

# Gleadless Valley

A great place to live and grow



Gleadless Valley Regeneration Engagement  
Programme and Approach 2025



# Project Overview

In April 2025, Sheffield City Council awarded a grant to Heeley Trust to support engagement work across 2025.

The Trust have been commissioned to work in partnership with Sheffield City Council and the Regeneration Team to conduct deep engagement with communities in relation to the Gleadless Valley Regeneration Programme.

The overarching objectives are to:

- Engage and activate community members and stakeholders to elevate the vision and unlock impact and investment opportunities for the Gleadless Valley Regeneration programme
- Connect the project to leading national placemaking practitioners and connect with wider national projects to elevate the art of the possible and position Gleadless Valley as a national exemplar in the making
- Create long-term partnerships between the community, the council and development partners to unlock strategic impact and investment

Heeley Trust have commissioned Kris Mackay FIPM from Growing Circles Ltd to lead the engagement strategy and mobilisation.



# Nurturing a long-term engagement approach

Building trust, confidence and capacity within the community will take time. We view this as a long-term partnership programme which will expand and deepen over time.



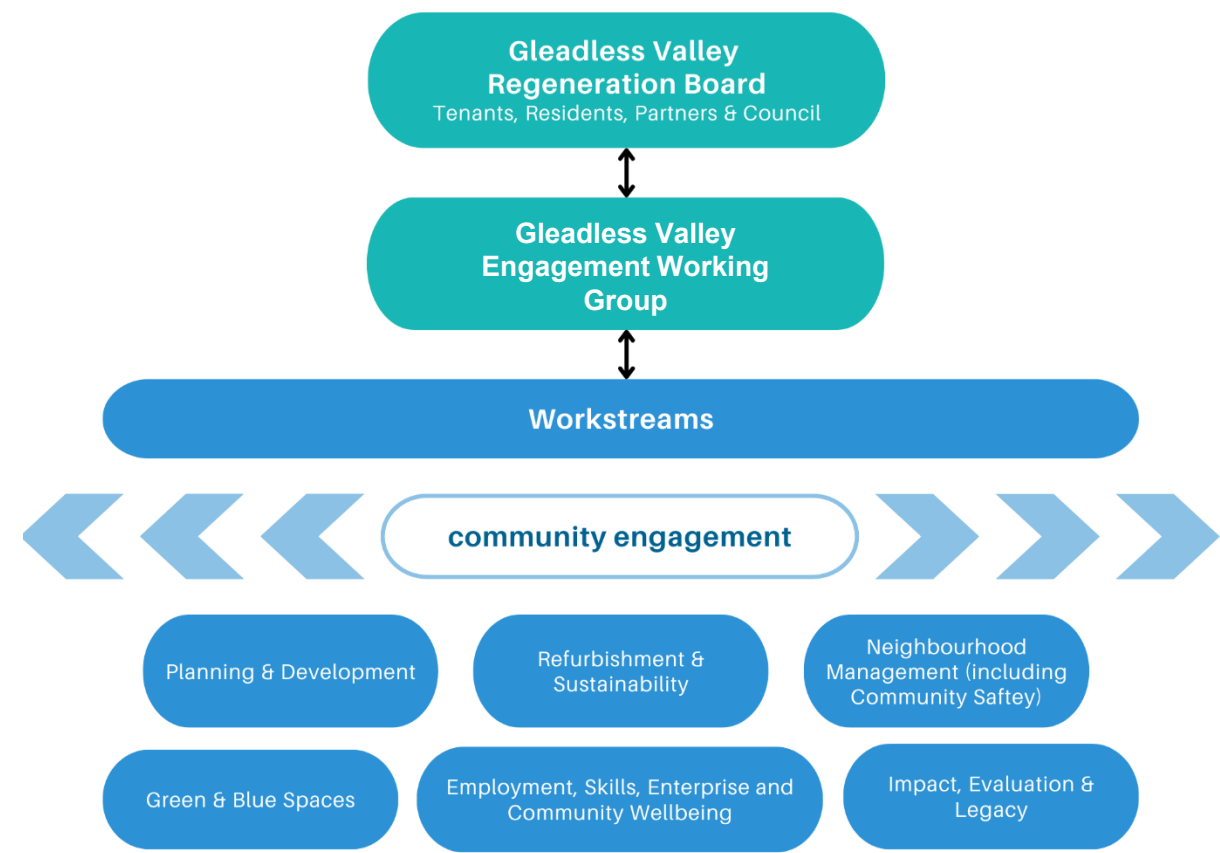
# Our Co-Created Purpose

In April 2025, we brought the team from Heeley Trust and the Regeneration Team together to co-design programme purpose and principles.

We agreed that the purpose should be to:

- Support, encourage and deliver genuinely community led regeneration in Gleadless Valley
- Enable local people and communities to have a meaningful voice in the regeneration process
