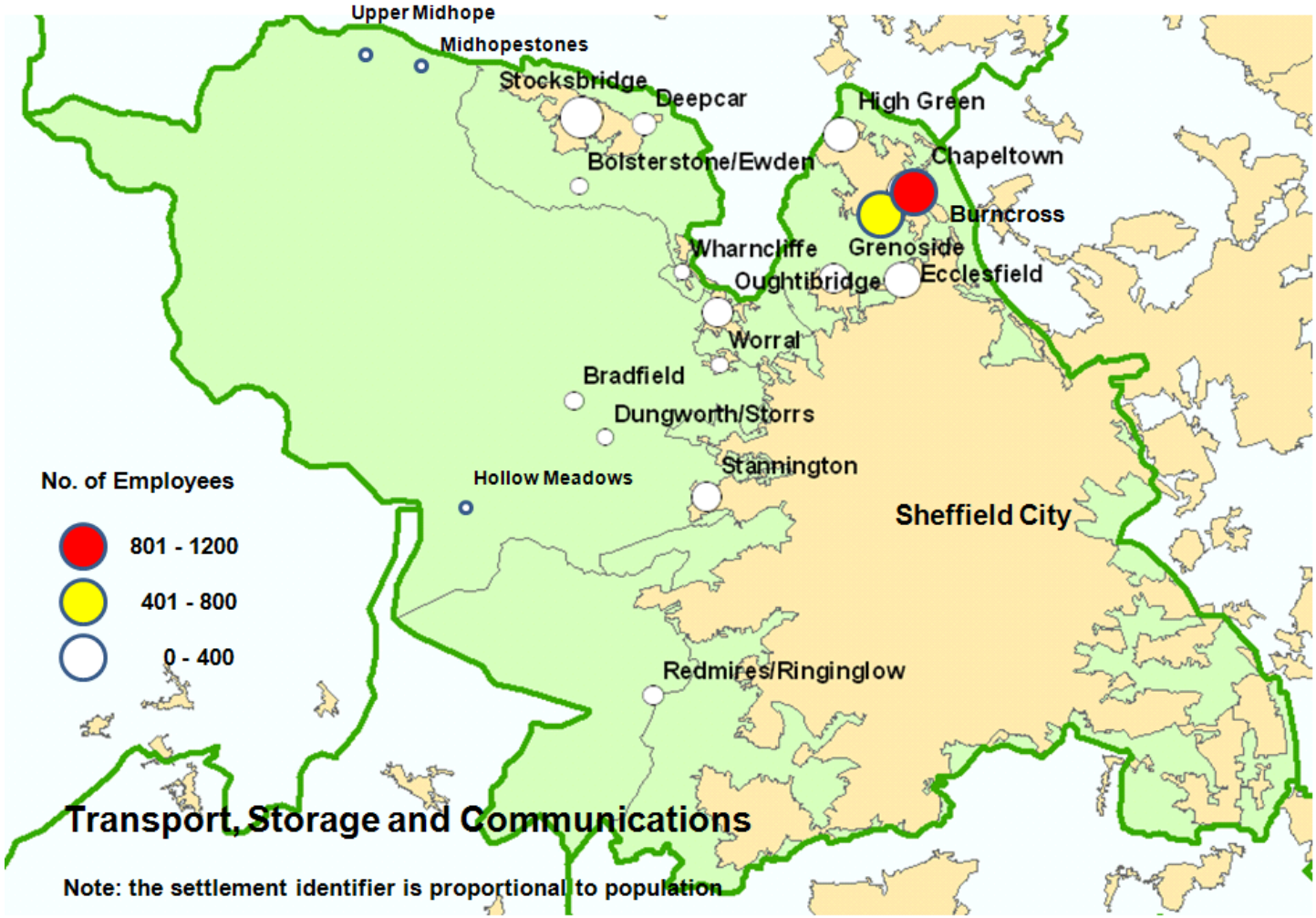
Any opportunities, gaps or emerging issues facing Sheffield's rural economy (e.g. Enterprise Zone, Local Enterprise Partnership, Big Society)?

