

# THE STRATEGIC CONTEXT FOR COMMUNITY ENGAGEMENT

FINAL REPORT – FEBRUARY 2018

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## BACKGROUND

To provide a vision framework for community engagement we have reviewed a number of strategies produced by organisations in the area.

We reviewed these strategies to check if what SLLP is planning to do relating to community engagement and audience participation will add value, or if there is a danger of overlapping effort. Many of the strategies include comment on participation and community engagement, so we have used the reports to inform SLLP audience strategy as well as checking for gaps in these strategies that SLLP could potentially address.

We reviewed the following documents and have written a number of executive summaries:

- PDNPA Management Plan (PDMP) – Appendix 1
- Sheffield Heritage Strategy Plan, JUHS – Appendix 2
- Sheffield Economic Strategy, Sheffield City Council – Appendix 3
- Sheffield: the Outdoor City Strategy, - Appendix 4
- Brexit, NCVO – Appendix 5
- LEADER programme strategic review, East Peak Innovation Partnership – Appendix 6
- Sheffield City Council Area Ward priorities – Appendix 7
- Waterways Strategy – Appendix 8
- #refugeeswelcome in Parks, The University of Sheffield, 2017 – Appendix 9
- Robert Macfarlane: Do children in the UK spend enough time outdoors? - BBC Newsnight - [https://www.youtube.com/watch?v=2a7cjq\\_N3dE](https://www.youtube.com/watch?v=2a7cjq_N3dE)
- Sheffield Environmental Movement – local best practice working with BAMER communities - Appendix 10
- MOSAIC, Campaign for National Parks – Appendix 11
- MIND / New Economics Foundation research– 5 Ways to Wellbeing – Appendix 12
- The Sheffield Woodland Environmental Enhancement Project (SWEEP)
- Brexit – Effect on farming – Appendix 13
- Sheffield City Council – Climate Change – Appendix 14
- Sheffield Woodland and Trees strategy 2016 – Appendix 15
- IWUN – Improving Wellbeing Through Urban Nature – [Appendix 16](#)

This is a period of uncertainty, politically and environmentally. The document review also aimed to assess other organisations’ views on the future of:

- Farmed landscapes
- Ecosystem services
- Climate change
- Health

## THEMES

The strategic themes relating to engagement and participation that were prevalent in the reports were:

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### HEALTH & WELLBEING

The benefits of accessing green space for health and wellbeing are well documented. Most of the strategies included a reference to H&W.

SLLP can look to add value by leading specific initiatives designed to promote health and wellbeing. The findings of the 5 Ways to Wellbeing should be taken into considerations when planning activities.

Report references:

- MIND - 5 ways to Wellbeing – Connect, be active, take notice, learn, give. Anecdotal evidence suggests that the opportunity to engage in work or educational activities particularly helps to lift older people out of depression.
- Research into actions for promoting happiness has shown that committing an act of kindness once a

week over a six-week period is associated with an increase in wellbeing.  
(see Appendix 12)

PDMP - A National Park for everyone. This aims to widen participation by helping to remove physical and mental barriers, supporting access for all and promoting the health and wellbeing benefits that this can provide.

JUHS - Explore and develop strategic links and initiatives between history, heritage, city economy, communities, health and well-being.

#refugeeswelcome: ... feel too low or too exhausted to venture outdoors, where you are visible and potentially judged.

... the temporary nature of these trips [to the countryside] brings about limitations. Regular visits may have more long-term benefits. Ultimately, autonomy is important as well as respite. Asylum seekers who have managed to find and take part in outdoor activities, walking or running groups, gardening projects etc. clearly felt the wellbeing benefits of these small-scale achievements. See Appendix 9

LEADER - Promote the health benefits of outdoor recreation, including implementing an Outdoor programme of events mainly linked to the projects that have been supported. In particular Walkers are Welcome.

