



**A Social Value and
Economic Impact
Evaluation of Heeley
Development
Trust Activity**

**A Kada Research
Report**
for Heeley
Development Trust
June 2023



HDT IMPACT IN SUMMARY

KADA RESEARCH WAS COMMISSIONED TO UNDERTAKE AN ECONOMIC AND SOCIAL VALUE IMPACT ASSESSMENT OF THE WORK UNDERTAKEN BY HEELEY DEVELOPMENT TRUST. SINCE 1996 THE TRUST HAS UTILISED A COMMUNITY OWNERSHIP MODEL TO DELIVER A VARIETY OF COMMUNITY INTERVENTIONS. OUR COMPREHENSIVE RESEARCH OUTLINES SIGNIFICANT ECONOMIC AND SOCIAL IMPACT FROM HDT ACTIVITY THAT HAS HAD A PROFOUND POSITIVE INFLUENCE UPON HEELEY AND SHEFFIELD.

INTRODUCTION

Kada Research is a UK and International economic development consultancy that provides high quality, independent evidence-based reports, and recommendations. We specialise in providing economic impact assessments applying Green Book and HM Treasury principles providing transparent and clear business cases and value for money assessments to a wide variety.

We were commissioned by Heeley Development Trust to provide a comprehensive independent analysis of the economic and social impact of their work.

This report provides an independent review of HDT activity, **demonstrating significant levels of sustained economic and social impact**. It outlines HDT's approach to community development, followed by an analysis of the economic and social impact of their activities, overall impact and value for money. The report highlights HDT's main areas of activity and provides Kada Research's analysis of impact against the HDT vision. In addition to this executive summary, the key elements of the report are as follows:

- Chapter 1 outlines HDT's strategic vision, context and approach.
- Chapter 2 presents Kada Research's findings on HDT's economic impact.
- Chapter 3 presents Kada Research's findings on HDT's social/community impact.
- Chapter 4 provides an overall summary of impact and value for money.
- Chapter 5 provides an overview on HDT's redevelopment of derelict land into the People's Park.
- Chapter 6 provides an overview of HDT's community activity.
- Chapter 7 provides an overview of HDT's redevelopment of the former site of Annes Grove School and other key heritage assets.
- Chapter 8 showcases HDT's development of residents in two case studies.
- Chapter 9 outlines plans for HDT's future.
- Chapter 10 provides analysis of the impact of HDT activity against their vision.

A UNIQUE APPROACH

Heeley is a community of around 12,000 residents in the city of Sheffield. Sheffield has a higher-than-average rate of unemployment, weekly full time working earnings £27.90 below the national average and a lower-than-average job density (0.75 jobs per 1000 compared to 0.84 nationally). The most recent Index of Multiple Deprivation ranked the city as the 57th most deprived local authority in England. 36% of Sheffield's children are classified as living within child poverty and food bank usage doubled in the year between 2019/2020 and 2020/2021. The Covid pandemic exacerbated long established social and economic inequalities in the city with increased differentials experienced in life expectancy, health outcomes, educational attainment, and income levels.

Heeley and the wider Gleadless Valley is one of the less affluent areas of the city with a variety of socio-economic indicators highlighting significant gaps between the community and other areas of Sheffield, northern England, and the UK.

Six (50%) of the LSOAs¹ that make up the Gleadless Valley electoral ward are amongst the 10% most income deprived areas nationally, whilst eight (67%) containing nearly 80% of the local population are in the 20% most income deprived. The median weekly pay for full time workers in the Sheffield Heeley constituency is £67.90 lower than the median across England and Wales and in 2019 nearly one in five households were classified as being in fuel poverty (13.6% nationally).

Employment rates within Heeley are well below the national average (71.6%, compared 75.1% in England as a whole), whilst unemployment is 1.5 times higher than the national level. Both youth (18-24) and older (50+) unemployment rates are twice the national average. Over one in five people are in receipt of housing benefit, compared to 1 in 10 nationally, and 27% of pensioners receive pension credits compared to 11.7% across England and Wales. Male (77.5) and female (81.1) life expectancy within the Gleadless Valley are below the national figures for England (79.7 and 83.2 respectively).

Heeley Development Trust (HDT) was created in 1996 by local community stakeholders including volunteers, community workers and local business owners to address the huge economic and social challenges created following deindustrialisation in the area. The Trust adopted a community ownership model focused upon utilising and leveraging local assets to support community interventions. Since its creation it has managed and delivered an array of different services largely focused upon essential skills, health & wellbeing, asset management and social & economic regeneration.

HDT follow the Asset Based Community Development (ABCD) model placing ongoing emphasis upon sustainable community driven development. HDT has adapted it to concentrate upon three key areas: land; people; and buildings. With this strategic focus HDT is a fiercely independent community anchor organisation that has spent over twenty-five years delivering social and economic regeneration from the bottom-up. This unique approach is outlined in more detail in [Chapter 1](#).

GREEN BOOK-COMPLIANT IMPACT ANALYSIS

Kada Research's assessment of HDT's impact has considered economic and social benefits, locally and at the national level, drawing on Kada's long track record of evaluating projects and programmes, including those that aim to strengthen local economies and communities, and support public, private and third sector investment.

The impact analysis is based on the information supplied by HDT with regards to the number of operational jobs supported by HDT and SUM Studio tenants, plus HDT's wider programme of environmental and community activity.

SUM Studios tenants provide employment for 89 workers, whilst HDT currently employs 40. Based on Sheffield wide GVA per job data for the relevant sectors, this indicates an estimated GVA uplift of £8.24m as a result of the higher-productivity jobs being created through HDT's work. Kada Research modelling

¹ Lower Super Output Areas are the smallest geographical areas used in the reporting of governmental data in England and Wales. They are typically made up of around 1500 residents or 650 households.

also estimates that HDT activity has contributed to an increase in land values of £78.34m (through a faster increase in house prices since 2001 than seen elsewhere in the city).

In addition to this, the HDT created People's Park has created an estimated £2.77m in benefits from nature-based recreation and amenity benefits of £4.15m. HDT activity has also created an estimated £1.66m in benefits from volunteer work, £2.75m in benefits from adult learning provision and £38,507 in health and welfare benefits from CO2 sequestration.

In total the Green Book-compliant economic and social impact for HDT activity to date is estimated to be £97.95m.

LOCAL ECONOMIC AND COMMUNITY IMPACT

As part of the evaluation, Kada Research also considered the local economic impact of HDT's work, plus the wider community impacts of HDT's social prescription and dementia support services.

The jobs supported at HDT and accommodated at SUM Studios are estimated to have contributed £33.05m to the local economy.

Appropriate proxies/social value measurements for the social prescription and dementia support services (sourced from previous economic assessments, social value assessments and Rose Regeneration's Social Value Engine) indicate that a further £307,524 of social value has been generated by these HDT services.

TOTAL IMPACT

When compared to the cost of delivering HDT's services, **the Green Book benefit figure indicates a Benefit Cost Ratio (BCR) of 5.6:1. This estimates that, since its inception, HDT has generated £5.60 of impact for every £1 spent.** According to the Department for Levelling Up, Housing and Communities **this represents 'very high value for money'².** These impacts are outlined in [Chapters 2, 3 and 4](#).

CHERISHING GREEN SPACE

In 1996 HDT took ownership of a 125-year lease on their first asset, 3.5 hectares of former residential derelict land. Over the last twenty-six years the Trust has developed it into one of Sheffield's largest community owned parks. Renovated in 2012 and 2020 it contains specialist play/adventure facilities, climbing boulders, mountain bike and BMX tracks, planting schemes and waste, composting and recycling facilities. It was acknowledged by the Big Lottery Fund as a Regional Flagship Scheme as excellent example of a community owned green asset.

It has been utilised in a variety of different and creative ways supporting HDT's community outreach and intervention work. It has been the location for nature workshops, theatrical performances, conservation sessions, annual music and climbing festivals, and frequent health & wellbeing events. In an average year over 40 volunteer days are run within the park.

HDT's development and management of Heeley People's Park has brought a wide variety of long-term benefits to the community transforming a previously derelict brownfield site into a thriving green space. The People's Park is now a key community asset providing significant environmental, physical, social, and

² DLUHC (2023). 'DLUHC Appraisal Guide'. [Available here](#).

economic benefits including improved air quality, carbon sequestration and improved wellbeing for residents.

ANCHORING THE COMMUNITY

HDT offer a wide range of community services, activities, interventions, and courses through their community hub. They currently have an extensive social media reach with almost 25,000 annual hits on their Facebook, Instagram, and Twitter feeds.

A team of twelve community support workers, network co-ordinators, project leads and link workers run, facilitate and oversee the community services and events. They oversee a network of up to 80 volunteers providing support through a weekly timetable of digital, creative, outdoor, youth club, dementia support and community sessions.

HDT delivers a range of health and wellbeing support including support residents with dementia and their carers, nature health projects and social prescription services. In 2021-2022 96 local people/carers were supported through the dementia support services. HDT's nature health projects involves a nature co-ordinator works in partnership with GP surgeries, link workers and the digital inclusion team to provide outdoor activities for residents with suffering from social isolation, depression, and anxiety.

In 2020 HDT began offering social prescription services to residents receiving referrals from all the GP practices involved in the Heeley Plus Primary Care Network. Demand for services continues to grow with local people able to make self-referrals and referrals also coming via other health professionals and local agencies. The impact of this service has been widely recognised across the city.

In the years prior to Covid, HDT delivered a range of education and skills activities. Around 40 learning courses were run annually with over 400 enrolments. These included IT, ESOL, literacy, numeracy, Spanish and Art courses. HDT have been creating, facilitating, and delivering digital programmes since 2013 focused upon improving digital inclusion. In a typical pre-Covid year HDT assisted hundreds of residents with their IT and digital skills.

During the Covid lockdowns, HDT ran a community support service to identify and support vulnerable residents. The Trust undertook conversations, regular check ins, referrals to other services, shopping support, the supply of wellbeing packs and digital equipment, technical assistance, medication delivery and the signposting of other services, as well as playing a vital role in the delivery of the Covid vaccine within the Heeley area. Running the volunteer operation at the Belgrave Medical Centre helped to facilitate the delivery of 32,000 vaccines.

Other community activities provided by HDT include a weekly youth club (with supplementary one off sessions in bouldering, rugby and nature activities), a Heeley Asian Women's Group coffee mornings, creative sessions, Zumba and Yoga classes, games afternoons, baby & toddler groups and community meals.

Numerous residents who first encountered HDT via one of its services have gone on to volunteer for HDT. Almost 80 'regulars' now volunteer for HDT. Some volunteers have also been supported to access further and higher education. HDT has also played a key role in signposting residents to other services, courses and employment opportunities.

HDT's delivery of community, health and learning support activities has brought several benefits to the community. Through their work have rebuilt a strong sense of community and of good things happening in Heeley whilst connecting people who would otherwise be isolated to that community. They have supported and delivered key services in the heart of the community that have improved resident's lives through better health, adult learning, volunteering, and employment opportunities and through their impact on wellbeing.

REVIVING KEY ASSETS

SUM Studios was opened in 2013 on the site of the former Ann's Grove School after HDT acquired a 119-year lease. The re-development into high quality workspace has been highly successful, winning four awards at the 2014 Sheffield Design and being fully let within eighteen months and consistently ever since. SUM Studios houses seventy tenants from the design, arts, digital, outdoor, and financial industries, accommodating over 80 jobs, and has seen many previous tenants expanding to bigger premises having enjoyed significant growth during their time located at the site.

HDT setup ReCycle Bikes in 2016 as a not-for-profit social enterprise to repair, refurbish and recondition donated bikes. By 2018 it was collecting over 500 donated bikes annually selling and loaning over 400 bikes, employing two apprentices and providing over 500 training days for 14-16-year-olds.

In 2020 it transformed into a Different Gear a community bike shop selling new and recycled bikes, e-bikes, cycling accessories and bike repair and servicing, still retaining a commitment to reconditioning old bikes and selling them at reduced prices. In 2021 A Different Gear won BikeBiz's Award for the UK's Best Independent Bike Dealer in recognition of positive customer feedback, their stocking of innovative brands, services to the community and the work the staff undertook during Covid.

HDT operates several community buildings including its newest Newfield Library (since August 2021) and the first building that HDT took into community ownership in the early 2000s, the Heeley Institute. These house a wide variety of community activities including coffee mornings, dance classes, baby & toddler sessions, IT/digital classes and creative sessions delivered by volunteers at the library and fitness classes, skills and education workshops, pop-up restaurants and live music events.