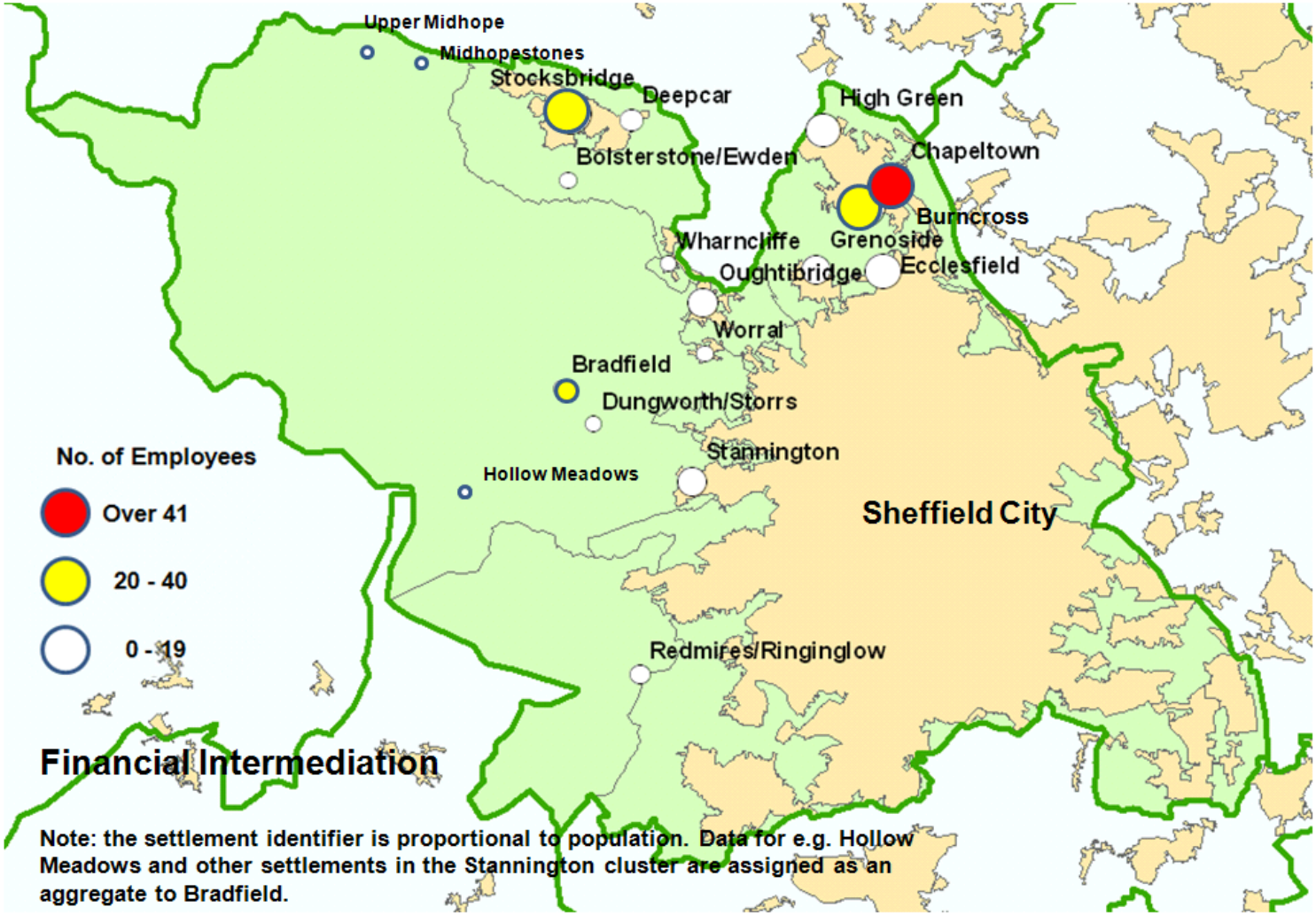
7. Any other thoughts or comments that we have not been covered in the discussion above

