



Gleadless Valley Regeneration Engagement Programme

Project outline

1. Introduction

Heeley 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. Our 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

2. Purpose

The purpose of this project is:

- 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

3. Principles

The following principles will underpin all our activity. These have been co-created by the Regeneration Team and Heeley Trust.

- **Show what is possible through community led regeneration grounded in strong partnership work** – Commit to deep partnership between Heeley Development Trust and Sheffield City Council bringing and valuing our collective strengths together and working to the principles of shared endeavour over the long term. We aim to grow communities of practice, learning for national exemplars and

backing local changemakers. The community experience will be that of engaging with a single and well connected organisation. We will invest, spend and work locally.

- **An approach rooted in long-term relationship building** – our approach will be friendly and welcoming. We're proactively build long term relationships with key people in the community and will take a 'People first' approach. We'll go out of our way to meet people where they are and to create a partnership of equals. We'll work towards long term horizons whilst setting out achievable short term milestones.
- **Inclusion and Accessibility** – Making sure our engagement reaches people who are often left out, by removing barriers around language, disability, digital access, etc. We don't assume any person speaks for the whole community. We proactively reach out to people and communities of place and interest who are impacted by specific projects within the regeneration programme. We offer people options around how they want to engage. For example, not everyone is comfortable meeting in larger groups.
- **Trust-Building Through Clear Communication, Consistency, Transparency and Accountability** – Recognising the importance of showing up regularly and delivering on promises to build long-term trust. We'll listen actively to the community and each other. Being clear about what is or isn't possible and closing the loop with residents and the community so they can see how their input was used. We'll act on what we hear. We'll communicate through dedicated channels and manage the 'noise'.
- **Support for Capacity-Building** – Looking for ways to help residents grow in confidence and leadership, so involvement becomes more meaningful over time. Actively seek out opportunities to invest in local communities.
- **Flexible and Responsive Approach** – Making space to adapt how we work based on feedback from residents and the community about what's working and what's not.
- **Strengths based and rooted in kindness** – We'll support projects and people which take pride in the community. We'll operate with kindness and we'll try to spread some joy where we can.

4. Structure

How will we organise as a project team?

Engagement Leads:

Kris Mackay (Heeley Trust) and Quintina Crozier (Sheffield City Council)

Engagement Sponsors

Andy Jackson (Heeley Trust) and Matthew Nimmo (Sheffield City Council)

Engagement Working Group

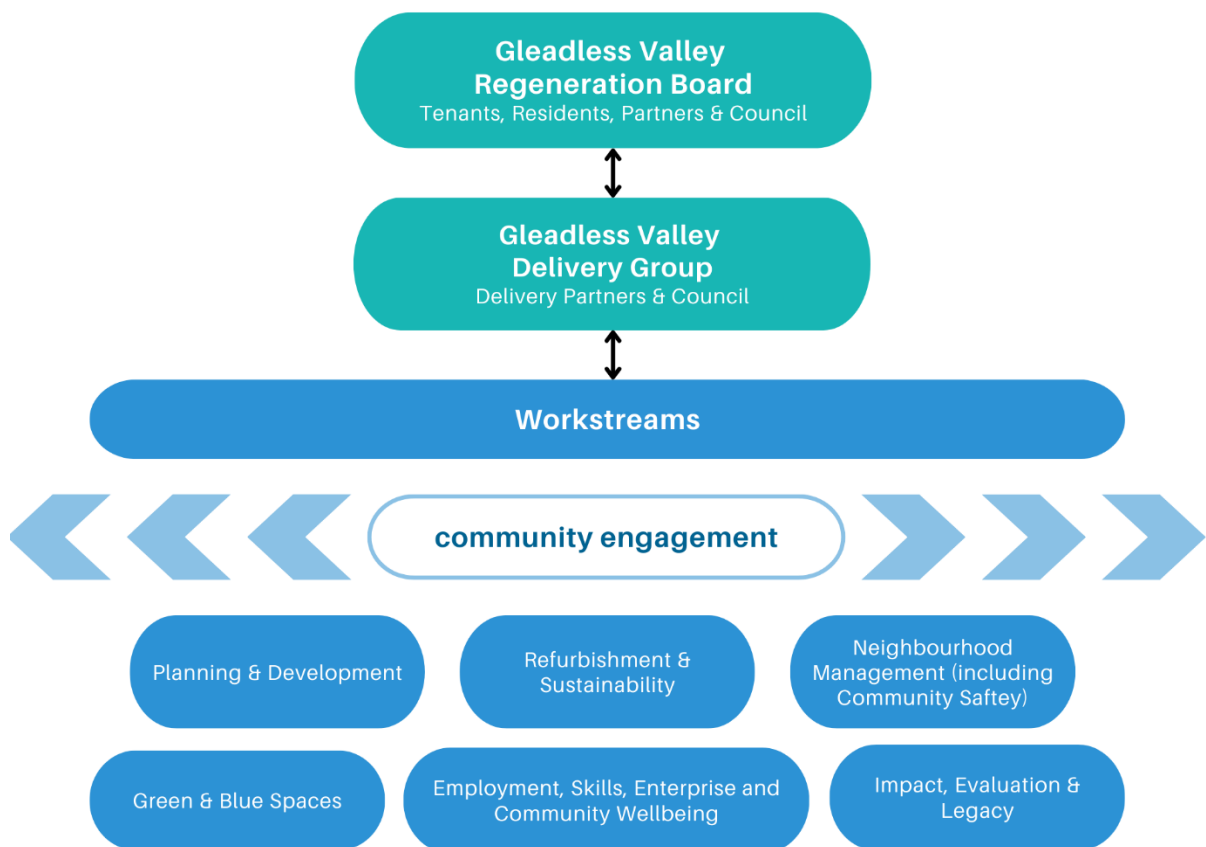
An engagement working group will meet for 1 hours each month to track progress against the Engagement Plan and Key Milestones. Engagement Working Group will include:

- | | |
|--------------------|--------------------------------|
| • Kris Mackay | Heeley Trust / Growing Circles |
| • Quintina Crozier | Sheffield City Council |
| • Natalie Marsh | Sheffield City Council |
| • Dan Parry King | Sheffield City Council |
| • Patrick Harrison | Sheffield City Council |

- TBC
 - David Luck
 - Andy Jackson
 - Ben Chapman
 - Jenna Truscoss
 - Alice Hope
 - Dr Lee Crooks
- Project Support Officer
Local Area Committee, SCC
Heeley Trust Internal Lead

Regeneration Board

The Engagement Sponsors will feed our work back in to the Regeneration Board with project members attending as required.



4. Participants

Who will the project need to involve

Key Stakeholders

See full Stakeholder Map for complete details

Summary of key stakeholders for engagement:

- Local residents

- Local community groups
- Local businesses
- Residents and groups with specific interest in key projects
- Heeley Trust staff team
- Sheffield City Council Regeneration Team
- Sheffield City Council Housing team
- Experts who can bring inspiration and best practice into projects
- Wider organisations who can add value to local projects
- Local press

Core project team

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	

5. Practice

List what the project will deliver

a. A project outline

You are here! Where we set out the key objectives and deliverables of the project.

b. The Big Community Conversation

Heeley Trust's team working in Gleadless Valley will continue to engage the community in 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
- 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

c. 360 Degree Society

National regeneration specialists 360 Degree Society will visit Gleadless Valley in September to provide support and challenge in relation to the refreshed delivery plan. This will include a place visit and a workshop with the key strategic stakeholders, sharing

insight from 40 years of highly successful regeneration in deprived communities at a national level.

d. Specific Engagement Campaigns in 2025 (linked to key workstreams and local centres)

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

e. Opportunity development

As we deepen engagement opportunities will arise for community led projects. The project team will dedicate time and resources to supporting community led initiatives to progress.

6. Aligned strategic initiatives

- Sheffield City Goals
- Sheffield City Council Plan

7. Risks

These are the key risks which might stop the project being successful

Risk	Steps to reduce risk	Likelihood	Severity	Risk Score
Capacity of central team to engage	Clear project management structures Minimising meeting time to focus on engagement and delivery	2	2	4
Scope creep leads to insufficient capacity	Focus on specific projects and actively manage project creep Create and use clear communications channels	2	2	4
Consultation Fatigue from local community	Maximize use of what's already gone before. Limit communication channels and noise	3	3	9
Failure to engage local community	Adhere to engagement principles described above	2	5	10
Loss of trust with local community	Take action and demonstrate strong commitment as a partner	3	5	15

7. Delivery timeline

See separate document