IWUN – p51 Green prescribing – this recent report suggests ‘green prescribing’ should be monitored. See Appendix 16

Green Prescribing is a subject that is likely to gain traction as health professions begin to understand the benefits and have access to ways of fulfilling such a ‘prescription’. SRWT are working to build up data and case studies to raise the profile and viability of green prescribing locally. It is possible that during delivery phase of SLLP, green prescribing can be included in projects.

**The SLLP’s aim to prioritise health and wellbeing in its project is echoed widely through the strategic aims of other organisations. The SLLP should look to provide a framework for a collaborative approach between partners and interested groups to help prevent overlap. Additionally, there are studies on good practice emerging which SLLP should include in its project delivery – especially the Sheffield Uni #refugeeswelcome research.**

**It is too soon to recommend ‘green prescribing’ be included in SLLP projects, but consideration should be given to this subject as findings emerge and SLLP projects start to be delivered.**

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### INCREASE UNDERSTANDING / DEVELOP A SENSE OF RESPONSIBILITY

There is a demand for information, and a need to update the public on the latest thinking – not only to encourage volunteering, but to inform behaviour (e.g feeding ducks appropriate food) and aid enjoyment (e.g. what footwear kids should wear) and add a sense of purpose to getting outdoors (e.g. citizen science apps).

*Understanding how to access the countryside* - Information from ORRG report – people aren’t brave about venturing into the countryside, research suggests they want information (facts) and reassurance’. They need a better understanding of where to go and what to do. At a basic level they need advice on being comfortably equipped to go outdoors e.g. correct footwear.

*Preventing conflicts of interest* – Our interviews and consultation suggests that there is a potential conflict between countryside access and nature conservation. Improved information promoting areas suitable for different pursuits should help people to help nature.

*Understanding conservation effort* – Waymark’s work in the field of interpretation on other LPS projects gives us direct insight into the need to translate the work of ecologists and heritage experts into layman’s terms to increase people’s understanding. The Waterways Strategy mentioned that much of the work undertaken previously was little known or understood, which is a missed opportunity that can now be addressed

*Encouraging Volunteering* – The Sheffield Woodland Environmental Enhancement Project (SWEEP): - These are the stewards of the natural environment and ambassadors for the outdoors. Becoming a volunteer brings opportunities, skills, knowledge and confidence to those involved. Younger people particularly benefit from the experience and volunteering opportunities within the outdoor recreation network. With a high proportion of work in this sector being seasonal, volunteering offers many young people their first taste of life in a work place environment. We have a strong reputation for working with volunteers and we will maintain this commitment.

Sheffield Woodland and Trees strategy 2016 - 30 2.4.3. Volunteers and Groups - A significant number of people in Sheffield volunteer their time (in excess of 5,000 hours per year), and are part of organised groups which contribute to, manage and have an interest in trees, woodlands and green spaces within the city. Involvement includes practical management and maintenance of green spaces, publicising activities and events, fundraising, promoting and protecting these natural assets for all to enjoy.

Partner organisations will rely on volunteers to deliver their projects. The challenge for Sheffield Lakeland Landscape Partnership is to extend the number and diversity of volunteer groups working on projects during the delivery phase. Having spoken to those running projects it is clear that they are familiar with working with volunteers, but even so we recommend that they review the good practice on offer for anything extra that they can include to support increasing the diversity within the group.

We have undertaken some desk research to identify best practice and resources to develop and work with volunteers. **See Appendices 16 and 17**

**The SLLP needs to put in place a communication framework for disseminating information to the community. Information should be consistently delivered by SLLP and partners.**

**Communications need to be included in all projects to keep the community engaged and informed.**

**SLLP should encourage and support organisations involved in project delivery to ensure best practice in working with volunteers to increase the number and diversity of volunteers.**

The following reports referenced this theme:

PDNP – Aims: Encouraging enjoyment and understanding of the area. Promoting a sense of harmony and responsibility

JUHS – Aim: Increase local, regional and national awareness of the Sheffield area’s heritage stories, sites and assets

LEADER - the intervention of funds to support the delivery of a high quality visitor experience, safeguarding sensitive environments and maintaining the integrity of designated sites.