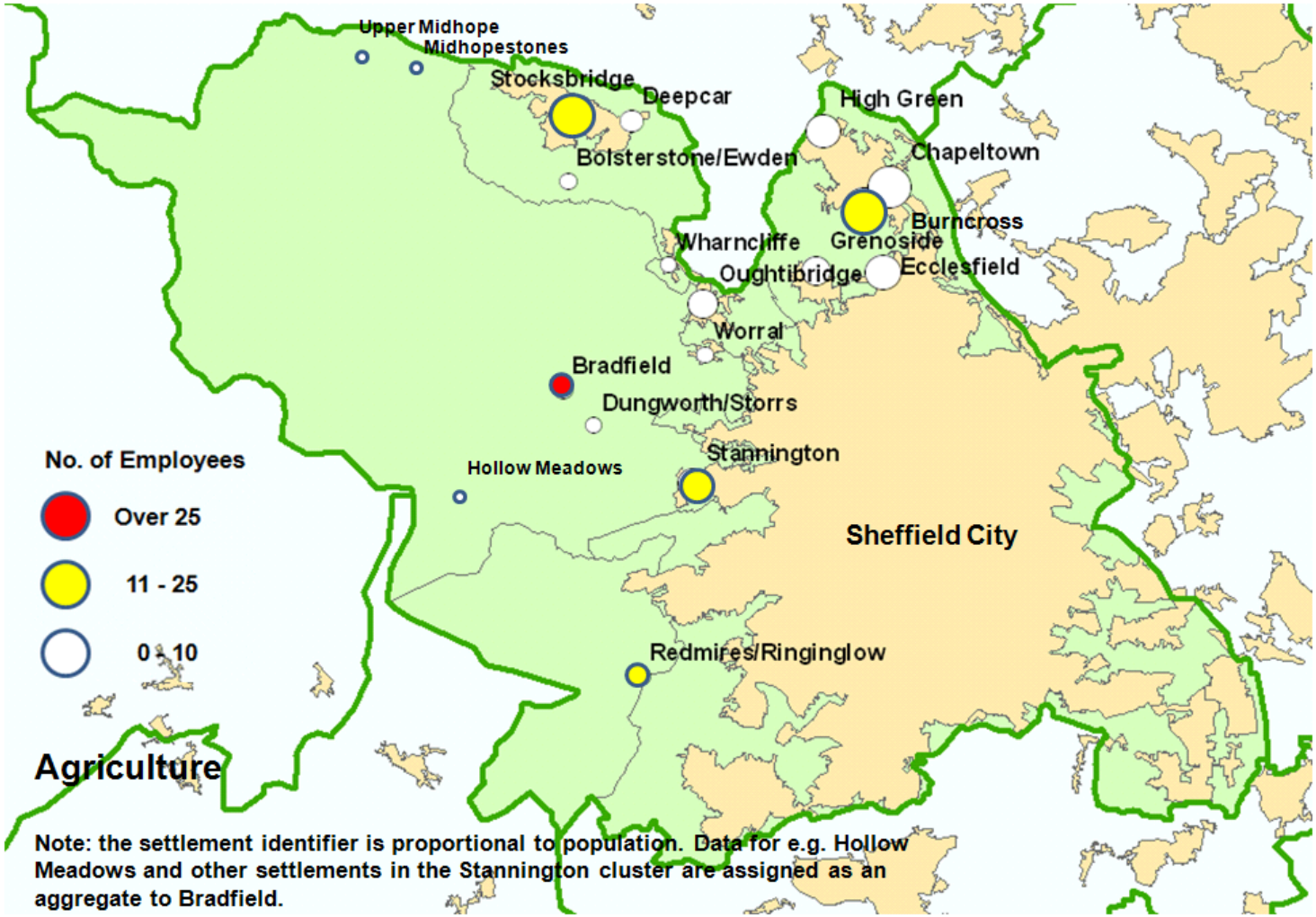
Appendix F
Rural Landholding Map

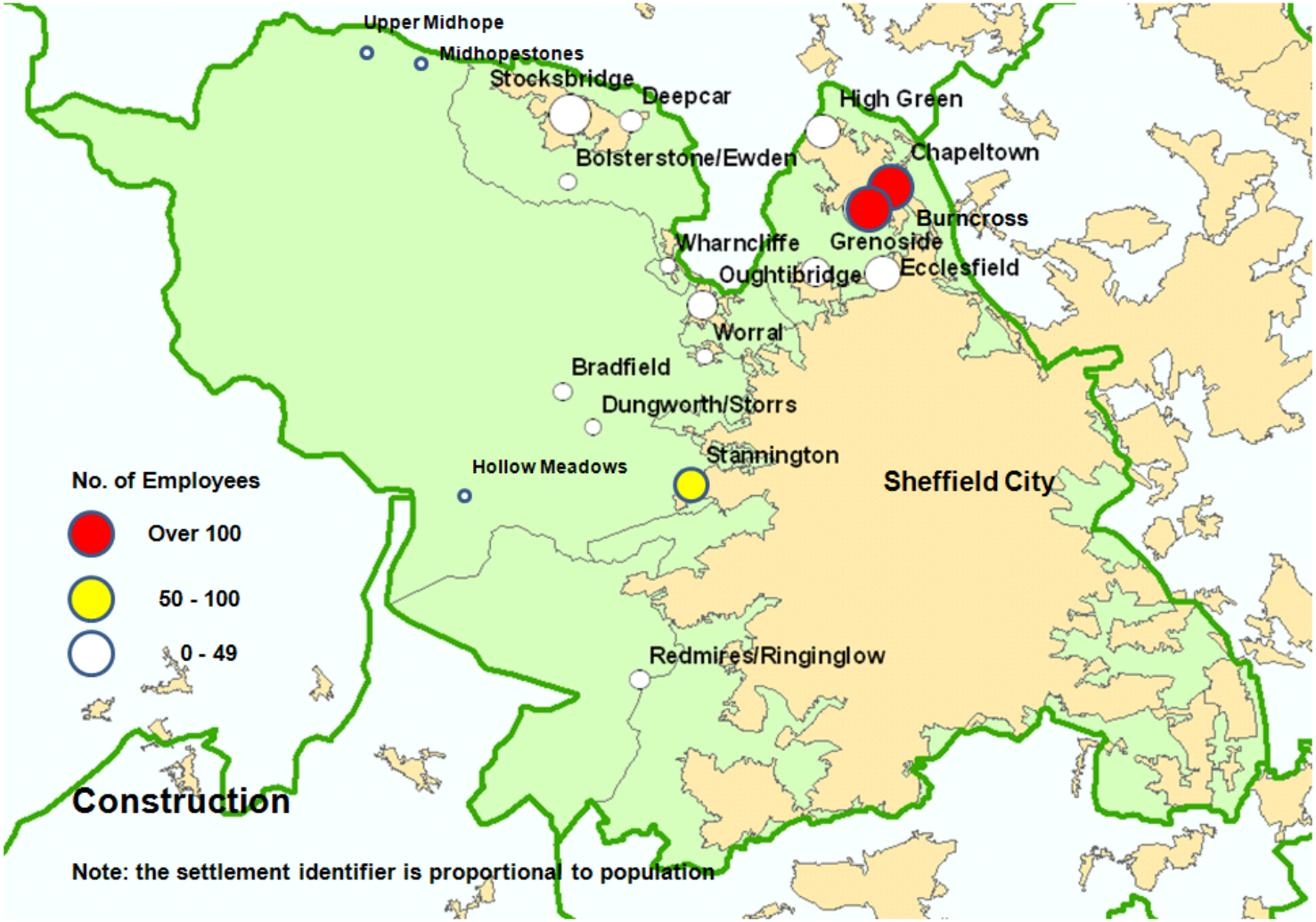


Appendix G
Sectoral Distribution Maps


Upper Midhope
Midhopestones
Stocksbridge
Deepcar
High Green
Chapeltown
Bolsterstone/Ewden
Burncross
Wharncliffe
Grenoside
Ecclesfield
Oughtibridge
Worral
Bradfield
Dungworth/Storrs
Stannington
Hollow Meadows
Sheffield City
Redmires/Ringinglow
No. of Employees
801 - 1200
401 - 800
0 - 400
Transport, Storage and Communications
Note: the settlement identifier is proportional to population


Upper Midhope
Midhopestones
Stocksbridge
Deepcar
High Green
Chapeltown
Bolsterstone/Ewden
Burncross
Grenoside
Wharncliffe
Ecclesfield
Oughtibridge
Worral
Bradfield
Dungworth/Storrs
Stannington
Hollow Meadows
Sheffield City
Redmires/Ringinglow
No. of Employees
Over 41
20 - 40
0 - 19
Financial Intermediation
Note: the settlement identifier is proportional to population. Data for e.g. Hollow Meadows and other settlements in the Stannington cluster are assigned as an aggregate to Bradfield.


Upper Midhope
Midhopestones
Stocksbridge
Deepcar
High Green
Chapeltown
Bolsterstone/Ewden