HDT's revival of key local assets has improved the physical environment, renewed heritage benefits for the area, provided a series of community hubs and homes for local services and brought a source of high value employment. These assets have also provided significant sources of community wealth as outlined in [Chapters 2, 3 and 4](#).

NURTURING LOCAL TALENT

HDT's long held commitment to the development of residents is clearly exemplified by the examples of Different Gear Senior Mechanic Karlos Bingham and Parks Maintenance Supervisor Rob Anvill. Their journey from volunteers through to senior members of HDT staff signifies the ongoing implementation of a key HDT strategic objective and driving vision.

THE FUTURE OF HDT

In Summer 2022 HDT submitted a bid to the UK Government for Levelling Up Funding. The application made a case for funds to continue the programme of supporting the local community through the acquisition of community assets to support income generation and service provision. Although the

funding bid was unsuccessful the future projects outlined in the bid are still at the centre of HDT's future plans. These are as follows:

- I. Capacity-building to expand health and social services (including a primary care network hub).
- II. The restoration of vacant and derelict buildings (the remaining Anns Grove building, adjacent chapel, and Ash Tree Yard).
- III. Improvements to local infrastructure and connectivity.
- IV. Refurbishment of community buildings (Meersbrook Hall).

A MISSION FULFILLED?

From its creation HDT has been working to reverse the economic and social decline within Heeley that accompanied Sheffield's deindustrialisation. HDT activity was therefore underpinned by a determination to limit the impact of market failure within the community and, through a community wealth model, rebuild the economic and social infrastructure within the area. Kada Research's analysis of their activity against these aims has led to the following findings:

- This report provides clear evidence that **HDT has been very successful in achieving its aims**. HDT's restoration and development of key community assets has not only created visual signs of Heeley's regeneration and provided key services and employment, but created sources of economic and social impact and value that will continue to provide significant benefits for the community and its residents.
- The analysis shows **that HDT activity has generated £97.53m in economic and social benefits for Heeley and the wider community**. Including other social impacts which cannot yet be measured in line with HM Treasury guidance increases the total to £98.26m. These estimates show that HDT activity has provided vital community infrastructure for the area and generated significant social and economic value.
- HDT have supported the local community through the provision of a wide range of community activities and their ongoing investment in local people. Despite the on-going economic challenges and widening disparities in health outcomes seen nationally, **HDT's work has begun to reverse the economic and social decline of the area creating a more attractive place to live and work**, as highlighted by the large increase in local house prices.
- HDT's investment in a key heritage asset and use of this to start, create and attract dynamic businesses has seen 89 high paid jobs brought to the area.
- The economic impact analysis of HDT activity shows that **funding local community economic and social infrastructure can provide a high return on investment**.
- The **vital services and community infrastructure that HDT provide have very successfully filled a vacuum created by market failure**. The HDT model requires continued development and ongoing community wealth creation. HDT should be supported to continue its vital work in supporting the area's economic and social infrastructure.
- **Continued support for HDT's community wealth model will ensure that the economic and social impacts are sustained and grown in the future**. Key Sheffield stakeholders would best provide this support through continued assistance with HDT funding applications.

The key impacts of HDT activity are outlined in the following infographic:

The Impact of Heeley Development Trust



40 staff employed by Heeley Development Trust



1000 Over 1000 local residents received support through HDT social prescription services



46 An average of 46 FTE jobs have been supported annually by HDT/SUM Studios



589 local residents supported during the Covid lockdowns



80 current jobs hosted by HDT at SUM Studios



7500 attendees at the HDT supported Pax in the Park 2022 event



4700 Over 4700 local residents have attended HDT adult learning courses



80 volunteers supporting HDT community work



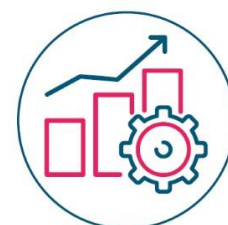
32,000 vaccines delivered at centres staffed by HDT staff/volunteers



£97.53m in estimated economic and social impacts generated by HDT activity



£5.60 in economic and social value generated for every £1 spend on HDT activity



£33m in GVA generated by HDT/SUM Studio Workers

1. A UNIQUE APPROACH

KADA RESEARCH WAS COMMISSIONED TO UNDERTAKE AN INDEPENDENT ECONOMIC AND SOCIAL IMPACT ASSESSMENT OF THE WORK UNDERTAKEN BY THE HEELEY DEVELOPMENT TRUST SINCE ITS CREATION IN 1996. THIS CHAPTER OUTLINES THE DEVELOPMENT OF HEELEY TRUST FROM A SMALL GRASSROOTS CHARITY THROUGH TO BECOMING A NATIONALLY RECOGNISED COMMUNITY ANCHOR ORGANISATION.

Key Messages:

- Kada Research are specialists in providing independent economic impact assessments. Heeley Development Trust commissioned them to provide a comprehensive analysis of their activities.
- HDT was founded in 1996 to co-ordinate and drive redevelopment of Heeley. It follows a pioneering asset-based community development (ABCD) model looking to develop, consolidate and continually grow its position as Heeley's primary community anchor organisation.
- Heeley faced huge economic and social challenges following deindustrialisation.
- HDT work within a context of higher than national average rates of deprivation and unemployment, and lower than national average educational outcomes and incomes.

1.1 KADA RESEARCH ECONOMIC AND SOCIAL IMPACT ASSESSMENT OVERVIEW

Kada Research is a UK and International economic development consultancy founded in 2011. We provide high quality, independent, incisive, challenging, evidence-based reports and recommendations, with close attention to detail.

One of our main areas of work is providing economic impact assessments, cost benefit analyses, appraisals and feasibility studies for public and private clients applying Green Book and HM Treasury principles to the assessment of value for money. We also provide transparent, clear business cases articulating economic and social benefits for a wide variety of clients, helping them to make the case for investment in their activities.

We were commissioned by Heeley Development Trust to provide a comprehensive independent analysis of the economic and social impact of their work. This report is based upon a desk review of all HDT activity from 1996 onwards, combined with beneficiary and stakeholder interviews. It is made up of ten chapters starting with an outline of the Trust's approach, followed by an economic and social impact analysis of their activity, a summary of their work and concluding with an independent judgement of their impact against strategic objectives.

1.2 HEELEY DEVELOPMENT TRUST BACKGROUND AND CONTEXT

Heeley Development Trust (HDT) was founded in 1996 by a group of local volunteers, business owners and residents as a small charitable development trust. Its principal aim was to co-ordinate regeneration and community development work within the Heeley area. As a development trust it is community owned and led, with a focus upon supporting and developing community assets, cultivating and supporting local enterprise, and supporting the Heeley community.

One of the drivers for the establishment of HDT was to tackle economic and social challenges facing Heeley. Sheffield's economy has underperformed compared to the national average for many years, and the gap with other areas widened during the 1980s and 1990s with many communities experiencing

severe economic deprivation. Despite stronger performance in the early part of the 21st century, economic growth in the city has not kept pace with the national average meaning that household prosperity in the city remains well below national levels.

Heeley and the wider Gleadless Valley suffer from high rates of deprivation and unemployment within the Sheffield context, with poor health outcomes and low-income rates.

DEPRIVATION

- Six (50%) of the LSOAs³ that make up the Gleadless Valley electoral ward are in classed as in the 10% most income deprived areas nationally. Three (25%) Gleadless Valley LSOAs are in the lowest 20% nationally for the Index of Multiple Deprivation's (IMD) living environment domain.
- Sheffield Heeley was ranked 455th out of the 533 English constituencies on the social mobility index. 62% of residents in Heeley and Newfield Green live in areas classed as the 20% most deprived nationally.

EMPLOYMENT AND UNEMPLOYMENT

- Employment rates within Heeley are 71.6%, compared to a national (England) rate of 75.1% (2021). Unemployment is 1.5 times higher than the national level (7.1%)
- Both youth (18-24) and older (50+) unemployment rates are twice the national average.

EDUCATION

- Six (50%) of Gleadless Valley LSOAs are in the lowest 20% nationally for education outcomes.

HEALTH

- Seven (58%) of Gleadless Valley LSOAs are in the lowest 20% nationally for health outcomes.
- Male (77.5) and female (81.1) life expectancy within the Gleadless Valley are below Sheffield (79.2 and 82.5) and England (79.7 and 83.2 respectively).
- 10% of residents in Heeley and Newfield Green are in receipt of PIP payments due to long-term disability, ill-health or terminal ill-health (October 2021), compared to 6.6% nationally.
- 23.4% of children of Year 6 children in Heeley and Newfield Green are classified as 'obese', compared to 20.4% nationally.

CRIME

- Six (50%) of Gleadless Valley LSOAs are in the lowest 10% nationally for IMD crime rankings and eight (67%) are in the lowest 20%.

LOW INCOMES

- The median pay for full time workers in the Sheffield Heeley constituency (£574.70) is £17.90 lower than the Sheffield median (£529.60). It is £67.90 lower than the median across England and Wales (£642.60).
- The mean equivalised household income (after household costs) in Heeley is lower (£23,600) than the England median (£30,800).

³ Lower Super Output Areas are the smallest geographical areas used in the reporting of governmental data in England and Wales. They are typically made up of around 1500 residents or 650 households.

- Significantly more working age residents in Heeley are in receipt of Universal Credit (20.2%) than nationally (14.4%). Over one-third of these recipients are in employment.
- Sheffield Heeley constituency has a child poverty rate of 26.2% compared to a UK rate of 18.7%
- 27% of pensioners receive pension credits compared to 11.7% across England and Wales.
- 17.8% of households were classified as being in fuel poverty in 2019 (13.6% nationally) – a figure which is likely to have significantly worsened given recent increases in energy costs.

It is within this context that Heeley Development Trust have operated, using their not-for-profit community owned and led model to improve the life chances, health, and employability of local residents through their wide range of services.

HDT is a community anchor organisation that currently employs a team of around 40 staff with a much bigger team of volunteers supporting their work. Frontline HDT staff work across four main project areas: park services, community development, social enterprise, and management. Their community model means that they work in continual partnership with residents and businesses.

Since its inception HDT has delivered and supported a wide variety of youth, community, environmental and economic development projects in and around Heeley. These have included:

- The Heeley People's Park
- The Heeley Trust Community Hub
- Sheffield Online
- The Platform Digital Media Centre
- SUM Studios
- A Different Gear Bike Shop

In recent years HDT has established a social prescription partnership with the local Primary Care Network, furthering its work with local vulnerable, disadvantaged, and hard-to-reach communities.

1.2 VISION

Heeley Development Trust's approach is centred around its role as a community anchor organisation. From its roots in running the local park, HDT has expanded to a comprehensive community provider delivering social prescribing and health projects, active travel projects across South Yorkshire, a social enterprise bike shop, a heritage regeneration programmes and community enrichment sessions. It remains a fiercely independent and not-for-profit organisation committed to bottom-up renewal.