SCC Ward Consultation aims to encourage use of countryside & open spaces: (see appendix 7)

- Matching volunteers to projects and ensuring people are aware of services on offer.
- Improving access to parks and open spaces for all
- Ensuring accessibility to a range of rich heritage
- Improve digital skills to access information

Waterways Strategy - Perhaps the single most important job of this Strategy is to engage the people of Sheffield in the care of all of our waterways. We will work with local communities to seek funds to deliver local 'river rescue plans.' This will be co-ordinated through a project to interconnect the wide network of waterways, both small and large, throughout the city. For these improvements to be durable, the focus must be on helping local people to bring about change themselves. **See Appendix 8**

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## DESIRE TO REACH A WIDER AUDIENCE

Reaching a wider more diverse audience is a recurring theme in most of the reports and should also be a priority for the SLLP. Clearly much work is already taking place to reach out to variety of audiences, including minority groups, limited mobility, health inequalities, new arrivals, youth and the elderly.

“For most people, a single visit to a National Park and its awe-inspiring landscape is enough to connect with nature and inspire others about it.” MOSAIC – BUILDING CONNECTIONS. The aim of the Campaign for National Parks' Mosaic project is to cement long term sustainable engagement between black and minority ethnic (BME) communities and the National Parks and Youth Hostels Association (YHA). **See Appendix 20.**

### Priority audiences:

**SLLP should seek to work with existing organisations that have good reach into their target audiences. These groups will benefit from SLLP's support in how to engage their memberships with the landscape and heritage. Supporting and training local organisations will create a more lasting effect. In particular, SLLP should avoid initiatives that would duplicate or undermine existing effort and cause disappointment when the SLLP programme ends**

The following are references:

PDMP - Accessibility – ensure and promote access for the young, inexperienced and those with limited mobility and health inequalities to overcome barriers to access. Specific strategies to reach minority groups, schools and young people are listed in the exec summary – **see appendix 1.**

Outdoor City - Activate sites, groups and individuals to drive participation. Women, BME communities and people with disabilities have lower participation rates than the average. Strategy - create 'Recreation Zones'

Recreation zones (identified in Sheffield Lakes Area):

- Bradfield/Damflask/Agden
- Burbage/Blackamore
- Langsett Reservoir
- Loxley Valley
- Redmires Dams
- Rivelin Valley and Dams
- Wharncliffe/Greno

- Wyming Brook

LEADER - ensure and promote access for the residents within the LEADER are to enable economic growth to promote young, inexperienced and those with limited mobility and health inequalities to overcome barriers to access within projects they support.

LEADER to work in partnership with Mosaic champions to improve access for all under-represented groups.

Sheffield City Council – Consultation results – *see Appendix 7*

- Improving opportunities for social interaction for people of all ages
- Ensuring accessibility to a range of rich heritage
- Sheffield’s diverse communities have a strong voice on issues that affect them
- Support through engagement opportunities to reduce anti-social behaviour.
- Have a clear vision for improving access to those with a limiting long-term illness or mobility problems.
- Improving opportunities for social interaction for people of all ages

#refugeeswelcome - Greenspace sector organisations (relating to parks, nature conservation and the use of urban public space) aim to be inclusive, but may not understand or know how to address accessibility issues for refugee users. It is important not only to recognise these contexts and learn from them, but also to raise aspirations for the potential of parks [and other greenspaces] not only as a ‘wellbeing resource’, but also as a location of mutual support and local integration.

Visit Peak District and Derbyshire conference reported the ‘purple pound’ is worth in excess of £12bn to the UK’s economy (Visit England). ‘... Real need for both information (facts) and reassurance’.

54% of disabled people avoid going to new places if they can’t find relevant access info. There has been a massive uplift in the over 55’s taking domestic holidays. Inbound trips by disabled overseas tourists is an area in the UK for growth - currently only £38M per year. Domestic overnight trips currently equates to £3.28Bn.

