

Sheffield Fairness Commission Annual Review 2017

Reviewing progress on the Sheffield Fairness Commission

- The Fairness Commission published its report in January 2013
- Since then, there have been three Reviews on progress — in March 2014, March 2015 and February 2016 respectively – periodic updates have also been provided to the Sheffield Executive Board/Sheffield City Partnership Board
- The Annual Review 2017 provides an update on progress made since the Annual Review 2016

Structure of this report

This Review follows the structure of last year's report¹, and is split into three sections accordingly:

1. Progress on the Fairness Commission recommendations

The first section looks at the main areas where progress has been made across the following eight themes of the Fairness Commission's report:

- Health and Wellbeing for All
- Fair Access to High Quality Jobs and Pay
- Fair Access to Benefits and Credit
- Aspiration and Opportunities for All
- Housing and a Better Environment
- A Safe City
- Transport for All
- What Citizens and Communities Can Do

2. Measuring fairness

The second section takes a broader look at whether Sheffield is becoming a fairer city, drawing on the findings of the State of Sheffield 2017 report².

3. Activity since the Annual Review 2016

The third section describes a number of areas of activity where work has taken place since the previous Review.

¹ Available alongside the Fairness Commission report from <https://www.sheffield.gov.uk/your-city-council/policy--performance/fairness-commission.html>

² Available alongside all previous State of Sheffield reports from <https://www.sheffieldcitypartnership.org/scp-reports/>

1. Progress on the Fairness Commission recommendations

1.1 Health and Wellbeing for All

The first theme of the Fairness Commission is focussed on developing a vision for continuous improvements in health, tackling the root causes of poor health and wellbeing, and reducing inequality in the health system.

Over the past year, the **NHS Sheffield CCG** (Clinical Commissioning Group) has undertaken work in a number of areas related to this outcome, and has contributed a paper to the city's **Health and Wellbeing Board** on inequalities in Sheffield. Using services to deliver better health and wellbeing outcomes is a principle underlying all of the CCG's work, and over the coming year the Group will be focussed on the **National Maternity Review**, which is expected to set out a number of quality and safety issues. Sheffield CCG is also commissioning an increasing number of services from primary and community care as part of its programmes. It is committed to providing as much care in the community as possible and sees investment in these services as a priority.

The **People Keeping Well** framework is an important strand of **Sheffield City Council**'s approach to integrating health and social care services, and provides a tailored approach to meet the local population's health and wellbeing needs. The Council has encouraged **Community Partnerships** to be set up and bid to join the framework, itself made up of groups of different sizes such as local community, voluntary and faith organisations, which work in conjunction with local health services. The programme offers a variety of support to a range of people in need — including those groups at high risk of poverty in later life. **Social prescribing** is a key part of this framework and is now up and running in most areas. This support is a way of enabling primary care services to refer patients with social, emotional or practical needs to a range of local, non-clinical services, often provided by the voluntary and community sector.

The theme of health and wellbeing for all also includes supporting carers in their own life and in their caring responsibilities. Following last year's new citywide carers strategy, the Council launched a new service in January 2017 aimed at helping carers to gain or retain work. This service is being implemented in conjunction with the **Sheffield Occupational Health Advisory Service**. In addition, a refresh of carer-related data was undertaken in January 2016, which found that Sheffield is home to approximately 60,000 carers. While most carers were found to be aged between 50 and 64 and living in the south-west of the city, younger carers and those giving the greatest amount of care were predominantly found elsewhere in the city, where people are more likely to suffer from poorer health and are less likely to be able to afford to pay for external services.

A number of registered providers of social housing are also working towards the Fairness Commission's vision for a healthier city. **Great Places** is working with NHS workers to help promote smoking cessation from both a health and financial inclusive perspective, while the Community Foundation of the **Clarion Housing Group** now has one of the largest anti-poverty programmes in England, with plans to invest £150m over the next ten years into transforming communities. **Equity Housing** continues to provide tenancy-related support and in the last 12 months it has provided support to a total of 11 households. Finally, the **South Yorkshire Housing Association** continues to use the **Five ways to mental wellbeing**³ as an approach to improving health. The organisation also has a wide range of specific projects with health improvement outcomes. For example, its leads on the **Age Better in Sheffield** programme, which is developing new ways to identify and engage with people facing social isolation to improve their health and wellbeing — including older people on low incomes, carers, BME groups, those experiencing poor mental health and those with limiting conditions living in targeted areas of Sheffield.