Burncross
Wharncliffe
Grenoside
Oughtibridge
Ecclesfield
Worral
Bradfield
Dungworth/Storrs
Stannington
Hollow Meadows
Sheffield City
Redmires/Ringinglow
No. of Employees
Over 25
11 - 25
0 - 10
Agriculture
Note: the settlement identifier is proportional to population. Data for e.g. Hollow Meadows and other settlements in the Stannington cluster are assigned as an aggregate to Bradfield.


Upper Midhope
Midhopestones
Stocksbridge
Deepcar
High Green
Chapeltown
Bolsterstone/Ewden
Burncross
Wharncliffe
Grenoside
Oughtibridge
Ecclesfield
Worral
Bradfield
Dungworth/Storrs
Stannington
Hollow Meadows
Sheffield City
No. of Employees
Over 100
50 - 100
0 - 49
Redmires/Ringinglow
Construction
Note: the settlement identifier is proportional to population

List of Key Consultees

Councillor Trevor Bagshaw	Sheffield City Council
Councillor Penny Baker	Sheffield City Council
Kevin Bennett	Enterprise Director, Sheffield City Council
Peter Abbott	Policy Planner, Peak District National Park Authority
Yvonne Asquith	Young Enterprise Development Manager, Sheffield City Council
Sharon Batty	Village Officer, Peak District National Park Authority and Northern Community Assembly Partnership Project
Richard Godley	Sustainable Development Officer, Peak District National Park Authority
Paul Gordon	Planning Officer, Forward and Area Planning, Sheffield City Council
Laura Hunt	Project Officer, Digital Region
Fiona Champion	Manager, Thriving District and Local Centres, Sheffield City Council
Georgina Parkin	Manager, Housing, Enterprise and Regeneration, Sheffield City Council
Nicola Robinson	Category Manager, Professional Services, Sheffield City Council
Karen Ramsay	Economic Policy Officer, Sheffield City Council
Diana Buckley	Economic Policy Officer, Sheffield City Council
Rachel Garbett	Stocksbridge Advice Centre
Stephen Gould	East Peak Innovation Partnership Manager
Chris Prescott	Bradfield Parish Council & CMP Consultancy
Marika Puglisi	North Community Assembly Manager, Sheffield City Council
Lynn Russell	Committee Secretary, Bradfield Village Hall
Mark Woodward	Green Directions
David Howarth	Asset Property Manager, Kier Group
Nicola Rust	Customer Services Manager, Sheffield City Council
Lisa Lyon	North Community Assembly Manager, Sheffield City Council