MOSAIC Matters

- found environmental action helped young people become responsible citizens - 6 RSPB (2013) Para 155
- found the majority of young people saw nature as separate from themselves - 7 Pointon (2013) Para 129

Walkers are Welcome – The local Walkers are Welcome groups from Stocksbridge and Bradfield have indicated that they would welcome a close involvement with SLLP. Their responses to our survey chime with our recommendations to work with local groups to build capacity.

**Q: Which are the key group(s) that your organisation would seek to engage more?**

Answer Bradfield: People with a disability. People with limited access to transport.

**Q: Are there any issues that SLLP could help address with its community engagement strategy?**

Answer Bradfield: I'm beating the drum on behalf of local on the ground organisations.

Answer Stocksbridge: Share good practice and enable others to build their capacity to identify and adopt good practice.

**Q: Are there any issues that should be avoided when creating the community engagement strategy?**

Answer Stocksbridge: Duplication of effort. Our area of expertise is recreational walking. We have written almost forty sets of detailed instructions in the local area. These are freely available as downloadable .pdf files from our website.

Yorkshire Water’s customer research indicates that people accessing their land does not reflect the make-up of their consumer base. They have an ambition to make this a closer match.

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**SCHOOLS & YOUNG PEOPLE**

Sheffield Lakeland area contains a sharp contrast between rural and urban. Children are growing up in the city and ‘urban fringe’ without knowledge of the countryside, farming and rural practices, despite having the Peak District National Park on their doorstep.

Working with schools was mentioned in some of the reports, but without any specific ideas in place. The will is there to support schools, but low school budgets and the demands of the curriculum make schools a very difficult audience to address in a generic way. But they are an important audience:

*“We find it hard to love what we cannot give a name to. And what we do not love, we will not save!”*  
Robert McFarlane

*“Children spend less time outdoors than prisoners”* – Rob McFarlane/BBC

MOSAIC - the majority of young people saw nature as separate from themselves.  
The Young Champions project – “The extent to which young people’s involvement had been embedded in wider National Park policy and practice was also unclear, as some comments in focus groups suggested that it might not continue. However, steps are being taken to create lasting legacies from the project.”

The following graphic shows the recommendations that were published as part of the outcomes of the MOSAIC Young Champions project. For the full documentation **see Appendices 19 - 21**

## RECOMMENDATIONS

**Recommendation 1:** More Mosaic Youth activities should be supported through further projects or through National Park Authorities' prioritising work with 16-25 year olds from diverse backgrounds.

**Recommendation 2:** These activities should be mainstreamed with full time Youth Engagement officers appointed on a permanent basis. Where this is not possible, NPAs should put dedicated staff time into providing a clear and specific offer to young people about what they can get involved with in National Parks.

**Recommendation 3:** The Champion model will work most effectively within a partnership approach which encourages collaboration both between organisations and amongst young people. Time and resources should be allocated to support and grow partnerships with community-based and youth support organisations for long-term youth engagement.

**Recommendation 4:** Links with existing Young Champions should be sustained by CNP, YHA and NPAs via social media and appropriate communications. Support should be given to enable them to continue to be involved and to have a role in developing National Parks and these partnerships through a range of legacy initiatives.

JUHS – Aim: Help engage schools with Sheffield area's heritage education offer. Aim, to facilitate history as a core subject.

PDMP – Aim: work collectively with other organisations, inc SLLP, to create an offer for schools.

LEADER – Aim: support local traditions so they are embedded in a new generation.