"If you unlocked the talent in our neighbourhoods, we wouldn't need Levelling Up. We could grow our own economy and earn our own keep. That's what community power is about. It means we're independent, we feel we belong, we have agency and we're doing things ourselves"

HDT Manager – Andy Jackson

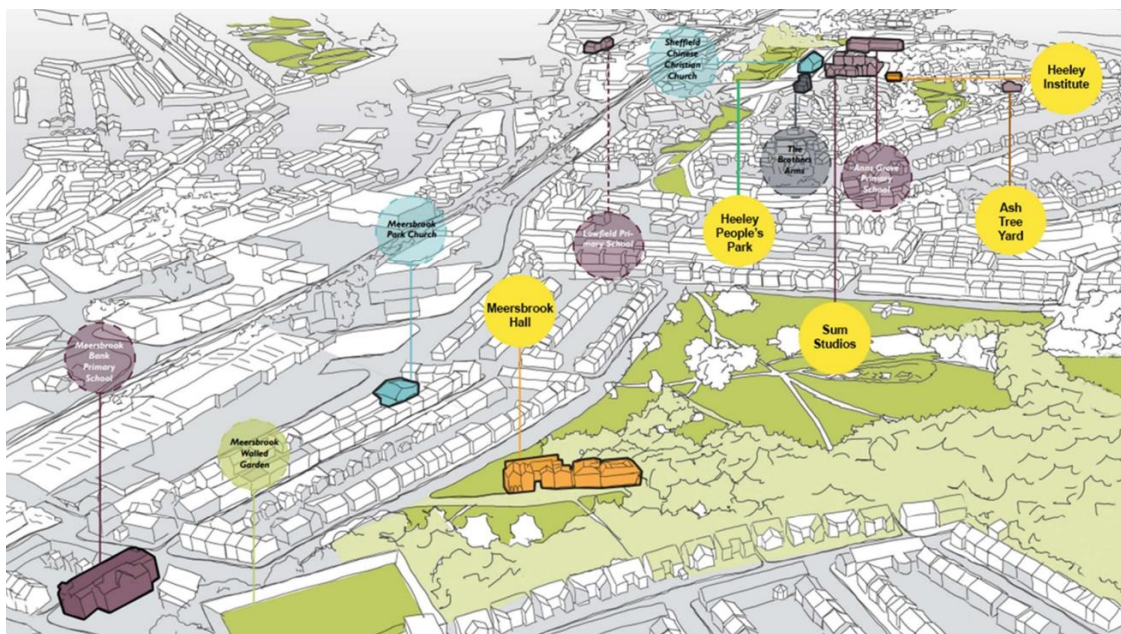
1.3 STRATEGIC OBJECTIVES

HDT's vision and aims are focused upon building and supporting lasting change across Heeley. They are focused upon developing not for profit community ownership models with a bottom-up approaches to economic and social improvement with projects that are led and delivered by local people. The asset-based community development (ABCD) model was originally developed by two American academics at Northwestern University, John McKnight and Jody Kretzman. Their 1992 text 'Building Communities from the Inside Out' placed an emphasis on using existing community assets, both human and physical, to empower community growth and development through a bottom-up approach.

HDT were early adopters of the ABCD approach, formulating a strategy based around three key focus areas to foster community growth:

- People
- Land
- Buildings

Key Heeley Assets (HDT managed in yellow)



PEOPLE

HDT's mission statement highlights their commitment to 'delivering services that genuinely improve local lives and prospects'⁴, building the foundations for long term wellbeing, happiness, and prosperity. Examples of HDT's people focused work include social inclusion workshops, self-confidence sessions, digital and adult learning courses, assisting local people to find training and work, or supporting local residents with health & wellbeing.

LAND

HDT are committed to the "build and maintenance of a beautiful, well-managed network of parks and green spaces"⁵ across Heeley and Meersbrook. The first community asset they took ownership of was a 3.5-hectare piece of derelict land that they have developed into a park. HDT remains committed to taking local land assets into community ownership and developing them into multi-faceted community assets providing 'spaces for play, leisure, encounters with wildlife and a refuge from the urban environment'⁶. HDT see green spaces as valuable community assets that add value to homes and businesses and attract investment.

BUILDINGS

With origins in community asset transfer, HDT retain a commitment to acquiring local buildings to create a "thriving community asset base". They believe that local community asset ownership is crucial to the vitality of the local area providing a basis for "power, permanence and responsibility"⁷. They use their

⁴ Heeley Development Trust. 'Why We are Here', [Available here/](#)

⁵ Ibid

⁶ Ibid

⁷ Ibid

buildings, such as SUM Studios, as tools for income generation adopting a circular economy model to ensure that the profits generated are reinvested within community assets and services.

This focus upon community asset development also helps HDT to tackle dereliction, neglect and other associated issues within the Heeley and Meersbrook area. HDT asset development is designed to create spaces to learn, run businesses, and access vital local services. HDT believe that placing high quality, accessible local buildings at the heart of their plans provides an asset base that hardwires the nurture and preservation of local heritage into their community model whilst providing a strong basis upon which local creativity, skills, ideas and art can flourish.

1.4 FUNDING AND FINANCE

As well as using its community assets to generate rental income which is reinvested in the local economy, HDT has secured grant funding from various sources since its inception, and also earns fees by delivering services funded through contracts with partner organisations (e.g. the NHS / Primary Care Trust). HDT's total income and the relative contribution of each source has fluctuated over the years but has been over £1.2m for the past two years (2020 and 2021), with fees earned accounting for over 60% of total income.

2. BUILDING COMMUNITY WEALTH

ONE OF HDT'S DEFINING STRATEGIC PRIORITIES WAS TO UTILISE LOCAL ASSETS TO REVERSE POST-INDUSTRIAL ECONOMIC DECLINE WITHIN HEELEY. KADA RESEARCH'S HM TREASURY GREEN BOOK-COMPLIANT ANALYSIS PROVIDES CLEAR EVIDENCE THAT HDT HAVE DONE THIS VERY SUCCESSFULLY WITH JOB CREATION AND SUPPORT PROVIDING A SIGNIFICANT UPLIFT IN ECONOMIC OUTPUT AND GROSS VALUE ADDED (GVA). ANALYSIS OF HDT'S ECONOMIC IMPACT ON THE LOCAL AREA PROVIDES FURTHER CLEAR EVIDENCE OF THE ECONOMIC BENEFITS OF HDT ACTIVITY.

Key Messages:

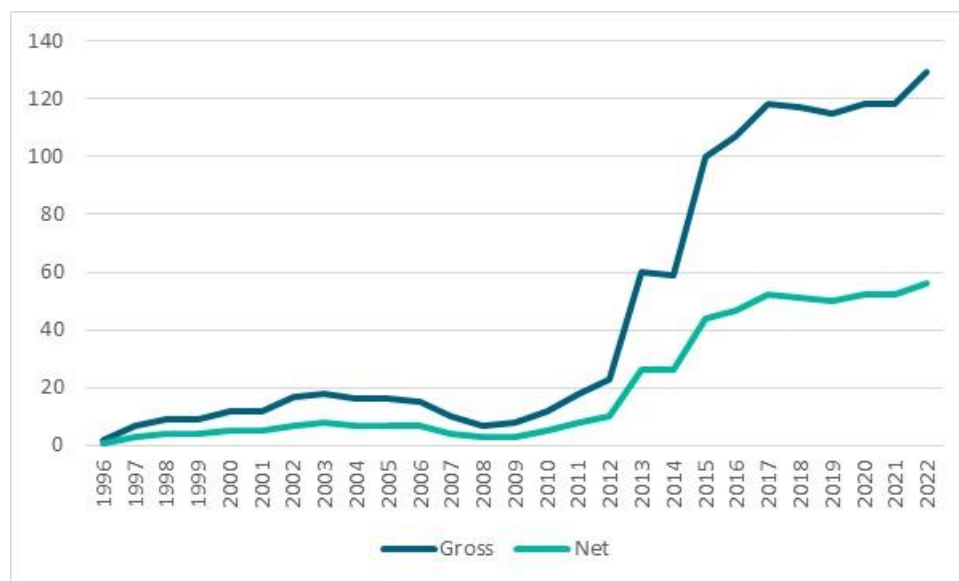
- 129 gross jobs are supported by HDT and SUM Studios, equating to 56 net jobs.
- HDT and SUM Studios supported a £0.849m uplift in 2022. Since 1996 HDT jobs or supported jobs have added an extra £8.24m in GVA.
- According to Land Registry figures and Kada Research modelling HDT activity added an estimated £78.34m to local house prices between 2001 and 2018.

3.1 LOCAL ECONOMIC IMPACT

JOBS

Data provided by HDT indicates that a total of 129 gross jobs are supported by HDT and SUM Studios, a figure which has increased considerably over time. Some of these jobs could have been created even without HDT's activities (e.g. some of the jobs at SUM Studios could have been accommodated elsewhere in the city), so an assessment has been made of the 'additional' (net) jobs, which indicates a current total of 56 net jobs attributable to HDT.

Annual Gross and Net Employment Estimates



Source: Kada analysis of HDT data (2022)

TOTAL GVA

Gross Value Added (GVA) measures the economic value created after input costs are accounted for (and can be considered roughly equivalent to wages and profit). The net job estimates were multiplied by the GVA per job figure for each sector to provide an annual and aggregated GVA estimate.

Kada Research economic modelling indicates that HDT's activity has created a significant amount of GVA. Across all the jobs that HDT has either supported or provided since 1996, a total of £33.05m GVA has been created in Sheffield. In 2022 alone HDT-supported activities added £3.4m in total GVA.

Total GVA Per Year

Year	HDT-supported GVA	Year	HDT-supported GVA
1996	£52,789	2010	£316,736
1997	£184,763	2011	£475,105
1998	£237,552	2012	£607,078
1999	£237,552	2013	£1,583,682
2000	£316,736	2014	£1,557,287
2001	£316,736	2015	£2,639,470
2002	£448,710	2016	£2,824,233
2003	£475,105	2017	£3,114,574
2004	£422,315	2018	£3,088,180
2005	£422,315	2019	£3,035,390
2006	£395,920	2020	£3,114,574
2007	£263,947	2021	£3,114,574
2008	£184,763	2022	£3,404,916
2009	£211,158	Total	£33,046,162

Source: Kada modelling based on HDT data (2023)

3.2 GREEN BOOK-COMPLIANT ECONOMIC IMPACTS

When assessing the economic and social impact of publicly-funded interventions, the Government's preferred approach is to use HM Treasury's 'Green Book' methodology. This considers the overall impact on a national scale, rather than looking at local impacts and gives a more robust understanding of what has been added to the economy as a whole.

GVA UPLIFT

The Green Book approach considers GVA 'uplift' rather than total GVA. This considers the extent to which jobs created have GVA which is above average, that is whether jobs created are more productive than the average. Based on the sectors in which jobs have been created at SUM Studios, Kada Research economic modelling highlighted significant GVA uplift from HDT activity. Across all the jobs that HDT has either supported or provided since 1996, the GVA uplift compared to the average job in Sheffield has equated to £8.24m in additional GVA. In 2022 alone, HDT-supported jobs added £0.849m in GVA uplift.

GVA Uplift Per Year

Year	HDT-supported GVA Uplift	Year	HDT- supported GVA Uplift	Year	HDT-supported GVA Uplift
1996	£13,157	2005	£105,253	2014	£388,119
1997	£46,048	2006	£98,674	2015	£657,829
1998	£59,205	2007	£65,783	2016	£703,877
1999	£59,205	2008	£46,048	2017	£776,238
2000	£78,939	2009	£52,226	2018	£769,659
2001	£78,939	2010	£78,939	2019	£756,503
2002	£111,831	2011	£118,409	2020	£776,238
2003	£118,409	2012	£151,301	2021	£776,238
2004	£105,253	2013	£394,697	2022	£848,599
				Total	£8,236,013

Source – Kada modelling based on HDT data (2023)

WIDER LAND VALUE UPLIFT

The Green Book approach also considers the impact of interventions on property values in the surrounding area (known as ‘wider land value uplift’). This measures how investment changes perceptions of local areas and makes them more attractive places to live, work and invest. This can be measured through looking at changes in house prices over time, and how changes in Heeley compare to changes seen elsewhere in the city, which capture some of the economic benefits arising from HDT’s work to improve the neighbourhood through the creation, maintenance, and development of Heeley People’s Park.

Kada Research modelling (using the most up-to-date Land Registry figures⁸) estimates that HDT activity added around £36,000 to the average price of a property in the Heeley and Meersbrook areas (both within the direct sphere of HDT influence) between 2001 and 2018 (over and above the increase seen across the Sheffield property market as a whole). When aggregated across all properties in the area HDT activity is estimated to have added £78.34m to local property prices.

According to Land Registry figures between 2001 and 2018 Heeley experienced the highest growth in property prices on any area in Sheffield (324% increase against a Sheffield average of 184%). Meersbrook experienced an above-average 243% increase. In 2018 the average property price within Heeley was £154,195, an increase of £117,870 from the 2001 price (£36,325) whereas the average price within Meersbrook had increased from £46,491 in 2001 to £159,342 in 2018 (an increase of £112,851).

⁸ Sheffield City Council (2019). House Prices by Neighbourhood. [Available here](#).