- Improve life outcomes for the people who currently live in the valley across the wider determinants of health
- To build trust between people who live and work in the community and between partner organisations
- Support and enable to the delivery of physical improvements to the housing, landscape and build environment in the valley
- Create a new narrative for the valley which raises aspiration and makes things happen
- Create physically and psychologically safe spaces for communities

# Structure



The engagement working group will meet monthly to track progress against the Engagement Plan and Key Milestones

Organisation	Name	Role
Heeley Trust / Growing Circles	Kris Mackay	Project lead
Heeley Trust	Andy Jackson	
Heeley Trust	Ben Chapman	
Heeley Trust	Jenna Truscott	
Heeley Trust	Alice Hope	
Sheffield City Council	Quintina Crozier	Project lead
Sheffield City Council	Natalie March	
Sheffield City Council	Dan Parry King	
Sheffield City Council	Patrick Harrison	
University of Sheffield	Dr Lee Crooks	

# The Big Conversation

Heeley Trust's team working in Gleadless Valley will continue to engage the community through a broad asset-based community development approach to build trust and create a strong ongoing conversation with them to generate a deep understanding of local strength, opportunities and challenges.

Key activities will include:

- Review of all engagement activity recorded from 2024 – June 2025 to create a baseline
- Establishment of clear communication channels including a dedicated website
- An ongoing 'big conversation' led by the community and including senior decision makers in the Regeneration Programme
- Regular Community Engagement Events
- Seed funding community led quick wins