SCC Ward Consultation - *see appendix 7*

- To strengthen engagement with young people,
- Work with service providers to ensure young people have opportunities around education, training and work

**SLLP has an opportunity to add the framework to the will of other organisations to work with schools, and deliver projects that marry to the needs of schools in the area.**

**It is recommended that SLLP approach each local school directly to assess its individual requirements around outdoor learning – budget; timetable pressure; meeting needs/ requirements of: pupil premium, DSEND, diversity, British Values. Four local schools have been approached by Chris Smith, SRWT and have indicated that they are willing to get involved with the Stepping Stones projects.**

**It is also recommended that projects with a 'schools' focus are shared with the organisations above that have indicated a desire to engage children.**

**Sheffield Lakeland project plans should consider the legacy and position for young people's engagement post project. An understanding of best practice can be gained from the resources resulting from the MOSAIC project (*Appendices 19 – 21*)**

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## WORKING COLLABORATIVELY WITH OTHER PARTNERS



At the heart of a landscape scale partnership is collaborative working. The following organisations referenced the strategic need to take a joined up approach with other local organisations:

PDNPA, JUHS,

Sheffield Outdoor City – intends to collaborate with **‘Move More’** to roll out a participation plan across the city for Sheffield’s outdoors – the ‘Move More’ 2020 strategy aims to reduce inequalities in participation by making physical activity an easy choice. An App has been designed. *See Appendix 4*

LEADER - Work with partners to seek opportunities for improved access to North Sheffield, the Peak District National Park, Denby Dale and the Wakefield area Bretton etc to attract less represented audiences. Develop close liaison with Access Forums to enable collaboration between projects and strengthen access improvements.

Waterways Strategy - *See Appendix 8*

- Engage and influence those who have the ability to make things happen
- Coordinate existing river regeneration activities and avoid duplication
- Help secure resources both financial and practical for collaborative work
- Propose an initial set of actions to be delivered in partnership
- Provide the links with other initiatives

Moors for the Future:

A lot of resources have been generated by this HLF project, especially around community engagement. Their project Community Science is an example of best practice in this field. It engages people, raises awareness and creates capacity to environmental monitoring

*Sarah Proctor, “Enabling local communities and visitors to identify, record and monitor the wildlife of the internationally important blanket bog habitats in the Peak District National Park and South Pennines, is a great way to build and share our understanding of this landscape. This insight will help us better protect important habitats and species now and in the future.”*

Community Engagement Survey responses:

Stannington Library & Bolsterstone Archaeology & Heritage Group indicated ambitions to work with schools and young people.

**There is a real desire locally to address a wider audience. SLLP has the potential to collaborate and add value to projects that address access for all. By collaborating with other organisations and supporting existing community groups, SLLP will ensure that it creates a stronger legacy and does not overlap or undermine existing initiatives.**

## BRANDING AND SENSE OF PLACE

Branding can be very useful in landscape scale projects to build cohesion between projects and connect the various partners involved. For some partnerships it is a worthwhile outcome to build a ‘sense of place’ as a legacy. On a practical level, branding also offers people a level of comfort that they are in receipt of ‘good information’.

SRWT have identified a lack of Peak District branding near to Sheffield when entering the area from the east on A57. The Peak District National Park has a stated aim “to explore ways to maintain, increase and build on

our boundary signs.” Working together will help connect the urban fringe to the countryside and strengthen the sense of place.

*Peak District National Park: It is no accident that the more familiar wheel-shaped millstone is used by us as a key visual element in promoting the Peak District National Park. The millstone features in our boundary markers on key gateway routes into the national park, it also features in our logo. We are currently exploring ways to maintain, increase and build on our boundary signs.*

The following are references to branding:

Sheffield, The Outdoor City, aims to build this brand aiming at residents, businesses and visitors so that it will be internationally renowned for its outdoor offer; its quality places and outdoor people.  
*See Appendix 4*

Yorkshire Water, the only commercial organisation in the partnership, has explained a need for people to understand when they are on Yorkshire Water land, and the biodiversity work that is taking place. This is in response to their consumer surveys. In these instances, co-branding may be possible.

