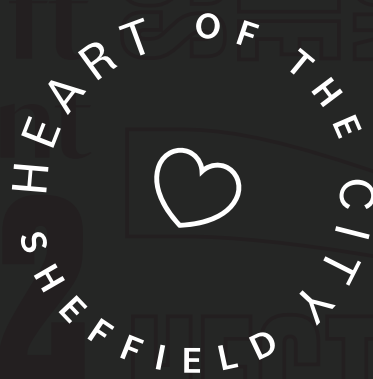


£3.7
BILLION
ECONOMIC
ACTIVITY
BY 2030



Sheffields

WILL GET YOU FROM
LONDON TO SHEFFIELD
IN 87 MINUTES

Sheffield is the Outdoor City,
attracting over 17m visitors a year

Home to the largest producing
theatre complex outside London

13K+ EMPLOYEES
IN THE PUBLIC SECTOR

Facts &
FIGURES

**£3.7
BILLION
ECONOMIC
ACTIVITY
BY 2030**

**7000 BRAND
NEW JOBS
GENERATED DIRECTLY
& INDIRECTLY BY 2030**

A mixture of new individually designed & repurposed buildings setting new standards for sustainable development for masterplanning, economic contribution & the environment.

**A Celebration
of heritage
Buildings**

**1.5 Million sq ft
of development**

**HEART OF THE CITY
A SIGNIFICANT MIX OF MIXED-USES
REDEFINING AN ENTIRE CITY CENTRE**



**HELPING TRIGGER
FURTHER DEVELOPMENT
IN NEIGHBOURING AREAS**

**A phase-by-phase
approach provides
the scheme with
flexibility to adapt
to market demands**

**£470
MILLION
SCHEME
ACROSS
7
HECTARES**

These are the headline facts & figures for Heart of the City.

To understand & find out more about Sheffield & it's surroundings, read on...



06-09

Sheffield

Area / Demographics / Provenance

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Economy / Workforce / Business

20-21

Sheffield Spirit

Northern / Proud / Friendly

City Overview.

- Fourth largest city in the UK, Sheffield is home to 584,853 people (mid-2019 est.).
- The metropolitan population of Sheffield is 1,569,000 people.
- The local demographic is above the national average for; Lavish Lifestyles, Executive Wealth, Steady Neighbourhoods, Mature Money, Starting Out & Student life.
- The city centre will be the focal point for over two million consumers in 2025.
- 23,400 people live in Sheffield city centre & this figure grows year on year.
- Sheffield city centre has won three national awards for safety & was the first city in the region to be awarded Purple Flag Status.
- Although a city, Sheffield is informally known as “the largest village in England”, because of a combination of topographical isolation & demographic stability.

SHEFFIELD

1/3 of the city sits within the Peak District National Park.



Industry Structure (2018).

- 10.7% Manufacturing.
- 40.95% Other private sectors.
- 4.93% Other sectors.
- 12.41% Private Knowledge Intensive Business Services.
- 31.01% Public Services.

Nature & Green Space.

- A third of the city sits within the Peak District National Park.
- 80 public parks & 650 green & open spaces.
- High Stones on Howden Moor to the west of the city is the highest point within the boundaries of Sheffield & South Yorkshire, measuring 550 metres.
- Over 4.5 million trees makes Sheffield one of England’s greenest cities.
- 61% of Sheffield is made up of green spaces like parks, gardens & countryside.
- 10.91 sq mi / 28.3 km² of parks & woodlands.
- 7.07 sq mi / 18.3 km² public parks & gardens.
- 52.0 sq mi / 134.7 km² of national park.
- 4.20 sq mi / 10.9 km² of water.
- Covers an area of 650km².
- Spaces to walk & explore such as the 15-mile loop at the south-western edge of the city takes in leafy parkland, streams & woodland.

31%

of people are employed in the public sector within Sheffield.

Sheffield area as part of The Northern Powerhouse (2018).

- Northern Powerhouse is home to 10.7 million people, a quarter of which live in the Manchester City Region & 20% in the Sheffield City Region.
- 92% of people who work in the Northern Powerhouse also live in its catchment.
- The Northern Powerhouse accounts for 13.3% of all UK’s Gross Value Added, compared to the 24.5% that is contributed by London.
- 29% of working age residents in the Northern Powerhouse are high-skilled, the same as Britain’s average; in London, that figure rises to 48%.