House Price Increase Per Neighbourhood 2001-2018

Area	2001 Average Price	2018 Average Price	Increase	Percentage Increase	Cumulative Increase
Heeley	£36,325	£154,195	£117,870	324%	£235.74m
Meersbrook	£46,491	£159,342	£112,851	243%	£225.7m
Heeley and Meersbrook	£41,408	£156,769	£115,361	279%	£461.44m
Sheffield	£56,237	£160,098	£103,861	184%	N/A

Source – Land Registry (2018)

Cumulative House Price Increase for Heeley (Inc Meersbrook) 2001-2018

	Actual Figures	If appreciated as Sheffield Average	Difference	50% HDT Attribution
2018 Average Price	£156,769	£117,599	£39,170	£19,585
Percentage Increase from 2001	279%	184%	95%	42.25%
Increase in Price	£115,361	£76,190	£39,171	£19,585
Number of Households	4000	4000	N/A	N/A
Cumulative Increase	£461,444,000	£304,760,000	£156.684,000	£78,342,000

Source – Kada Research estimates based on Land Registry data (2023)

Taking a prudent approach, and taking account of other factors influencing the local property market, Kada Research has attributed 50% of this £156.67m difference to the perceived influence of HDT activity in the Heeley and Meersbrook area. Therefore, the modelling estimates that an increase of £78.34m in local house prices between 2001 and 2018 can be attributed to HDT activity.

3.3 SUMMARY OF APPROACH AND METHODS

The economic impact analysis is Kada research's independent judgement based upon the job creation information supplied by HDT, employment data sourced from the Business Register and Employment Survey and regional GVA information, both from the Office for National Statistics. This data was used to estimate the impact of HDT's interventions upon local GVA.

A model was developed to assess the local GVA benefits, taking account of additionality factors including deadweight, displacement, and leakage. This rigorous analysis follows Treasury's Green Book guidelines for assessing the additional impact of investments.

House Price information was sourced from the Land Registry and Rightmove. Household numbers were sourced from the UK Census 2021. The house price information was aggregated and neighbourhood

and Sheffield wide average increases were calculated. These were then compared to establish a Heeley house price premium. A 25% to 50% attribution rate was then given to HDT activity following a comparison with similar Sheffield neighbourhoods where similar activity had not taken place.

3.4 KEY ASSUMPTIONS USED TO ASSESS IMPACTS

JOBS

Although the economic assessment covers a prolonged period, HDT's records mean that there is a high degree of precision with regard to the operational job numbers. Data on HDT's direct employment was obtained via the Trust's accountant through the Annual Tax Reports.

SUM Studios tenants currently provide employment for 89 workers. Although total employment fluctuates slightly throughout the year, this figure of 89 workers was assumed to be a reasonable annual average given that occupancy levels have remained relatively constant since the workspace first opened. The figure was therefore applied to every year except for 2013 and 2014 - SUM Studios opened 2013 and the space was let over an 18-month period. Lower employment figures for 2013 and 2014 were therefore included in the model. These were added to the HDT annual employment figures to provide the gross number of jobs.

GVA

HDT's tenant information includes detail on the activities of each business operating from SUM Studios. It was therefore possible to split the total number of jobs in the model between different sectors. They were categorised into the UK Government's two-digit Standard Industrial Classification (SIC) codes for economic activities⁹:

- 46 - Wholesale and retail trade.
- 47 - Retail trade except of motor vehicles and motorcycle
- 58-60 Publishing, media production/broadcasting and programming.
- 61-63 - Telecommunications and IT/computing services.
- 64 - Financial services (except insurance and pension funding)
- 69 - Legal and Accounting Activities
- 71 - Architectural and engineering activities
- 74 - Other professional, scientific and technical services
- 81 - Services to building and landscape activities
- 86-88 - Human health activities, residential care activities and social work activities (without accommodation)

Using BRES employment data and subregional sector GVA data, an average GVA per job for each relevant two digit SIC was estimated and applied to each job that HDT has created/supported.

GROSS TO NET ASSUMPTIONS

The gross jobs and GVA estimates were converted to net figures, to reflect the true economic added value of HDT's activities.

⁹ UK Government (2018). 'Standard Industrial Classification of Economic Activities (SIC)'. [Available here](#).

The adjustments for deadweight, displacement and leakage were based on BEA/CIS sub-regional estimates and adjusted to account for local factors:

- Deadweight – this was applied at 20%. Deadweight is assumed to be low because if HDT had not developed SUM Studios, it is unlikely that business floorspace would have been developed on the same scale within the Heeley area.
- Displacement – the standard 38% displacement rate for physical regeneration was applied, drawing on the BEA/CIS sub-regional estimates. Whilst some of the employment within SUM Studios could have been displaced from elsewhere in the city, there have been a significant¹⁰ number of start-up businesses that took space in the SUM Studio development.
- Leakage – the standard 88% leakage rate was applied. In practice this may be an over-estimate with many of those working at HDT and SUM Studios living in the surrounding area. HDT has emphasised supporting locally based tenants, businesses, and employees.

These adjustment factors were used to convert the gross employment figures to net jobs.

¹⁰ Using Sheffield City Council figures.

3. CULTIVATING COMMUNITY

HEELEY'S POST-INDUSTRIAL ECONOMIC DECLINE WAS ACCOMPANIED BY ASSOCIATED SOCIAL DECLINE AND LOSS OF COMMUNITY INFRASTRUCTURE. A PRIMARY DRIVER OF HDT WAS TO REBUILD THE SENSE OF COMMUNITY, RE-ESTABLISH KEY INFRASTRUCTURE AND DRIVE SOCIAL IMPROVEMENT.

THIS CHAPTER QUANTIFIES THE SOCIAL IMPACT OF HDT'S WORK, USING GREEN BOOK-COMPLIANT SOCIAL VALUES AND PROXIES FROM KADA'S SOCIAL VALUE MODEL. IT PROVIDES CLEAR EVIDENCE OF A WIDE RANGE OF SIGNIFICANT IMPACTS, HIGHLIGHTING THE VERY SIGNIFICANT SOCIAL BENEFIT OF HDT'S INTERVENTIONS.

Key Messages:

- £2.77m of estimated wellbeing benefits have been created by HDT created green space.
- £4.15m of estimated amenity benefits have been created by HDT green space.
- £1.67m of estimated social benefits have been created by HDT volunteering activities.
- £2.75m of estimated benefits have been created by HDT adult learning programmes.

4.1 GREEN BOOK-COMPLIANT SOCIAL VALUE

The Green Book approach also places a monetary value on the social benefits generated by interventions, referred to as 'social value'. Some of the social benefits which HDT creates can be measured using 'Green Book-compliant' methods, whilst others fall outside the areas currently seen as meeting Green Book standards for measuring wellbeing and social value. These are reported separately below.

Heeley People's Park provides a wide variety of social benefits in addition to the contribution to higher house prices which was covered in the preceding chapter.

AMENITY BENEFITS FROM PUBLIC SPACE

Publicly accessible green space provides benefits that are not captured by house price value. Access to green space in urban environments gives residents a range of benefits including improved air quality, aesthetics, sense of community, travel connectivity and cultural access. The DLCG Appraisal Guide provides an appropriate annual value for different land types including urban green space. Using this Kada Research applied a value of £118,077 per hectare. When applied to the period since the People's Park was created, this indicates that £4.15m of amenity benefit has been created by the green space that HDT creates and maintains.

WELLBEING BENEFITS FROM NATURE BASED RECREATION

The People's Park also provides a space for people to benefit from nature-based recreation. The University of Exeter's Outdoor Recreation Tool (ORVal)¹¹ allows a value to be prescribed to the benefits gained from accessible green space. Using recreational behaviour data from the Monitor of Engagement with the Natural Environment (MENE) survey, the tool provides an estimated annual visitor count for

¹¹ University of Exeter (2023). 'Outdoor Recreation Valuation Tool'. [Available here](#).

Heeley People's Park (67,616) and an average welfare per visit figure. As part of the modelling Kada Research have applied a 30% displacement adjustment to account for visitors to the People's Park who might otherwise have visited other green spaces.

Using this model Kada Research were able to calculate that £2.77m of social impact (£135,524 per annum) has been created by HDT's conversion of derelict industrial and residential land into the People Park.

AIR POLLUTANT REMOVAL BY VEGETATION

The Green Book also provides a means for quantifying the welfare and health benefits gained from an ecosystem removing CO² from the atmosphere and storing it. A change in land use that produces an increase in vegetation is positive as it increases carbon sequestration. Central carbon values from the Department of Business, Energy, and Industrial Strategy (BEIS) and the ENCA Services Databook are used for this modelling. With over 10,000 trees planted by HDT in the People's Park, Kada Research have applied the highest value provided by ENCA (£977 per hectare). Using this model, it is estimated that £38,507 of welfare and health benefits has been created by the sequestration of CO² by the vegetation in the People's Park.

VOLUNTEER WORK

In addition to the People's Park, HDT's activities are supported by a large number of volunteers. The ONS 'Valuing Volunteering Work' proxy was used to calculate the social value of all HDT volunteering activity. The current number of HDT volunteers (80) was adjusted going back to 2000¹² to account for a gradual increase in annual numbers from a starting point of 10. Adjustments were then applied with a relatively low adjustment for deadweight (28.5%) and attribution (25%) reflective of the fact that HDT recruit many volunteers from their local community that would not otherwise have become involved in volunteering activity. HDT's local recruitment policy is also reflected by the fact that no leakage was applied. Once these adjustments had been applied across all the years of activity the total net social benefit value of volunteering was estimated to be £1,664,563.

ADULT LEARNING

HDT has in the past run an extensive programme of adult education. Research from the Department for Business and Skills 2012 provides a proxy for the wellbeing value of participating in adult learning. Where exact annual figures for the number of learners were available, they were used and, in their absence, an average annual figure was used (2014, 2015 and 2016). Appropriate gross to net adjustments¹³ were then applied, and each net annual figure was combined to calculate a total net social value of £2,745,745 over the 2013-2019 period.

¹² HDT intelligence provided indicates that this was a good year to assume that volunteer activity had been fully established by this point.

¹³ [Op. cit.](#)

4.2 WIDER COMMUNITY BENEFITS

Green Book-compliant methods have not yet been developed for estimating the social value of some of the activities which HDT delivers. To estimate the benefits of HDT's social prescription and dementia support work, Kada Research has used a range of evidence from other sources.

SOCIAL PRESCRIPTION

Thorne et al's British Medical Journal proxies were used as the basis for calculating the social value of HDT's social prescription and Covid support activity. A figure of £50.04 was placed on the value of every intervention as this was the figure provided as the saving to the NHS of not having to undertake a community health visit. Cautious adjustments were applied to take account of high levels of drop off (50%) as the impact of the interventions is expected to decrease over time with a relatively high deadweight adjustment (27%) to reflect the fact that these savings may have been realized in the absence of HDT intervention. Once the gross to net adjustments had been applied the total net social value estimated to have been generated over the 2020 and 2021 period was £131,888.

DEMENTIA SUPPORT

Alzheimer's Research UK's cost per sector proxy was used to measure the social value impact of HDT's dementia support services from their inception in 2020 (gross benefit figure of £34,237). Eight participants were used for the purposes of estimating the benefit, as HDT community workers had indicated that this was the number that had attended all of the sessions and received the full benefits of the intervention. Low levels of leakage (5%) and drop off (5%) were used to reflect this. Higher levels of deadweight (25%) and attribution (50%) were reflective of other dementia support services that are available to the participants. The total net social value of the benefit of dementia support services since 2020 is estimated as £175,636.

4.3 SUMMARY OF APPROACH AND METHOD

The estimation of community/social value impact begins with understanding the outputs generated by HDT's activities each year. Given the time period covered by the assessment, in some cases precise output data is not available and an estimate was made based on information available for other years and intelligence gathered through the stakeholder consultations.

Appropriate proxy social values for each type of benefit have been sourced from previous social value assessments, HM Treasury's Green Book and Rose Regeneration's Social Value Engine. These proxies allow a financial value to be estimated for each social benefit.

The number of outputs was multiplied by the relevant proxy value for the relevant years for each HDT intervention (from the year of inception through to the year of completion), giving an annual gross benefit.

The annual gross benefits were adjusted to account for:

- Drop-off (the extent to which the benefit persists over time)
- Attribution (the extent to which the benefit can be said to be due to HDT activity, rather than any other factor)

Gross to net adjustments were applied to account for:

- Deadweight (what would have happened anyway, in the absence of HDT intervention)
- Displacement (the extent to which HDT support displaced other activity)
- Leakage (the extent to which HDT activity benefited people outside the target area)

This produced an annual net benefit value for each intervention. The annual values were combined to create an estimate of the total net benefits generated by each intervention (please note the model covers activity up to 2022). The cumulative total for the interventions was then taken as the total community/social value generated by HDT.