**The Sheffield Lakeland area joins Sheffield, The Outdoor City with the Peak District National Park. It is Waymark’s opinion that building the Sheffield Lakeland brand identity beyond the duration of the project should not be attempted given these existing strong brands.**

**During the lifetime of the project it will however be necessary to provide a framework to showcase the work of the partnership in the Sheffield Lakeland project. It can also be used to signpost people to sources of good information. The Sheffield Lakeland project name and associated identity can be used to badge this framework, and additionally should be used by partners to indicate involvement and support for the project.**

## ADDRESSING A PERIOD OF UNCERTAINTY

### ECONOMIC FACTORS

The following are excerpts on the economic theme:

Transform the city’s long term competitiveness provided by distinctive **leisure** branding. *See Appendix 3*

LEADER - Look to develop links with new communities and BME groups in other locations, e.g. South and West Yorkshire and engage them in non-traditional areas to support **tourism**. *See Appendix 6*

Waterways Strategy - The strategy aims to drive up standards of design and management of the riverside, benefiting society, the economy and the environment.

A notion that is gaining traction is the negative consequence of restoration work. Terms like ‘artwash’ are entering the vocabulary – this is the gentrifying effect of arts projects on areas, with the outcome that local people start to feel alienated or even forced to relocate on economic grounds. SLLP needs to be mindful of this when engaging with projects or partners on restoration type projects.

There are planning applications in place within the project boundary, which are inevitably contentious. The Loxley Valley Protection Society attended the consultation event and completed the questionnaire and indicated they will be monitoring the work of the SLLP as closely as they do all planning applications.

**Sheffield Lakeland should encourage the opportunity to help shape emerging strategies and maximise provision for nature and the environment. An example from the Churnet Valley Living Landscape Partnership is their input to shaping the council's 'Green Infrastructure Plan'.**

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## CLIMATE CHANGE

Moors for the Future: Community Science project is gathering people together to record valuable information about how climate change is affecting moorlands.

When we interviewed Moors for the Future it was confirmed that **SLLP can adopt the best practice and tools from this project.**

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## CARBON USAGE

Reports mentioned reducing carbon usage:

The Council aims to provide low carbon solutions and local energy generation. *See Appendix 3*

SCC Ward consultation - Deliver ways of reducing air pollution through activities such as walking, cycling etc. *See Appendix 7*

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## ECOSYSTEMS SERVICES

Ecosystems services was a subject rarely referenced in the published strategies, possibly because it is a contentious issue in the Sheffield area which has a history of flooding. Consultation with partners and interest groups reveals there is conflict over the approach to flood management.

SCC Economic Strategy - The Council will work with Sheffield's businesses and organisations to help businesses identify and respond to the risks and opportunities presented by climate change and extreme weather, particularly flooding, over-heating and drought. *See Appendix 3*

SCC Climate Change report- The catchment of Sheffield's rivers has steep upper reaches to the west and very flat lower reaches to the east, leading to rapid reaction to rainfall and resulting flood events. – *see Appendix 14,*

SCC Waterways Strategy is primarily concerned with river corridors and not so much with wider catchment management issues. – *See Appendix 8*

Woodlands provide a wide range of ecosystem services. These include provisioning (fuel and fibre), supporting (soil formation), regulating (climate, flood, noise, and air quality regulation), and cultural (cultural heritage, amenity, health, recreation and tourism) services. Ecosystem service provision is sensitive to land management objectives

*"Are you involved with the Flood Prevention work? Rewilding the moorland is going to be a lot more useful than a few concrete barriers through the city."* Survey response **See Appendix 23**

**SLLP could play a significant role in addressing flood management and should aim to:**  
**- extend the community's understanding of the issue.**

**- provide a framework for partner discussion regarding natural flood management, extending to the impact of the way surrounding upland farms are managed.**

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## TRANSPORT & INFRASTRUCTURE

Report references:

Outdoor City – Aim: Improving infrastructure in the outdoor city – includes green routes running from city to countryside, branded way marking that is easy to use (for everybody), promotion of public transport to recreation zones and identifying gaps in provision. *See Appendix 4*

LEADER - Improve transport and infrastructure to promote access to the area.