³ <https://www.gov.uk/government/publications/five-ways-to-mental-wellbeing>

1.2 Fair Access to High Quality Jobs and Pay

As part of this second theme, one of the Fairness Commission's aspirations is for employers to have working practices that ensure equitable pay ratios, a good work-life balance and flexible working arrangements, as well as a living wage. In line with this outcome, 100% of **Sheffield City Council** employees are now paid the **National Living Wage**, and the organisation maintains a salary ratio of 10:1, with principles around low pay embedded into its Pay Strategy.

In addition, Sheffield City Council moved up 47 places in the **Stonewall Top 100 Employers** list in 2016, and is now the sixth highest scoring local authority. It has also signed up to the **Dying to Work** charter regarding terminally ill employees — and was the first authority in Yorkshire and the Humber to do so. £4.6m has been secured through the **Sheffield City Region** since last year for a health-led trial aimed at reducing health barriers to employment, and the Council is maximising the outcomes achieved for the most vulnerable young people and jobseekers through a pioneering approach to combine the new **Apprenticeship Levy** and the **Public Sector Duty** to ensure that apprentices make up more than 2.3% of the workforce.

The **Disability Confident** campaign also ran in 2016, which was delivered by the Council, private and public sector employers, the voluntary and community sector, business networks and the national government. The aim of the campaign was to publicise the value and achievements of disabled people in the workforce and develop new opportunities for disabled people in the city. It was delivered initially through an eight-week campaign in the Sheffield Star using individual case studies to demonstrate both the positive impact that employment has for those with disabilities and the value that disabled people add for employers in the city. This campaign has resulted in over 130 Sheffield employers of all sizes and sectors signing up to offer new opportunities for disabled people. So far, 28 disabled people have started work or work experience.

The number of young NEET people has been decreasing gradually in Sheffield: In November 2013 there were 1002 young people known to be NEET, and by November 2016 this figure has reduced to 784 young people. Locally, the Council has made a fundamental shift in its own commissioned employability services, **Sheffield's Working**. While the previous focus on youth unemployment has seen improvements, the focus of this activity has now moved to other groups with low levels of employment and significant barriers to work in Sheffield, and to the development of more integrated working with partners and other systems such as health, housing and income. The Council also commissions 49 open-access **youth sessions** per week in targeted areas, and there has been a strong focus on improving education, training and employment outcomes for care experienced young people. Comparing September 2015 and September 2016, there is a definite increase in the percentage of care leavers in education, employment or training, from 41.5% to 54.1%.

As a registered social housing provider, the **Home Group** creates employment opportunities for local people through large-scale social and economic regeneration of communities, including local apprenticeship opportunities via maintenance and development contractors within its extensive supply chain. The **Guinness Partnership** also has an apprenticeship programme with positions in its estates and property teams, and last year was re-accredited with the **Investors in People** standard — as was the **South Yorkshire Housing Association**, which has also adopted targeted bonus payments to boost the earnings of its lower earners. In addition, the organisation continues to cultivate links with local schools and provide work experience opportunities for college and university students, such as trainee social workers and occupational therapists. It also has an established apprenticeship programme—with six current apprentices across South Yorkshire Housing Association in both trade and administrative roles—as well as a volunteering scheme, which provides opportunities to customers amongst others. To round off these activities, it has secured an additional £2.5m through the **Building Better Opportunities** fund, seeking to return people into employment who are currently economically inactive.

1.3 Fair Access to Benefits and Credit

Membership of the **Sheffield Credit Union** has grown by 30% since the last report, and its loan book has also grown by 21% to just under £1.3 million. It has also spread its service wider into the Sheffield City Region by taking another local credit union into its organisation, opening a further face-to-face office in Rotherham, and growing its information points out to Stocksbridge and Dinnington in order to meet the needs of outlying areas that are poorly served by banks.

Sheffield Money has now been trading for 12 months. In that time, it has developed its product range and access to its products, offers complete start-to-finish online capability that more closely resembles its main competitors and enables it to reach more people, more quickly through online interactivity. A significant number of Sheffield Money's customers are from S2 and S5, and as a result, it now works closely with the **Manor and Castle Development Trust** and community regeneration charity **SOAR**.

Investment into food bank advice from **Sheffield City Council** is ongoing, and funding has also been agreed for initiatives to reduce school holiday hunger and for additional infrastructure support to food banks, with work likely to commence during the period 2017/18. Services also continue to target areas of deprivation and vulnerable groups. In addition, the Public Health department continued to invest in a 12-month community cook and eat programme in Foxhill over the period 2016/17. The Council's **Welfare Reform Group** provides oversight on communications regarding benefit changes. A review is underway to look again at discretionary schemes—including the **Sheffield Local Assistance Scheme**—and how they can work together, which will be informed by the Council's approach to financial inclusion, as set out in its new **Financial Inclusion Strategy**.