Population (2018).

0-17 y/o - 20.62%	18-29 y/o - 19.96%
30-44 y/o - 18.07%	45-66 y/o - 30.22%
67 plus y/o - 13.66%	

4th

largest city in the UK & home to nearly 600,000 people.

HS2

will get you from
London to Sheffield
in 87 minutes when
its complete.

Transport & Connections.

- The fastest London to Sheffield train service is now just under 2 hours.
- 40min to Doncaster Sheffield Airport from the city centre. Handling upwards of 693,000 passengers & flights to over 40 national & international destinations. It has one of the UK's longest runways & capacity to handle long haul, freight charter, scheduled & business aviation.
- Hallam University has over 1,400 cycle parking spaces at both their main campus & halls of residence.
- HS2 will provide a London to Sheffield service of 87 minutes.
- City centre station location for both HS2 & Northern Powerhouse Rail.
- Doncaster has a highly-integrated supply chain, well-connected infrastructure and is home to more than 50 rail companies.

Skills, Wages & Qualifications (2018).

- £463.57 Average Weekly workplace earnings
- 59.57% Pupils achieving 9-4 grades in Maths & English at GCSE.
- 38.7% Working age population with qualification at NVQ4 or above.
- 6.9% Working age qualification with no formal qualification.



SHEFFIELD

City Region Investment.

- All are within Sheffield's regional catchment.
- Rotherham has seen fast growth in its economy in the country with over 100 overseas companies investing in the area.
- Alongside local companies, other businesses operate across a wide range of sectors including: aerospace, food production, healthcare, automotive components, ICT & other hi-tech industries.
- The Borough comprises the minster town of Rotherham & a further 100 square miles of smaller towns, attractive villages & rolling countryside.
- Doncaster is home to research centres and academic institutions such as the National College for High Speed Rail and the Rail Innovation and Technology Centre. World-class academic institutions means a world-class workforce, and Doncaster has more than 8,000 highly skilled rail workers.

73.6%

employment rate
across Sheffield.

Jobs & Employment (2018).

- 73.6% Employment rate.
- 255,000 Private sector jobs.
- 114,500 Publicly funded jobs.
- 370,000 Total jobs.

38.7%

Working age population
with qualification at
NVQ4 or above.

Averages in Numbers (2018/19).

- £180,025.04 Mean house price. (2019)
- £178,784.97 Mean house price (2018)
- £470.01 Average weekly workplace earnings.
- 53.32% Ultrafast Broadband .
- 36.83% of every 10,000 people in the region are involved in Business start-ups.
- Sheffield is the Outdoor City, attracting an average over 17 million visitors a year.

Environmental Responsibility.

- 30.01% of household waste sent for recycling (2018).
- 69.99 of house hold waste sent for energy.
- 200kg Kilograms of domestic household waste collected per head of population (pop 525,800).
- 0.02% waste sent to land fill.



Work Overview (2019).

- Home to the fastest growing digital cluster outside of London.
- The city's highly skilled workforce is growing younger whilst increasing in both size & expertise.
- Recent investments by McLaren Automotive, HSBC, Jet2 & Sky Betting & Gaming.
- It's a regional capital at the centre of an ambitious northern economy.
- Strong creative & digital sector have a number of hubs in the city.

Money & Jobs in Numbers (2018).

- 3,900 extra jobs created in the last 5 years, a 7% growth.
- 9.5% increase in the average salary over the past 5 years.
- £26,141 Sheffield's average salary.
- £339m contributed by the digital sector.
- £273m contributed from the digital & creative to the city's GVA.
- City's first dedicated 'digital incubator' is due to open, after Sheffield won £3.5 million from central government.

14.3%

increase in businesses within Sheffield in last 5 years.

Workforce in Numbers (2018).

- 15,700 people in the creative industries.
- 8,000 people are employed by tech firms in Sheffield.
- 14.3% increase in businesses in last 5 years.
- 1,500 people in the city employed by HSBC.
- 22,000 employed in the manufacturing Industry in Sheffield.
- 2,100 employed by UK's largest Law firm, Irwin Mitchell Solicitors. Nearly half based at their Sheffield HQ.
- 18,000+ employees in the public sector.
- Top 25 tech companies in Sheffield City Region employ more than 12,000 people & bring in more than £2 billion a year.
- 27,000 people work in IT & Digital media.