4. TOTAL IMPACT

THIS CHAPTER OUTLINES THE OUTPUTS FROM KADA RESEARCH'S ECONOMIC MODELLING. THIS SHOWS VERY SIGNIFICANT ECONOMIC AND COMMUNITY IMPACT SECURED BY HDT ACTIVITY.

Key Messages:

- £97.53m in estimated Green Book compliant impacts have been created by HDT activity,
- £33.05m in estimated local economic impacts have been created by HDT activity.
- £0.36m in estimated other community benefits have been created by HDT activity.
- HDT activity delivers an estimated £5.60 of benefit for every pound spent.

5.1 GREEN BOOK-COMPLIANT IMPACTS

Kada Research modelling estimates that HDT activity has **created £97.95m of economic and social value impacts since 1996.**

Total Green Book-Compliant Impact

Impact	Total Value
GVA Uplift	£8,236,013
Nature Based Recreation	£2,772,367
Air Pollutant Removal	£38,507
Wider Land Value Uplift (House Price Premium)	£78,342,000
Amenity Benefits	£4,153,954
Volunteer Work	£1,664,563
Adult Learning	£2,745,745
Total	£97,953.149

Source – Kada Research (2023)

4.2 LOCAL ECONOMIC IMPACT

Further modelling highlights that a total of **£33.05m** local economic impact (GVA) can be attributed to jobs created/supported by HDT.

Total Local Economic Impact

Impact	Total Value
Gross GVA	£73,517,033
Net GVA	£33,046,162
Gross Jobs	140
Net Jobs	56

Source – Kada Research (2023)

4.3 OTHER COMMUNITY BENEFITS

Kada Research estimate that **£0.397m** in other community benefits have been created by HDT through their provision of social prescription and dementia support services.

Total Other Community Benefits

Impact Type	Total Value
Social Prescription	£131,888
Dementia Support	£175,636
Total	£307,524

Source – Kada Research (2023)

5.3 TOTAL IMPACT

Kada Research modelling estimates the following total impacts for HDT activity.

Total Impacts of HDT Activity

Impact Type	Total Value
Green Book-Compliant Impact	£97,953.149
Local Economic Impact	£33,046.162
Other Community Impact	£307,524

Source – Kada Research (2023)

Note – these total should not be aggregated as they are measured using different approaches

5.4 BENEFIT COST RATIO (BCR)

Kada Research modelling indicates that since its inception, HDT activity has delivered a Benefit Cost Ratio (BCR) of roughly 5.6:1 for every pound spent (based on the Green Book-compliant estimate of benefits). This is considered to be **'very high' value for money, according to the DLUHC Appraisal Guide¹⁴**.

Value	Total
Green Book Compliant Total	£97,953.149
HDT Costs	£17,500,000
BCR	5.6:1

Source – Kada Research (2023)

¹⁴ DLUHC (2023). 'DLUHC Appraisal Guide'. [Available here](#).

5. CHERISHING GREEN SPACE

HDT INHERITED 3.5 ACRES OF DERELICT EX-HOUSING AND INDUSTRIAL LAND IN 1996. THIS CHAPTER OUTLINES THE JOURNEY AND ACTIONS THAT HAVE TRANSFORMED THIS PIECE OF NEGLECTED LAND INTO ONE OF THE NORTH OF ENGLAND'S LARGEST COMMUNITY PARKS. IT IS INFORMED BY DESK RESEARCH AND INTERVIEWS WITH KEY STAKEHOLDERS AND BENEFICIARIES. THEIR QUOTATIONS APPEAR THROUGHOUT.

Key Messages:

- HDT's development and management of Heeley People's Park has brought a wide variety of long-term benefits to the community.

The People's Park has transformed a previously derelict brownfield site into a thriving green space.

- The People's Park is now a key community asset providing significant environmental, physical, social, and economic benefits including improved air quality, carbon sequestration and improved wellbeing for residents.

6.1 THE PEOPLE'S PARK



"People were really fed up, with a decade of nothing happening. So local people said 'we've had enough – we want to take this land on and do something positive.'"

In 1996 HDT inherited a 125-year lease on ex-housing land that had been left derelict once plans for a bypass had been abandoned. They immediately began transforming it into greenspace, within the first year over 16,000 bulbs and 10,000 trees were planted. Since that point, Heeley's People Park has grown into one of the largest community owned parks in the north of England. It began life as Heeley Millennium Park, changing its name to Heeley People's Park after a 2012 improvement programme. During this renovation £500,000 was spent with the installation of new play facilities, climbing boulders, mountain bike and BMX tracks, low maintenance planting schemes and new waste, composting and recycling facilities. It was acknowledged by Changing Places, the Big Lottery Fund Community Spaces Programme, as a Regional Flagship Scheme, recognising it as an excellent example of a green community owned and managed asset.

"Instead of dereliction, a beautiful environment that people have a stake in and direction over has emerged"



HDT have utilised the People's Park in a variety of different ways, running nature workshops, conservation sessions, running and hosting annual music festivals, and using it as the location for regular health and wellbeing events. In 2018 alone, 47 volunteer days were run within the park with over 350 volunteers taking part. Two National Citizen Service groups worked in the park for two weeks sharing the collective knowledge of the park team. Two theatre events were also held with over 100 attendees.

In March 2020 the park underwent a further refurbishment with a particular focus upon improving the playground.

Funding was secured from the FCC Community Foundation. Local playground specialists Timberplay won the commission for the work, with a remit of providing an "inclusive and exciting design" that would "engage the whole community". New features were added including a pyramid tower with tunnel slide, climbing ropes landscaped into the central hill feature, a hidden playhouse, and a platform house with access from a net and ladder. These improvements were designed to encourage children and adults to connect with the natural features of the wider park.

"Now we've lowered the age range, it's busy all year round, we have provided play equipment suitable for younger as well as older children"

6.2 HEELEY FESTIVAL

The Heeley Festival is one of Sheffield's longest running community events that has run from the mid-1980s. Between 2010 and 2016 the Festival was hosted in the People's Park and run by HDT with an emphasis on bringing the community together for music, food, drink and entertainment. In 2016 it was incorporated with the Big Boulder Festival.

"You must start to animate the space and create a community from that. So, we launched festivals and events, theatre in the park – huge days bringing everyone together."

BIG BOULDER FESTIVAL

The Big Boulder Festival was first established in 2012 and they ran every year until 2019. Named after the eponymous climbing facilities in the park, the free to attend one-day event, run by HDT, was focused upon bringing art, creativity, sporting activity and music into the People's Park. It also aimed to celebrate the talents and skills of the local residents and to celebrate the creation of the new green spaces. Every year it grew in popularity with the last festival attracting over 1000 attendees with a line-up of six

prominent local artists. By bringing people into the park, HDT saw the festival as a perfect opportunity to improve its reputation as a safe and happy environment that contributes positively to the surrounding community.

6.3 PAX IN THE PARK

After the end of Covid restrictions, HDT decided to bring in partners to run events in the People's Park to free up capacity for community development work. In the Summer of 2022, the first Pax in the Park event took place, a three-day festival run by the Dorothy Pax Pub and the Honey Bee Blues Club. It was a free-to-attend event with 19 music acts playing across a Bank Holiday weekend. It was accompanied by a wide variety of local food and drinks vendors, and it proved to be very popular. There were over 7,500 attendees throughout the weekend, with Saturday attracting over 5000 attendees.

6. ANCHORING THE COMMUNITY

THE DECLINE IN HEELEY'S POPULATION AND INDUSTRY WAS ACCOMPANIED BY A LOSS OF COMMUNITY INFRASTRUCTURE. THIS CHAPTER OUTLINES THE KEY ELEMENTS OF HDT'S TWENTY-SEVEN-YEAR COMMITMENT TO ITS RESURRECTION. IT IS AGAIN INFORMED BY A DESK REVIEW AND INTERVIEWS WITH KEY STAKEHOLDERS AND BENEFICIARIES OF HDT SERVICES. THEIR QUOTATIONS APPEAR THROUGHOUT.

Key Messages:

- HDT's delivery of community, health and learning support activities has brought several benefits to the community.
- They have rebuilt a strong sense of community and of good things happening in Heeley whilst connecting people who would otherwise be isolated to that community.
- They have supported and delivered key services in the heart of the community that have improved resident's lives through better health, adult learning, and their impact on wellbeing.
- HDT have also created a wide range of opportunities for people to volunteer to support their local community, building confidence, developing employment-related skills and increasing wellbeing. Many of these have led to long-term employment.

6.1 HEELEY TRUST COMMUNITY HUB



The Heeley Development Trust offer a wide range of community services, activities, and courses through their community hub, which is based at the historic Meersbrook Hall. HDT currently has a reach of 2500 people through their Facebook page, 1000 through their Twitter feed and 580 through their Instagram account. During 2021-2022 HDT reached 474,231 people through their social media feeds with 26,896 unique profile visits.

A team of twelve community support workers, network co-ordinators, project leads, and link workers run, facilitate, and oversee a wide range of community services and events. They also oversee a network

of volunteers that provide digital support, creative enrichment, outdoor workshops, youth clubs, dementia support and wider community sessions.

"I think that everyone in Heeley knows the name because they've been around for so long, they have the buildings, they have the park and they have the festivals. There's a lot of presence in the area."

6.2 ADULT LEARNING

Until 2020, adult learning was a key HDT community intervention. Prior to the Covid-19 pandemic a wide variety of courses were run by HDT with large numbers of participants. For instance, in 2017/2018 HDT's learning champion engaged over 500 new learners, with 91 lifelong learning classes run for 830 participants. These courses included:

- ESOL
- Literacy
- Numeracy
- I-Pad use
- Yoga
- Family History
- Spanish

In 2018/2019, 4320 hours of teaching were provided for vulnerable 14-16-year-olds with an attendance rate of 10% below the Sheffield average. During this period the whole Year 11 cohort achieved at least one Ofqual qualification with eight learners achieving at least one qualification equivalent to a GCSE. Three volunteer placements were supported, and two Sheffield Hallam University students completed their work placement with HDT. Two teaching inspections were undertaken both of which were rated "good".

Across the same period, 64 lifelong learning classes were run with 629 enrolments for courses including IT, ESOL, literacy, numeracy, Spanish and Art. The retention rate on these courses was 93.2% with a pass rate of 92.7% and an achievement rate of 86.3%.

In terms 1 and 2 of 2019/2020 (prior to Covid), 39 classes were delivered to 447 learners. The Covid 19 pandemic and ensuing lockdown brought the suspension of all HDT learning courses.

6.3 DEMENTIA PROJECTS

In 2019 Heeley Development Trust became part of the Sheffield wide People Keeping Well Partnership, an NHS and Sheffield City Council project designed to provide social prescription services across Sheffield. As part of this partnership, Heeley Trust became the official Volunteer Community Organisation (VCO) provider of social prescription services across Highfield, Heeley, Woodseats, and the Meersbrook sections of the Gleadless Valley.

As part of their commitment to work with individuals at risk of declining health and wellbeing, HDT set up a support network for local people living with memory loss and dementia (and their carers). Through this support network HDT offer a range of activities and groups co-ordinated by a dedicated community worker. These include support cafes, monthly carer wellbeing groups where attendees can share their experiences and work with art therapists, and seasonal workshops. Other services include telephone support sessions, one-to-one meetings, music recollection sessions and creative activity packs. HDT also

help attendees by signposting other support services. In 2021-2022 alone 96 local people/carers were supported through the dementia support services.

6.4 DIGITAL AND ONLINE SUPPORT

HDT have been creating, facilitating, and delivering digital programmes for over ten years. These programmes include initiatives to improve digital inclusion through supporting local people to get online and to improve their levels of digital literacy.

Digital inclusion programmes focus upon the provision of ongoing personalised advice and support programmes. Courses and services include digital basics focused upon computer and internet access; device doctor sessions; CV guidance and advice; intermediate courses and digital drop-in sessions. Sheffield Online also provides support for residents wishing to receive online learning from home.

In a typical year HDT assists hundreds of residents to improve their IT and digital skills. For instance, in 2017/2018 650 individuals registered with the "Learn My Way" digital course and 200 registered on the "Online Basics" course. 1070 different classes were delivered across 39 different venues with 22 free drop-in sessions run every week. Eight engagement events were held across the city with over 250 people receiving support and digital guidance event at the Moor Market. These activities and events involved 51 volunteers, with 20 gaining vital work experience and 16 going on to secure employment).