**Changes to transport and infrastructure across the region may have an impact on projects as they are being delivered. SLLP ideally needs to be in a position to be responsive to developments.**

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## BREXIT

The effects of Brexit on the farming community is currently uncertain. The UK government is, at the time of writing, changing the regime in terms of farm payments and subsidies and import/export tariffs. – *See Appendix 13.*

NCVO – identified a blame culture surrounding aspects of Brexit that has caused inter-generational conflict, racism, anti-immigrant feeling, plus, the fluctuation in economic markets and investment may cause health & wellbeing issues. *See Appendix 5*

**The effects of Brexit on Sheffield Lakeland will need to be reviewed as changes occur because projects may need to be adjusted to try to mitigate firstly the ill feeling Brexit is causing between communities and secondly the economic effect on landowners.**

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## GOVERNMENT INITIATIVES

In January 2018 the government published its report “A Green future: our 25 year plan to improve the environment”. *See Appendix 25 for our executive summary*

The report’s own summary commits the Government to championing sustainable development and further elaborates the broad aims of the Plan: "...to deliver cleaner air and water in our cities and rural landscapes, protect threatened species and provide richer wildlife habitats. It calls for an approach to agriculture, forestry, land use and fishing that puts the environment first. The Plan looks forward to delivering a Green Brexit – seizing this once-in-a lifetime chance to reform our agriculture and fisheries management, how we restore nature, and how we care for our land, our rivers and our seas."

Overall reaction to the Plan has been mixed. Many have welcomed its ambition and promises on some specific areas like plastics pollution and sustainable land management, with Dieter Helm (chair of the Natural Capital Committee) reported to comment that the Plan is “substantive” adding that “nothing on this scale has been brought forward for at least a decade”. On the other hand, the Plan has been criticised for making no solid commitments to new legislation and lacking in urgency. The legal NGO Client Earth has stated that the Plan is “full of empty promises” and called for strong nature laws as the UK leaves the EU. A Defra media blog from 12 January 2018 stated that the Government will legislate when needed in relation to individual policy areas.

**SLLP needs to be responsive to the development and impacts of this policy.**

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## SHOULD THERE BE A REFLECTION POINT?

### **Addressing a period of uncertainty:**

**The SLLP should factor in a point of reflection mid project.**

**The Brexit issues may well have an impact on how communities from Sheffield access the areas in question. The local, regional and national political scenes may well yet have to be played out more and already how Sheffield is viewed isn't being given good PR with the tree issues.**

**Green prescribing may soon be better understood by health professionals with more data, case studies and national coverage of the subject – SLLP may be able to further local initiatives to further the impact on health & wellbeing**

## SUMMARY OF SURVEYS REFERENCED

JUHS – **Health & Wellbeing survey** information (*see Appendix 3*):

Happiness – a survey demonstrated that 80% of residents say that local heritage makes their areas a better place to live. 93% say that local heritage has an impact on their personal quality of life. These types of results have been demonstrated by a huge range of research undertaken. 92% of respondents to a survey said that historic environment-led regeneration projects had raised pride in their area.

People who visit heritage sites or are involved with heritage activities in their community report higher happiness scores (3% higher) than those that don't.

- 35% of heritage volunteers report an increase in self-esteem as a result of volunteering. Further evidence suggests that community-based heritage projects enhance social cohesion.

- This well-being gain resultant from access to heritage has been calculated as being worth £1,646 per person per year.

Sheffield Environmental Movement (SEM) commissioned by the Yorks and Humber HLF to understand why heritage sites are under used by BAMER. This offers insights to barriers for engagement, learning and volunteering opportunities.

- Not aware of what is available at heritage sites such as built, cultural and natural
- They are not aware of the location of heritage sites as these are not well publicised
- Heritage sites are not advertised adequately, leading to lack of interest from people from BME communities
- Lack of information about where sites and opportunities are and how to access them
- Many BME people are often busy surviving and do not have the luxury of time to get all the information on locations.