WORK

£26k

average salary of workers in Sheffield.

9.5%

increase in the average salary over the past 5 years in the city.

The AMRC (Advanced Manufacturing Research Centre).

- 700+ highly skilled & knowledgeable workforce currently at The Advanced Manufacturing Park.
- 'Innovation district like no other' The AMRC (Advanced Manufacturing Research Centre).
- Home to Boeing (largest aircraft manufacturer) who built a £40m factory in the city & Rolls Royce contributing £12.2 billion to the UK economy.
- Boeing Sheffield is the company's first production facility in Europe- Global research partners & clients include Boeing, Rolls-Royce, Unilever, AstraZeneca, Glaxo SmithKline, Siemens & Airbus, as well as many UK & overseas government agencies & charitable foundations.
- £50m McLaren Automotive factory.



700+

workforce at the AMRC.

Boeing & Sheffield.

- Boeing Sheffield opens alongside the University of Sheffield's Factory 2050 at its Advanced Manufacturing Research Centre (AMRC) 2018
- Boeing chose Sheffield based on its long-standing relationship with the University of Sheffield's AMRC & its partnership opportunities, skilled workforce & investment in research, training & development
- *'Boeing had faith in us because they connected with our passion & commitment to engineering & manufacturing excellence. If we retain that passion & keep to the vision, the sky is the limit.'* Professor Keith Ridgway.

Siemens & Sheffield.

- The long-standing relationship between the University of Sheffield & leading global engineering & technology services company Siemens has already generated valuable & diverse projects; continued involvement is strengthening ties & developing work in new fields, channelling innovative research into pioneering solutions for today's global challenges.
- *'We believe this innovative network heralds a new ecosystem enabled by MindSphere, which will provide a vital new model for collaboration between institutions, departments & other key stakeholders to universities.'* Juergen Maier, CEO Siemens UK (July 2014 - January 2020)

18k+

employees in the public sector across Sheffield.

Magnomatics & Sheffield.

- Magnomatics still retains its strong links with the University to continually develop their innovative technology & attract skilled students & graduates. Which enables Magnomatics to access expertise, facilities & funding opportunities to remain a world-leader in their technology.
- Skilled students & graduates provide a pipeline of talent for the company to draw upon, with three students currently on placement from the University's Faculty of Engineering.
- *'A lot of businesses talk about a skills shortage. We don't have that problem, we engage with students whilst they're still undergraduates allowing us to talent spot.'* Dave Latimer, Chief Executive Officer, Magnomatics

WORK

£50m

investment into the McLaren Automotive factory at the AMRC.



Education Overview (2018).

- 35.2% of the population educated to degree level.
- 100+ graduate engineers & PhDs currently part of The Advanced Manufacturing Park.
- 93% of graduates are employed within 6 months of graduation.
- 63,000 students from home & abroad contribute extensively to the vibrancy & economy of the city.
- 100's of academics in the city from both Universities are involved in robotics.
- Sheffield has six Nobel Prize winners among former staff & students & its alumni go on to hold positions of great responsibility & influence all over the world, making significant contributions in their chosen fields.
- Last eight years has been ranked in the top five UK universities for Student Satisfaction by Times Higher Education.
- Nearby Ecclesall Road is one end of the Collegiate Campus – one of Sheffield's biggest student areas.

Sheffield Hallam University (2018).

- One of the UK's largest & most diverse universities.
- Founded in 1843
- £257.7m turnover.
- 708 courses available.
- 4,494 staff.
- The 11th largest university in the UK.
- 30,715 students attend Sheffield Hallam University (2018 / 19)
- Teaching Excellence Framework holding a silver qualification.
- Notable alumni include: Dame Kelly Holmes, Kid Acne, David Mellor, Nick Park & Dave Wickett.

35% of Sheffield's population are educated to degree level.

International Education (2018).

- 2 Leading Universities ranked in the Top 100 Universities in the world.
- 10,000 international students attend the two Universities from 25 countries.
- 6,000 from China, many living in the city centre, further enhancing the local economy.
- 6% of students (1,890) from Sheffield Hallam University are from overseas.