6.5 NATURE HEALTH PROJECTS

Under the direction of a health projects co-ordinator, HDT run a series of ongoing nature health projects. The co-ordinator works in partnership with GP surgeries, link workers and the digital inclusion team to provide outdoor activities focused upon improving the health and wellbeing of residents. Participants are referred to her for a variety of reasons including social isolation, depression, and anxiety. The sessions provided have included introductions to bird watching, 'nature natters', volunteer park ranger sessions and family focused nature activities such as den building. Feedback from participants has been very positive with participants making frequent reference to the impact it has had upon their levels of confidence, their mood, and their own personal engagement with nature.

"I was nervous and apprehensive at the beginning of the sessions, but I persevered – coming each week and I ended up not wanting to miss a session."

"I felt quite disconnected from nature and found it all too easy to stay indoors on my difficult days, I am finding the nature natter sessions help me feel calmer, slow down and connect more deeply to my surroundings."

"Since starting our sessions, I am now building up the confidence to get out of the house every day for a walk and trying to explore new places. The nature natter is a highlight of my week!"

6.6 HEALTH AND WELLBEING

As an official partner and People Keeping Well provider, HDT began offering social prescription services to local residents in 2020 receiving referrals from all the GP practices involved in the Heeley Plus Primary Care Network. These include:

- Carrfield Medical Centre
- Gleadless Medical Centre
- Heeley Green Surgery
- Sharrow Medical Centre

- Sloan Medical Centre – Main site and Blackstock Road
- The Mathews Practice – Asline Road and White Lane

By 2022 the team had expanded to six link workers (equivalent to 4 full-time employees). The demand for services continues to grow with local people able to make self-referrals and referrals also coming via other health professionals and local agencies.

Social prescription is a form of community-based prevention activity that aims to use early interventions for patients stopping them from having to access other health and social care services. Social prescription service providers, such as HDT, work with a wide range of patients including those with long-term physical conditions, mental health conditions and those experiencing loneliness or social isolation.

As part of HDT's service, participants receive an initial assessment, advice and guidance session where participants are triaged. Some are signposted towards other agencies such as Citizen's Advice.

Participants that continue with the service then receive between three and six further appointments according to their need. Appointments can take place via one-to-one sessions or via group sessions. According to the HDT social prescription and community lead, this service has been of great benefit to the participants whilst reducing the demand of other health and social care services.

"It encourages people to take appropriate remedial action in a safe and supportive manner."

In 2021-2022, 448 residents were referred to HDT for social prescription services. With demand continuing to grow and participant feedback very positive, the community team are hoping to expand the service with each link worker receiving up to 300 annual referrals. There are now advanced plans being put in place for HDT to expand their service into the neighbouring Gleadless Valley.

In 2021-2022 HDT also oversaw the delivery of 123 events, ran 690 group sessions and delivered 256 one-to-one events. The Thriving Communities Event (see case study) saw 1550 local people engaged as either participants or audience members.

By 2022 HDT had 670 residents on their books, with new referrals and a geographical expansion likely to significantly increase this number.

CASE STUDY - HAPPIER, HEALTHIER, HEELEY PLUS – EMBEDDING CREATIVE SOCIAL PRESCRIPTION SERVICES INTO THE HEART OF THE COMMUNITY

HHH was a Heeley Development Trust social prescribing and wellbeing programme that ran in 2022. It was a collaboration with the Heeley Plus Primary Care Network, the Handlebards Theatre Company and over 30 other local collaborators including Sheffield United, Sheffield Theatres, a local mosque, and the nationally renowned Climbing Works facility.

The HHH programme saw activities delivered between March 2021 and March 2022 with a focus upon enhancing local organisation participation in social prescribing activities and improving and widening local delivery services. Activities included climbing sessions for women of colour, creative drop-in sessions, wellbeing walks, confidence building and dementia support sessions, film screenings and theatre workshops.

An in-house evaluation of this programme of activities was undertaken in May 2022 focused upon the number, geographic spread and demographic profile of attendees, mental wellbeing data and stakeholder feedback. The key findings were as follows:

- The programme had strengthened the range of social prescribing activities offered across Heeley (and the wider community)
- The programme had enhanced collaboration and networking between key local partners/organisations,
- Local patients really valued the sessions, which supported their wellbeing and helped them to feel part of the community.
- The programme had enabled and encouraged social prescribing link workers to connect referred residents to a wider range of creative community activities.

HHH culminated with a flagship Thriving Communities event in the summer of 2022, one of the 37 nationwide events funded by the UK Government's Thriving Communities Fund. These events focused upon helping residents most affected by the Covid pandemic and ensuing lockdowns. They were run and overseen by a variety of different place-based partnerships/organisations to increase the impact, range, and scope of social prescribing activities with a focus upon supporting improved health & wellbeing.

Attendee feedback was very positive, with link workers welcoming the new opportunities and ideas it engendered, residents welcoming the impact it had upon their health & wellbeing, and organisations seeing how to expand their offering and outreach potential.

"I feel so much better after climbing. Energised. Happy. Positive"

"Patients really valued these sessions and felt it helped their wellbeing but also feel part of their community."

In total across all HHH events and sessions HDT facilitated:

- 12 listening after lockdown activities with 200 participants
- Over 100 social prescribing and wellbeing events with over 1500 participants
- One big volunteer event with 40 attendees

Participant feedback was also very positive with frequent comments made regarding the impact the sessions have had upon their levels of confidence, self-esteem, and general health & wellbeing. Significant wellbeing impact was reported from involvement in the programme, especially where activities were led and overseen by the link workers. These impacts were reported from a wide range of groups including women of colour and the LGBTQIA+ community, and from residents with long standing health issues.

"I feel like I've now got purpose and some responsibility. I'm no longer feeling shame for being the sick patient. I have something to contribute."

Significant wellbeing impacts were fed back to the evaluation team particularly from events that had a high level of key worker input. Key workers experienced a significant increase in referrals toward the end of the project, an increase attributed to the higher profile and higher levels of trust that the programme had engendered.

"[The project] worked brilliantly alongside our existing partnership with the Trust to offer a wide range of activities for our population in Heeley Plus"

6.7 COVID SUPPORT SERVICES

With a strong track record for community intervention and a large community network, HDT took a pivotal role in the Covid health response across the local community. HDT supported over 589 households during the lockdown periods.

In the initial weeks of the first lockdown, HDT staff made over 700 phone calls per week to carry out an initial assessment of the needs of residents. HDT then focused their support upon the vulnerable, elderly and those at risk of social isolation. Support was provided through conversations, regular check ins, referrals to other services such as mental health services, housing support, and Sheffield City Council (SCC) digital support and shopping support. Other vital services provided by HDT staff during this period included:

- The delivery of food shopping (paid and not paid for).
- The delivery of medication.
- The delivery of computer or tablets with data if needed (plus training).
- The supply of wellbeing packs.
- Regular welfare check-in chats.
- Supporting residents with Local Assistance Grant applications.
- Signposting residents to Citizen's Advice/Shelter/DWP.
- Liaising with GP practices to help organise prescriptions/medical appointments.
- Providing IT technical assistance.
- Referring residents to Adult Social Care Training in order to access digital health resources.

The feedback received for this 'social emergency' response was very positive with some residents stating that it was their only form of contact with the outside world.

"The help/guidance provided made many people's experiences better. It definitely made a difference – even just a regular five/ten-minute call showed that there was someone who cared."

"(I've) just been talking to one of our most anxious patients. She is very grateful for the input from Heeley - and Matt - who has been contacting her daily"

HDT also played a vital role in the delivery of the Covid vaccine within the Heeley area running the volunteer operation at the Belgrave Medical Centre. This helped facilitate the delivery of over 32,000 vaccines.

OTHER COMMUNITY HUB SERVICES

As part of its commitment to community support, HDT also runs a weekly youth club with five volunteers supporting around 20 children aged 10-14-years old. The club also offers one off sessions in bouldering, rugby, and nature activities. HDT run a Heeley Asian Women's Group that works with BME women from Heeley and surrounding communities. They organise events focusing upon improving health and wellbeing, developing skills, and increasing levels of self-confidence and visibility across the community.

Other services provided by HDT include coffee mornings, creative sessions, Zumba and Yoga classes, games afternoons, baby & toddler groups, and community meals. HDT also plays a key role in signposting residents to other services, courses and opportunities.

"I thought that everyone had a Heeley Trust. It was only when I got older I realised not every area is so lucky"

Numerous residents who first encountered HDT via one of its services have gone on to volunteer for HDT. Almost 80 'regulars' now volunteer in some capacity, supporting the provision of the services that they previously personally benefited from. Some have also been supported by HDT to access further and higher education whilst others are now employees of HDT.

"I started volunteering at the Trust and then got some reception work. I then took an IT course, I passed both my exams in IT and now I've applied to go to Northern College. I've gone from quiet stressed person to someone whose life has just started – all because of the Trust"

"I feel more comfortable leaving the house and being part of the community having volunteered by Heeley Trust. I felt welcomed, appreciated, and connected."

6.8 SUMMARY

HDT's delivery of community, health and learning support activities has brought several benefits to the community, including:

- Creating a sense of community and of good things happening in Heeley.
- Connecting people who would otherwise be isolated to that community.
- Bringing services into the heart of the community so that they are accessible to local people.
- Improving people's lives through better health, adult learning and their impact on wellbeing.
- Creating opportunities for people to volunteer to support their local community, building confidence, developing employment-related skills and increasing wellbeing.

7. REVIVING AND DEVELOPING KEY ASSETS

HDT HAVE ALWAYS ARTICULATED THAT ONE OF HEELEY'S LONG-STANDING, AND BEST, ASSETS HAS BEEN ITS BUILT ENVIRONMENT. HDT PLACED THE REFURBISHMENT AND REPURPOSING OF KEY LOCAL BUILDINGS AT THE HEART OF THEIR REGENERATION WORK. AS A KEY FEATURE OF THIS REPORT WE OUTLINE THE MAIN ELEMENTS OF THIS PROCESS.

Key Messages:

- HDT's revival of key local assets has improved the physical environment, renewed heritage benefits for the area, provided a series of community hubs and homes for local services and brought a source of high value employment.
- HDT's assets have also provided significant sources of community wealth.

7.1 SUM STUDIOS

SUM Studios is HDT's main income generating asset, and the rents received accounted for around 20% of HDT income pre-pandemic¹⁵. SUM Studios is a key part of HDT's asset-based community development model and is an exemplar of how community ownership can provide a new purpose for important local buildings for which there is no apparent market demand.



The Anns Grove School site is composed of three Grade II listed Victorian school buildings in the centre of Heeley. It was constructed in the late nineteenth century and by the early 2000s it needed extensive internal modification and improvement to reduce running costs and to ensure that it remained viable for modern education. Faced with large renovation costs the school governors decided to vacate the site and build a new school, which was opened in 2006 on an adjacent site. The site was placed on the market but by 2008 it had failed to find a buyer and in 2009 Sheffield City Council opened negotiations with HDT about transferring the asset over to them. In 2009 Sheffield City Council approved the transfer of the Anns Grove School site to Heeley Development Trust on a 119-year lease.

¹⁵ Rental income fell as a proportion of total Trust income during 2020 and 2021, due to increased grant funding provided to enable HDT to support the local community during the pandemic.

The asset transfer also included a Council commitment to provide £250,000 in capital funding to support the redevelopment of the site. An initial feasibility study was undertaken in 2006 by the Environment Trust, Matthew Lloyd Architects, the Bureau of Design Research and Bernard Williams Associates. A subsequent feasibility study for the site was undertaken in 2010. It concluded that it would offer a better environment for a business workspace than the previous proposed site (Ash Tree Workyard), offering increased meeting, event, and cultural space, increased visibility and green space.¹⁶ In 2010 HDT began work to transform the first of the three derelict buildings into a central community asset.



After an extensive £2 million redevelopment programme, SUM Studios was opened in 2013 to wide acclaim. It won four awards at the 2014 Sheffield Design Awards¹⁷ including the People’s Award for Best Building, the Conservation Award and the Design Award.

Local marketing agency Peter and Paul were awarded the commission for marketing the new development, choosing the name ‘SUM Studios’ to reflect its educational heritage. A focus was placed upon attracting the large number of creative and outdoor economy firms and staff based within the local area. The market research undertaken highlighted that many of these people/businesses did not want to travel further than fifteen minutes to their place of work and they wanted to be based in a high-quality heritage asset.