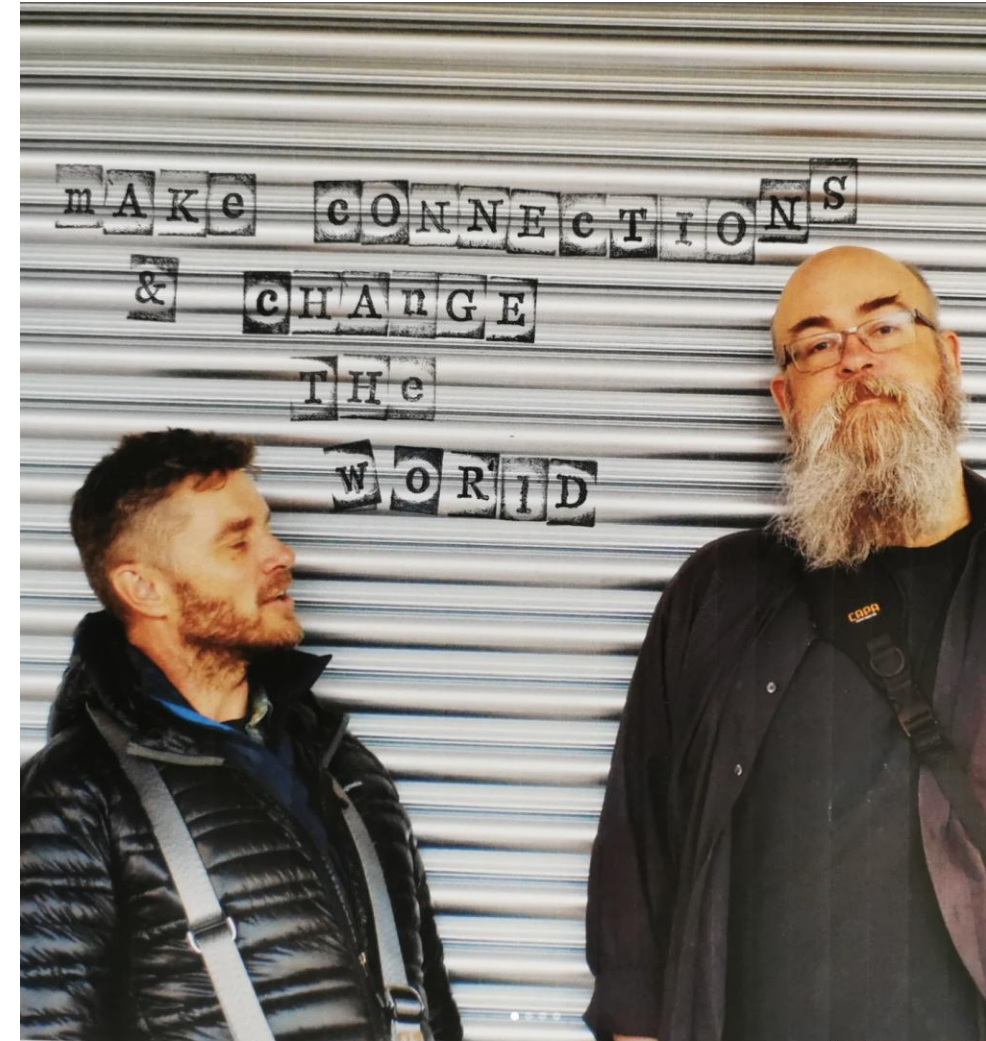


Image from Laura Page - gleadlessvalleyfilmfam

# Support and challenge from 360 Degree Society

National regeneration specialists 360 Degree Society will visit Gleadless Valley in late Summer to provide support and challenge in relation to the refreshed delivery plan.

This will include a place visit and a workshop with Paul Brickell (Former ED at London Legacy Development Corporation) and Rob Trimble (Former CEO Bromby Bow Centre) the key strategic stakeholders, sharing insight from 40 years of highly successful regeneration in deprived communities at a national level.

## ABOUT 360 DEGREE SOCIETY

Join the dots and create sustainable, healthy and vibrant places.

We believe that **creating a healthier, more sustainable and vibrant economy is possible**. And we all have a critical role to play.

**Successful places start with PEOPLE** - communities and organisations - all working differently and collaboratively to create better outcomes. Through 360 Degree Placemaking and People, we help you to unlock the true potential in communities through placemaking, social value, people and culture projects.

Seeing the whole picture is the difference between creating a place that genuinely works...and one that doesn't, despite everyone's best intentions. Private and public sectors have never been under more pressure from the external environment. **Creating the time and space to think differently, work collaboratively and create a culture of innovation** is a very real challenge for every leader in the public and private sector right now.

The places where we spend our time matter and great places are made up of people working together to achieve shared aims. **360 Degree Society is a community of experts and changemakers who share the same values**, many of us having spent our entire careers striving to create better places and outcomes for the people in our communities.

Our shared mission is to make the world a greater place through supporting people, teams, organisations, systems and places **to affect the life outcomes of those that live within our communities and in wider society**.



# Targeted Engagement Campaigns

We will plan and lead specific engagement campaigns connected to specific aspects of the regeneration programme.

- The refreshed Delivery Plan
- Regeneration at Gaunt (including John O’Gaunt)
- Play, Green and Blue Spaces
- Aspiration and Skills
- Local enterprise and sustainable economy

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# Questions for the Board

Are you in support of the planned approach?

How can we make sure that the Regeneration Board and key strategic decision makers are actively engaged in conversation with people in the Valley?