63,000 students study within the city across both our campuses.

Top 100 Hallam & UoS are ranked in the top 100 Universities in the world.

EDUCATION

University of Sheffield (2018).

- 55 academic departments.
- 29,666 total number of students (2018 /19).
- 8,465 members of staff (July 2018).
- 3,504 academic staff (July 2018).
- 651 teaching staff (July 2018).
- 1,476 research staff (July 2018).
- 257 professors (July 2018).
- 4,961 professional staff (July 2018).
- 15:2 Student:Staff Ratio (HESA 2017/18 data).
- £639.1m University income (2017-18).
- 92% first year full-time students, allocated places in University & partnership accommodation.

93% of graduates are employed within 6 months of graduation.



Leisure & Culture Overview.

- 57 breweries in the Sheffield City Region & 23 within the city makes Sheffield one of the premier beer cities in the world.
- One brewery for every 23,991 people, nearly 5 times more breweries per capita than Greater London
- Home to the largest producing theatre complex outside London.
- Sheffield's Millennium Galleries has four individual galleries under one roof.
- Sheffield's Botanical Gardens opened in 1836.
- Sheffield's amphitheatre heading out the back of Sheffield train station, climb the stairs for one of Sheffield's best views.
- Division Street is a student hotspot for independent & vintage shopping.
- 5 miles from the city centre (J34 of the M1), Meadowhall is one of the biggest shopping malls in Europe with 290 stores.

An exploding food & drink scene.

- Sheffield has a thriving food scene with artisan cafes, impossibly cool independents & innovative restaurants using local produce and drawing inspiration from all continents.
- The street food scene is big in Sheffield with an increasing number of outlets as well as regular evening events that combine pop up artisan fast food, music & art.
- Every year, Sheffield holds its own food festival, showcasing the best traders, restaurants, bars, pubs, pop-ups & local produce suppliers. Over the last couple of years, the food festival has brought over 50,000 people to the city over 3 days at the end of May, with over £1 million being spent during the weekend.
- Coffee shop culture is rife, filling the pavements in the city centre & surrounding areas.
- There are only 28 seats in Sheffield's smallest bar: Public. Formerly a men's lavatory in the centre of Sheffield, now one of Sheffield's coolest bars, collecting the Guardian's OFM Award: Best Place to Drink in 2018.
- Sheffield is famous for 2 exports: Steel & Beer (Steelwork is thirsty work afterall!). A number of pubs dating back to the area's mid-19th-century industrial peak still stand & Kelham Island's real ale trail will show you the best.
- Kommune at Castle House brings together some of the most exciting independent kitchens for a social all-day dining experience.

LEISURE & CULTURE

57

breweries in the City makes Sheffield one of the premier beer cities in the world.

70

acts across four stages at Hillsborough Park during the Tramlines Festival

Culture in the city (2019).

- Shepherd Wheel in Sheffield is the city's last surviving water-powered knife-grinding workshop.
- Sheffield has been famous for its excellent knives since the reign of Richard I.
- Sheffield's got one of the biggest art scenes outside London, with countless galleries & studios you can visit for free like the Millennium Gallery & Site Gallery in the city centre.
- The Millennium Gallery is the most visited free attraction in the North of England & houses a stunning collection of city artefacts & 20th Century British Art.
- £1m turnover per annum from Sheffield's artists' studios.
- 19 Studio groups provide 362 artists with studios.
- 362 artists across 19 studio groups.
- 100's free literary talks every October at Off the Shelf Festival.
- Sheffield doc/fest documentary film festival is one of the biggest in the industry, attracting top filmmakers from around the world & over 25,000 festival goers.
- Located in one of the city's oldest industrial districts, Kelham Island museum stands on a man-made island over 900 years old, to house the objects, pictures & archive materials representing Sheffield's industrial story.
- Kelham Island Museum is home to the River Don Engine that continues to run on steam & is the most powerful working steam engine remaining in Europe today.
- Tramlines is Sheffield's biggest party, with tens of thousands of music fans taking the 15-minute tram from the city centre to watch over 70 acts across four stages at Hillsborough Park.