The building was fully let within eighteen months, much quicker than had been projected/targeted. Since opening it has stayed almost consistently fully let even during the Covid period. It has attracted almost seventy tenants from a range of design, arts, digital, outdoor, and financial industries. Current tenants include:

- [Demma](#) -Building Energy Management Control specialists.
- [Ten Ten Studio](#) – Graphic Designers specialising in brand identity, print design and packaging.
- [Illuminaries](#) – Web and desktop application specialists.
- [Chiles, Evans and Care Architects](#) – An award-winning architecture practice.
- [Beta Outdoor Sports](#) – A specialist running and climbing distribution company.
- [MM Design Studio](#) Branding, design and communications agency.
- [Vision Mix Productions](#) – A specialist video production company.
- [Placing Faces](#) – A headhunting and recruitment agency specialising in the mortgage, investment and financial sectors.

¹⁶ Reference the feasibility study

¹⁷ Delivered in partnership with the Sheffield Civic Trust and the Royal Institute of British Architects (RIBA) Yorkshire

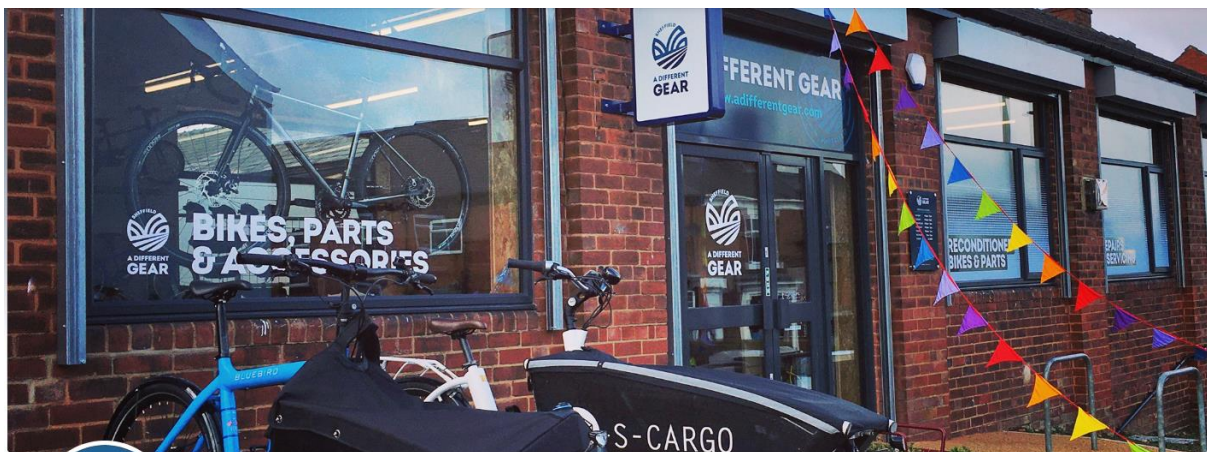
- Prana Products Ltd -A tea importers and distributor who sells their Sri Lankan sourced tea in over 50 countries worldwide.

SUM Studios has consistently had an extensive waiting list of prospective tenants and the site management team is confident that there is sufficient demand to fill the remaining buildings if they were to be developed. Many of those previous tenants who have moved out did so only because their growth and success meant that they required larger premises.

The transformation of the first Anns Grove building into SUM Studios, and subsequent management of the workspace by HDT has led to benefits including:

- The creation of a high-profile community-owned asset in a prominent and highly visible location, creating pride in place and generating confidence in Heeley's economic diversification.
- The creation of high-quality employment space in the heart of Heeley, attracting high value businesses and good quality jobs.
- Development of a cluster of community-focussed businesses who are committed to their Heeley base.
- Generation of significant rental income which supports HDT's wider community activities.

7.2 A DIFFERENT GEAR



A Different Gear began life as ReCycle Bikes a not-for-profit social enterprise owned and managed by HDT¹⁸. ReCycle bikes worked with local disadvantaged and vulnerable 14- to 16-year-olds providing them with work experience opportunities, bike workshop training and supporting them with re-engagement in education. ReCycle repaired, refurbished, and reconditioned donated bikes in their workshop as well as providing a wide variety of safety, repair, and sales services.

It grew over time and by 2018 ReCycle was reporting the following outputs:

- Two apprenticeships.
- 107 second hand bike sales in the shop.
- 100 second hand bike sales through the university outlets.
- The collection of 564 donated bikes.
- 856 bikes checked and made safe via the Dr Bike service.

¹⁸ A Different Gear revenue supports HDT's community support work

- 241 loaned bikes.
- 560 training days supporting disadvantaged 14-16-year-olds and those in danger of school exclusion.

In 2020 it transformed into a Different Gear, a community bike shop selling new and recycled bikes, e-bikes, cycling accessories and bike repair and servicing. A Different Gear continue to take bike and bike-part donations using them to build reconditioned bikes that they sell at reduced prices. Reconditioned bikes are also supplied to global charities including COMAC (a Sheffield based charity that supports refugees and asylum seekers with mobility solutions) and Aid4Gambia (a Sheffield based charity that donates useful items to communities in Gambia).

In 2021 A Different Gear won BikeBiz’s Award for the UK’s Best Independent Bike Dealer in recognition of their positive customer feedback, stocking of innovative brands, services to the community and the work that A Different Gear staff undertook during Covid to keep the shop and workshop operating.

HDT also regularly champion the use of active travel to and through the neighbourhood. It has delivered a network of well-lit and well-maintained footpaths through the Heeley area that are designed to reduce the need or incentive to use private cars for local journeys.

ALL POINTS NORTH



A Different Gear organise the annual All Points North cycling event. As adventure bike specialists with a staff of keen bikepackers, they wanted to organise an unsupported long distance cycling challenge. All riders plan their own route to a series of pre-determined control points (located across the north of England) determining places to find food and sleep. The 2022 edition attracted over 80 entrants. The fourth edition will run in 2023 with ten different control points running from the Scottish border to the Lake District and the North Sea coast. It will begin at A Different Gear and finish at the Heeley Institute.

10 audaxes (cycling a long distance within a pre-defined time limit) have also been organised by A Different Gear since 2019 with all routes beginning and ending in Sheffield.

FUTURE PLANS

Moving forward HDT intends to strengthen the local active travel infrastructure by improving, extending, and resurfacing the local network of footpaths and cycle paths. The aim is to provide new shower and changing facilities for cyclists at the Ash Tree Yard facility and improve the connections between the workspaces and public transport points.

7.3 NEWFIELD GREEN LIBRARY

HDT took over the running of Newfield Library in August 2021 following its closure at the start of the first Covid lockdown. It was reopened in with a retained commitment to key library services alongside ensuring that it continued to be a central inclusive community hub used by a wide range of residents.

A team of volunteers oversee a new timetable at Newfield Green with a whole range of community activities. These include coffee mornings, dance classes, baby & toddler sessions, IT/digital classes, and creative sessions.

Four link-workers regularly attend the library to conduct social prescribing – taking a holistic approach to people’s health by connecting them to the right local services and community groups.

THE HEELEY INSTITUTE



The Heeley Institute is a grade II listed former Sunday School and chapel building on Gleadless Road that dates to the 1820s. It was the first building that HDT took into community ownership back in 2000. Renovated in 2001, HDT make the facility available for hire. It is used to for a wide variety of community purposes including fitness classes, skills and education workshops, pop-up restaurants and live music events.

In one example of how the facility is used by the local community the celebrated Sheffield artist James Green uses the Institute for his lino printing workshops. They have proven to be very popular bringing people in from Heeley, Meersbrook and beyond (some attendees come from Manchester and Nottingham). Their ongoing success has led James to plan for another series of workshops in 2023.

Prior to the Covid pandemic the Institute was hosting over 450 courses, programmes, and events:

- 297 Adult Learning Classes
- 92 Community Meetings
- 47 Church Group Gatherings
- 33 Parties
- 5 Live Music Events

Ongoing plans are now in place to ensure that the Institute returns to its pre pandemic levels of use.

8. NURTURING LOCAL TALENT

HDT HAVE ALWAYS RETAINED THE BELIEF THAT PEOPLE ARE THEIR GREATEST ASSET. THEIR COMMITMENT TO NURTURING LOCAL TALENT HAS BEEN HIGHLIGHTED BY KADA RESEARCH'S USE OF TWO CASE STUDIES THAT BEST HIGHLIGHT THEIR COMMITMENT TO SUPPORTING THE DEVELOPMENT OF HEELEY RESIDENTS.

Key Messages:

- HDT's long held commitment to the development of residents is clearly exemplified by the examples of Different Gear Senior Mechanic Karlos Bingham and Parks Maintenance Supervisor Rob Aril.
- Their journey from volunteers through to senior members of HDT staff signifies the ongoing implementation of a key HDT strategic objective and driving vision.

SENIOR MECHANIC – KARLOS BINGHAM

The longest serving member of staff at A Different Gear, Karlos Bingham originally starting out at ReCycle Bikes as one of the youngest. He joined in 2008 whilst still in school as part of a vocational skills programme combining his work with his studies. Karlos made such an initial impact that he was soon offered an apprenticeship. After a 'difficult upbringing' where he was often left to fend for himself, Karlos relished going to work acknowledging that it gave him a sense of purpose.

"They've (HDT) given me the right footing to succeed in life"



A self-acknowledged hard worker, Karlos has worked his way through the organisation, and he now holds the role of senior mechanic. His role now includes everything from repairs and services, to assessing a bike for donation or scrap, or helping customers with a wide variety of needs. After such a long time in the role, he's considered part of the furniture by the team, and has built up an encyclopaedic knowledge on all different aspects of many types of bikes. His expertise landed him an additional role as mechanic for the Team GB Cyclocross team, through which he has travelled across Europe supporting the team.

"It's great to see people recommending our shop and highlighting our expertise"

Karlos highlights Heeley as a great area of the city for active travel stating how local people use their bikes for a wide variety of purposes. As well as the cycle lanes, the BMX track is particularly popular with families trying out a new sport. The shop provides a vital service for all aspects of the local cycling community; they can act as a corner-shop selling new tyres and fixing brakes whilst also selling and maintaining bikes which are worth thousands of pounds.

However, after a motorcycle accident in spring 2022 which left Karlos with life changing injuries, his future as a mechanic is unclear. Despite this predicament, Karlos has high praise for HDT who have helped him and not allowed him to get into financial difficulty. He is confident he will be back in the workshop as soon as he is able.

"I can vouch for the trust's commitment to its staff"

PARKS MAINTENANCE SUPERVISOR – ROB ARIL



People's Park supervisor Rob Aril has been at the heart of the full refurbishment and landscaping of Heeley's People Park. Under his stewardship the 3.5-acre park has matured into a well-loved green lifeline at the heart of Heeley with new signage, street furniture, green space, exercise and play areas.

Rob has been with HDT since 2014, first arriving as a volunteer. His original motivation for joining was knowing that he knew would be doing good for his community. He was soon taken on by HDT as a member of staff and after a 2-year apprenticeship he qualified in horticulture and started working for the organisation as the full-time Park Maintenance Supervisor.

"I never expected to have a role where I can make such a difference, I thought I would always be a brick layer and have a career for life."

As supervisor, Rob has overseen the synthesis of the community and parks teams with the park supporting the community work and the community team using the park as a location for much of their work. Rob now hopes to replicate his successful path with HDT recently taking on a new inexperienced team member. Rob sees his role as public facing ensuring that he and his team provide a constant "friendly face for the community", passing on useful information about upcoming events and workshop but also enjoying ongoing social interaction with residents.

"We offered the community a lot of support during the pandemic, we were like a safe haven to escape to."

Working in the park has provided Rob with a "sense of purpose". Before working for HDT he only ever had menial jobs that he never enjoyed. Rob relishes his work seeing that everything he does has a lasting impact on the community. He can't describe a normal day, seeing the wide-ranging nature of his work as continually interesting.

"Everything is worthwhile when you see how everyone enjoys it"

During his time with HDT, Rob has seen many changes in the area, and he is very optimistic about future developments. He believes that the partner events with the Dorothy Pax Pub and Handlebards Theatre Company have been very successful showing the potential for four or five of these style events every year.