Outdoor City - Women, BME communities and people with disabilities have lower participation rates than the average. *See Appendix 4*

Sheffield City Council Community Consultation (current) - Each ward (28) in the city has three councilors who work to improve things for local people and represent them when decisions are made in the Town Hall. These

consultations are about local communities and councilors being better informed about the things that are important to their 'patches' and to help focus their attention on specific issues in local neighborhoods. SCC is currently holding online consultation until February 2018 to help set future priorities.

#### GROUPS REFERENCED AND CONSULTED:

There are many groups and a lot of initiatives in the area– SLLP need to remain open and adaptable for additional groups to come on board and contribute. We have consulted with representatives from the following groups.

Yorkshire Water	Sheffield FridayNightRiders group
Sheffield City Council	RefugeesWelcome in Parks (The Sheffield Uni)
Sheffield & Rotherham Wildlife Trust	Local Innovation Group
Sheffield Environmental Movement	Bradfield Parish Council, (Cllr Bagshaw)
Walkers are welcome	Moors for Future – Community Science, Sarah Proctor
Local Access Forum	Bradfield Walkers are welcome
Accessible Derbyshire & Cheshire	Ride Sheffield
EQM – tourism	Stannington Library
Joined Up Heritage conference	Ramblers – local representative
Loxley Valley Protection Society	

*"I saw a group of muslim women out walking in the countryside and thought this was progress. They didn't have a chaperone with them. We need to encourage more young women to feel confident to do this."*

We held a consultation event in Sheffield on 31<sup>st</sup> January, inviting key stakeholders and the general public.

The feedback we have received is that local people feel it is important that the urban fringes of the SLLP boundary are not over urbanized and the landscape within the boundary remains a wild scape where nature is predominately the key feature. With this in mind, we recommend that volunteers from inside and out of the SLLP boundary would benefit from future training opportunities to learn about and understand control mechanisms within a landscape setting.

A survey has been available on the SLLP web site inviting contributions from local organisations to inform the community engagement process:

*"avoid using lower socio-economics as just subjects for research instead of involving them in the entire research process towards any strategy that advocates to promote opportunities for positive community engagement that is inclusive and diverse".*

Please **see Appendix 23** for details of local organisations and their community engagement priorities

A selection of comments about the area and SLLP's community engagement plans taken from survey respondents:

*"Stannington TARA residents who are a bit out on a limb, not officially recognised as being part of Stannington while being their closest township - bit of a social divide."*

*"Are there grouse moors in the area? Do they prevent access."*

*"People need to feel they have a vested interest in the countryside."*

*“listen to people who live within the SLLP rather than visitors”*

*“some people would say avoid politics but i wouldn't. Avoid party politics but not issues that are political - tackle these head on even if they are dynamite, like loss of European social funding after Brexit, or alternative land use, land banking, building on green belt, lack of affordable housing, impact of austerity policies on engagement with healthy activities and the great outdoors.”*

**Please see Appendix 24** for further community comment

## CONCLUSIONS

### OVERARCHING APPROACH TO COMMUNITY ENGAGEMENT

#### *Recommended actions:*

- Include a focus on Health & Wellbeing
- Co-operate with organisations that are already established, particularly in work relating to:
  - BME groups
  - Schools & young people
  - Asylum seekers
  - Socially isolated groups, e.g elderly.
- Given the range of projects in the area, look to support and further existing initiatives rather than set up something new.
- Aim to provide a framework within which local organisations can connect and collaborate to extend their community engagement work and multiply the benefits.
- Become a forum in which partners debate locally and nationally important policy-making, e.g ecosystems services/natural flood management, and evaluate the results of local initiatives to support increased adoption. Work to make the public more aware of these issues and potential solutions.
- Increase the diversity of volunteers. When running projects connecting groups and individuals to nature, introduce them to volunteering opportunities. Ensure best practice is adopted when working with volunteers.
- Make use of existing resources - Projects should where possible make use of Sheffield-specific Apps and online resources that are already in existence that could potentially be deployed during the lifetime of the project to encourage citizen science and general connection with the landscape and heritage.
- Factor in a reflection point to take into account emerging policies and changing economic factors