HOME

to the largest producing theatre complex outside of London.



Leisure Time.

- 100,000 annual visits to The Climbing Works.
- The city centre is only a 15 minute drive to the Peak District National Park.
- 10,000+ Sheffield based climbers.
- Home to the oldest continuously run fell race in the world.
- 14,000 park runners across 26 running clubs.
- Home to the country's only city centre mountain biking facility, with more mountain bikers than the national Average.
- 20,000 Strava users enjoying recreational cycling across the city.
- The home of English Football, Sheffield FC was founded in 1857, it's the oldest football club in the world & during 1859, developed the first rules & laws of the beautiful game.

Cinema.

- 9-screen cinema on The Moor by the Light.
- 10-screen Odeon Luxe cinema near the Crucible & Lyceum Theatres just off Tudor Square.
- 3-screen art-house cinema by Curzon on George Street in a Grade II listed building previously occupied by the Sheffield Banking Company.
- The Showroom Cinema is a, 4 screen, independent cinema, café bar and creative workspace, previously voted the Guardian readers favourite independent cinema.

20

the distance in metres you'll be from a production when taking in a show at the Lyceum Theatre.

Music.

- After opening its doors some 35 years ago, Sheffield's Leadmill has gained a reputation as one of the best live music venues in the city In the 1960's its Esquire Club hosted The Who, Jimi Hendrix & the Small Faces.
- Before their gig in 2005, Arcade Fire were told by Franz Ferdinand that "Playing The Leadmill is a rite of passage for any band worth their salt."
- 465 bands & artists, 65 recording studios, 69 venues that host live music & home to 24 recording labels.
- Sheffield has music pedigree in its veins, producing artists such as: The Arctic Monkeys, Pulp, Heaven17, Human League, ABC, Babybird, Bring me the Horizon, Def Leppard, Richard Hawley, Bruce Dickinson, Moloko, Reverend & the Makers, Toddla T, Paul Carrack, & Tony Christie.

1857

the year Sheffield FC was founded, making it the oldest football club in the world & during 1859, developed the first rules & laws of the beautiful game.

Theatre.

- Crucible's famous modern theatre is home to world-class productions. The epic stage is surrounded by seats on three sides, meaning you're never more than 20 metres from the action.
- Lyceum has over a hundred years of history, this magnificent theatre provides an ornate backdrop to the very best of the West End & a window on the world.
- 1000's of film makers attracted to the city annual International Documentary Film Festival (every June). The third largest festival in the world.
- Studio Theatre flexes from 100 to 400 seats & welcomes top treats from the fringe, local heroes & new treasures.

465

bands & artists, 65 recording studios, 69 venues that host live music & home to 24 recording labels.

LEISURE & CULTURE

Yorkshire's industrial city is a friendly, delicious metropolis full of great shops & incredible food.

David Levesley, journalist



THE NORTHERN CAPITAL OF COOL.

The Times, 2018

Ranked the best city in the UK to start a business.

Paymentsense, 2019

Sheffield's particular brand of Northern kindness is worth the visit alone. It's a city of people who immediately behave as if they've been putting up with you for years.

GQ, 2019

The thing I remember from Sheffield, when I was growing up, was characters. People who looked at life in a different way. I was always attracted to people like that.

Michael Palin

This is a city that isn't trying to be London.

GQ, 2019

Sheffield City Council & Queensberry are delivering a masterplan with real impact redefining an entire city centre.

We're connecting workspace ranging from headquarters to start-up studios, a living mix of apartments & townhouses with streets & lanes lined with places to shop, eat & drink, socialise, browse & relax.

Welcome to Heart of the city Sheffield. We're remixing the city centre, creating 1.5 million sqft of new individually designed & repurposed buildings surrounded by enlivened streets & public spaces.



All the facts, figures & statements contained in this document have been gathered from multiple sources including national & local government websites, reports & research papers, census data, Wikipedia, company & charity websites. The contents of this document intend to give context to the region, city & the development. Do not rely upon the information as a basis for any business decisions until independently verifying.

All data is drawn from sources between January 2018 & January 2020.

All facts & figures contained within this document were collated pre-Covid-19.

A Development By:



Strategic Development Partner:

Queensberry

Heart of the City
For & by

Sheffield