9. THE FUTURE OF HDT

IN 2022 HDT SUBMITTED A BID FOR UK GOVERNMENT FUNDING. ALTHOUGH UNSUCCESSFUL THE KEY ELEMENTS OF THE BID WILL FORM THE CENTRAL BASIS OF HDT'S PLANS MOVING FORWARD

Key Messages:

- HDT have a long-term vision focused upon continuing to restore heritage assets, further developing community infrastructure, increasing the type, scope and reach of their community services, and supporting the social, physical, and economic health of the community.

In Summer 2022 HDT submitted a bid to the UK Government for Levelling Up Funding (LUF). The application set out plans to enhance support for the local community through the acquisition of further community assets to generate and fund service provision. The bid proposed:

- I. The restoration of vacant and derelict buildings
- II. Improvements to local infrastructure and connectivity
- III. Refurbishment of community buildings
- IV. Capacity-building to expand health and social services.

Although it was ultimately unsuccessful the LUF bid provides a clear outline of HDT future proposals. The key elements of this are outlined in further detail in the section below.

9.1 COMPLETING THE RESTORATION OF SUM STUDIOS

LUF funding was to be used to complete the restoration of the Anne's Grove School site, creating new workspaces, studios, rehearsal/performance spaces, a café, secure bike storage and showers, a classroom, and a landscaped courtyard/events space.

The former 1115m² Hartley building to the south-east of the site (SUM A) was to be fully redeveloped housing art studios, Grade A business studios/offices/units and workshops. The former Gleadless 315m² 'signature' building to the west of the site (SUM C) would undergo full restoration. This would house the offices of the children's playground designers Timberplay, further office units/space and café/bistro.

The redevelopment of the buildings would complement further redevelopment of the whole site with the addition of a new community garden, a courtyard garden, a further studio unit and a new site entrance situated on Anns Road. As part of this process the existing car park would be moved from the school site to a new site on Hartley Street

The adjoining Grade 2 Listed Chapel would be purchased and fully refurbished providing a community space, with Covid-secure ventilation, new energy efficiency measures and a new garden. The local active travel infrastructure would also be improved with new footpaths linking SUM studios to public transport, the community park and local services.

The plans retained the Trust's original vision for the scheme, maintaining the following elements:

- Preserving and developing the long neglected historic Grade II buildings as an anchor asset for Heeley.
- Maintaining and consolidating the site as a physical focus for the community.
- Providing a range of facilities and services that will make a significant contribution to the infrastructure of the local area

- Creating a positive impact upon the economic and social wellbeing of the local community
- Increasing the range of local opportunities for learning, skills development, and health & wellbeing
- Developing the site in an environmentally friendly and sustainable manner with insulated buildings, naturally lighting and ventilation and the use renewable energy and grey water. A green car park – using permeable grasscrete surfaces, landscaping, and planting schemes, would be installed with a series of e vehicle charging points,
- Enabling professionals to live and work within their own area support community growth and sustainable working practices.
- Providing affordable and accessible space for local businesses (with particular focus upon the creative, sustainability, outdoor and digital sectors) social enterprises, creative and community organisations, start-up businesses or established businesses looking to grow and/or gain better work space.
- Continuing to use the commercial revenue to cross subsidise other activities whilst developing their community asset base.

9.2 CREATING A PRIMARY CARE NETWORK HUB AT CARRFIELD MEDICAL PRACTICE

LUF funding would have been used to purchase this GP practice at the heart of the Heeley community, which is due to close. Working with the Primary Care Network, Heeley Trust will create a Community Health and Wellbeing Hub, providing a community drop-in space for peer support, nurse-led care, patient support groups and Team Around the Person Services, as well as providing a base for the PCN Staff Team. HDT believe that a new Hub would be a first for Sheffield, continuing to develop Heeley Trust's role within the PCN.

9.3 ASH TREE YARD

The LUF funding bid outlined plans to complete the restoration of the once derelict Cutlery Works site creating an Outdoor Industry Hub. This site currently hosts A Different Gear and all its warehousing and storage, a bike recycling workshop, and mechanic training facilities. Other outlined prospective tenants include, COMAC Refugee Cycling Support Project, Band of Birds Outdoor Promotion and Athlete Management Company and local makers. HDT believe that the improved facilities will facilitate the expansion of A Different Gear and an increased loans, service and repair offering.

9.4 MEERSBROOK HALL

Meersbrook Hall is a Grade II listed building situated in the south-west section of Meersbrook Park. Built in the Nineteenth Century with a footprint of over 12,000sq ft, it housed the Ruskin Museum for 60 years and it was recently used to house Sheffield City Council offices. When the Council vacated the site in 2016 HDT took over the management of the building in partnership with Friends of Meersbrook Hall. It currently houses Sheffield Online and other community projects and events.

HDT proposed to conduct essential maintenance, repairs and enabling works at Meersbrook Hall, with National Lottery Heritage Funding sought to complete the restoration of the Hall. HDT would keep the building within public ownership ensuring that refurbishment is sympathetic. Their plans focused upon creating a thriving community hub and workspace. Plans are also in place to provide new facilities for park users and to enhance key features of the site including the walled garden.

9.5 EXPANDING THE AREA OF OPERATION

HDT also has a long-term aim to expand their community ownership and intervention into surrounding areas. Plans are currently in place to move further into the Gleadless Valley expanding their service provision further into one of Sheffield's most deprived communities.

9.6 OTHER FUNDING SOURCES

In lieu of the unsuccessful LUF bid HDT continue to actively pursue other sources of funding maintaining the key elements of the bid as ongoing proposals.

10. A MISSION FULFILLED?

This report is structured around HDT's vision. Each chapter reflects a key element of HDT activity and a focus upon the following strategic aims:

- I. Ensuring that they become and remain an independent not for profit community anchor organisation providing essential community services/enrichment activities, social enterprises, and heritage regeneration programmes.
- II. Building and supporting lasting change across Heeley through a bottom-up approaches to economic and social improvement led and delivered by local people.

From its creation HDT has been working to reverse the economic and social decline within Heeley that accompanied Sheffield's deindustrialisation. As the local steel, manufacturing and heavy industries became increasingly uncompetitive in the global market, large employers closed and wages, demand for housing, and public services funding all suffered significant declines. HDT activity was therefore underpinned by a determination to limit the impact of market failure within the community and, through a community wealth model, rebuild the economic and social infrastructure within the area.

- This report provides **clear evidence that HDT has been very successful in achieving its aims**. HDT's restoration and development of key community assets has not only created visual signs of Heeley's regeneration and provided key services and employment, but created sources of economic and social impact and value that will continue to provide significant benefits for the community and its residents.
- The analysis shows that **HDT activity has generated £97.53m in economic and social benefits for Heeley and the wider community**. Including other social impacts which cannot yet be measured in line with HM Treasury guidance increases the total to £98.26m. These estimates show that **HDT activity has provided vital community infrastructure** for the area and generated significant social and economic value.
- HDT have supported the local community through the provision of a wide range of community activities and their ongoing investment in local people (outlined in Chapters 6, 7 and 8). Despite the on-going economic challenges and widening disparities in health outcomes seen nationally, **HDT's work has begun to reverse the economic and social decline of the area creating a more attractive place to live and work**, as highlighted by the large increase in local house prices.
- HDT's investment in a key heritage asset and use of this to start, create and attract dynamic businesses has seen 89 high paid jobs brought to the area.
- The economic impact analysis of HDT activity shows that **funding local community economic and social infrastructure can provide a high return on investment**.
- The **vital services and community infrastructure that HDT provide have very successfully filled a vacuum created by market failure**. The HDT model requires continued development and ongoing community wealth creation. HDT should be supported to continue its vital work in supporting the area's economic and social infrastructure.
- **Continued support for HDT's community wealth model will ensure that the economic and social impacts are sustained and grown in the future**. Key Sheffield stakeholders would best provide this support through continued assistance with HDT funding applications.

ANNEX ONE – GVA AND GVA UPLIFT PER JOB TYPE

The following table shows the total GVA created by the different types of jobs that HDT has either created or supported through its activity. The largest amount of GVA is created by the telecommunication, IT and computing services jobs (£1.62m), followed by retail trade (£0.45m).

Total GVA Per Job Type

SIC Code	Industry Type	2022 GVA Per Job*	Net HDT Jobs*	Total 2022 GVA
61-63	Telecommunications and IT/computing services	£93,007	40	£1,623,428
47	Retail trade except of motor vehicles and motorcycle	£33,136.36	14	£447,786
86-88	Human health activities, residential care activities and social work activities (without accommodation)	£38,619.05	8	£304,427
64	Financial Services (Except Insurance and Pension Funding)	£116,222.22	2	£261,760
74	Other Professional, Scientific and Technical Services	£90,000.00	3	£253,377
58-60	Publishing, media production/broadcasting and programming	£61,600.00	4	£242,791
71	Architectural and engineering activities	£26,000.00	4	£102,477
46	Wholesale and Retail Trade	£69,875.00	1	£78,688
69	Legal and Accounting Activities	£42,000.00	1	£47,297
90-91	Creative, arts, entertainment, libraries and other cultural activities	£25,833.33	1	£29,091
81	Services to building and landscape activities	£38,619.05	1	£13,795

*Rounded to the nearest whole figure

Kada Research's modelling shows that the creation/supporting of the following jobs by HDT has a positive impact upon local GVA. When discounting real estate activity, which historically distorts GVA

figures, the latest ONS figures show that Sheffield has an average GVA per job of £45,401. Any job created that has a higher GVA per job than this figure therefore creates an uplift. Across Sheffield financial service jobs have the largest impact upon local GVA with an uplift of £70,822 per annum followed by telecommunication and IT/computing services jobs that provide an uplift of £47,606 per annum. Kada Research estimate that 31% of all HDT created/supported jobs are in telecommunications and IT/computing services created a total GVA uplift of £1.9m per annum¹⁹.

GVA Uplift Per Job Type

SIC Code	Industry Type	2022 GVA Per Job	GVA Uplift Per Job*	Net HDT Jobs	Total GVA Uplift
61-63	Telecommunications and IT/Computing Services	£93,007	£47,607		£1.9m
64	Financial Services (Except Insurance and Pension Funding)	£116,222	£70,822	2	£0.35m
74	Other Professional, Scientific and Technical Services	£90,000	£44,599	3	£0.31m
58-60	Publishing, media production/broadcasting and programming	£61,600	£16,199	9	£0.146m
46	Wholesale and Retail Trade	£69,875	£24,474	2	£0.05m

¹⁹ Please note that certain jobs depress GVA as their sector has a GVA per job that is lower than the Sheffield average. This depresses the cumulative GVA uplift hence why this figure is lower than the sector specific uplift for telecommunications and IT/computing services.

ANNEX TWO – HOUSE PRICE INCREASE (RIGHTMOVE)

A follow up house price modelling exercise was undertaken using the most recent Rightmove house price figures to calculate a more up to date house price premium gained from HDT activity,

House Price Increase Per Neighbourhood 2001-2023

Area	2001 Average Price	2023 Average Price	Increase	Percentage Increase	Cumulative Increase
Heeley (inc. Meersbrook)	£41,408	£213,049	£171,641	415%	£686.56m
Sheffield	£56,237	£240,611	£184,374	328%	N/A

Source – Rightmove (2023)

Cumulative House Price Increase for Heeley (Inc Meersbrook) 2001-2023

	Actual Figures	If appreciated as Sheffield Average	Difference	25% HDT Attribution	50% HDT Attribution
2023 Average Price	£213,049	£135,818	£39,170	£38,315.50	£77,231
Percentage Increase from 2001	415%	328%	87%	21.75%	43.5%
Increase in Price	£171,641	£94,410	£77,231	£19,307.75	£38,616
Number of Households	4000	4000	N/A	N/A	N/A
Cumulative Increase	£686,564,000	£377,640,000	£308.924,000	£72,231,000	£154,462,000

Source – Kada Research (2023)

According to Rightmove figures Sheffield experienced a £94,410 (328%) increase in house prices between 2001 and 2018. Heeley (including Meersbrook) experienced a £171,641 (415%) increase in house prices during the same period. Kada Research modelling shows that if Heeley had experienced house price growth at the same rate as the rest of Sheffield it would have seen a £94,410 increase in prices. When aggregated across the whole of Heeley this would result in a £308.92m difference in cumulative house price increases. If between 25% and 50% of this difference is attributable to HDT activity, this modelling shows that an increase of between £72.23m and £154.46m in local house prices between 2001 and 2023 can be attributed to HDT activity.



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