The theme of fair access to benefits and credit also encompasses the topic of fuel poverty. The Fairness Commission's aspiration is that everyone in the city can afford to keep their home warm. A capital project is now being delivered through **National Energy Action**, with 150 full heating installs delivered for those whose health has been affected by cold property — more than was initially expected. Referrals are received from community support worker teams, health champions and the **South Yorkshire Energy Centre**, a Sheffield-based VCF energy advice organisation. Through the Big Sheffield Switch programme, the city has undertaken five rounds of collective energy buying to assist local residents to save money on fuel

Citizens Advice Sheffield continues to support and strengthen the provision of advice across a number of themes including debt, housing, threats of violence, immigration, and benefits. It helped 21,500 people in 2016. The organisation has also been very active in pursuing the recommendation to raise awareness of welfare reforms, particularly with regard to helping with the transition from the disability living allowance to personal independent payments. Over the past year, Citizens Advice has given 13 briefings on this transition to around 150 volunteers at partner organisations. In addition to recently receiving two awards, the organisation was instrumental in adding a new clause to the personal independent payment regulations, whereby claimants of a disability living allowance who are transferred to personal independent payments due to terminal illness now receive their first payment as soon as possible, rather than having to wait up to eight weeks.

The Fairness Commission's recommendations under this theme also include access to healthy, affordable food. Citizens Advice Sheffield has assisted with networking of food banks across the city over the past year, and **Great Places** is currently working with **Grow Sheffield** to develop a community orchard, cooking and eating space within Wybourn. The **South Yorkshire Housing Association** also continues to work closely with food banks and **FareShare**—enabling customers to access food—and offers “cook and eat” sessions to support customers and their families to have nourishing food on tight budgets.

1.4 Aspiration and Opportunities for All

In 2016, **Sheffield City Council** introduced a number of schemes aimed at supporting this fourth outcome. One of these initiatives is a schools training package known as **SAFE** (Secure, Attachment, Focussed Environments). This project is specifically designed to support vulnerable children and introduces teachers to a number of strategies to help children develop resilience and effective executive functioning skills. A key aim of this training is to secure behaviours for learning to impact on children's ongoing journey through school life. To date, 30 schools have received this training and there are plans to continue the delivery across all schools. The **Achievement for All** programme has also been commissioned for 2016/17 to deliver an early transition in two areas of the city. The programme is designed to improve the transition between the maintained and non-maintained sector with a particular focus on children leaving nursery. Over the past 12 months there has also been further development of integrated delivery of community-based early years' services, with an emphasis on early help and targeted whole family support where needs are identified. The principles and outcomes identified in the **Best Start Strategy** provide an overarching framework for this work. This delivery plan is continuing to be implemented and is progressing project work across a range of agreed priorities to improve quality and equity of access related to early years — including oral health, perinatal mental health, parenting programmes and the development of maternity care in line with the **National Maternity Review** recommendations.

The Sheffield **REAL** programme (Raising Early Achievement in Literacy) has helped teachers develop ways of engaging parents in children's learning. To date, sixty schools have engaged in the REAL programme and schools continue to engage with parents using strategies developed using the REAL approach. The local authority has also introduced schools to the **REAM** programme (Raising Early Achievement in Mathematics). REAM works on the same principles as REAL but engages parents in early mathematical development. **Learn Sheffield** has also set priorities focused on early years and young carers, and will be developing an education-based early years strategy later in 2017.

The city's social housing providers are also making progress in relation to this theme. **Great Places** has entered into its second year of sponsoring an ambitious project that challenges and supports cohorts of children in year 5 up to year 11 to set ambitions and aspirations for their future. In essence, children are supported and tracked for six years as they move from primary to secondary school; currently the organisation is supporting the programme for years 5 and 6, and next year the new entry of year 5 will join the programme along with the new year 7. **The Clarion Housing Group** provides a weekly youth club with focus on young people volunteering in their community, and the **South Yorkshire Housing Association** has developed an afterschool club within its homeless families service where children are encouraged to learn. Last year, the organisation also continued its partnership working with Sheffield Sharks and has also worked with other providers in Darnall alongside the Sheffield Eagles.

A further aspect of this theme is concerned with removing the structural barriers to achievement. One of the Fairness Commission's specific recommendations is for the pupil premium to be targeted to support disadvantaged children. Across the city, the pupil premium is one of the top three priorities for secondary schools this year and work is being developed jointly with the **National Education Trust** as part of the Vulnerable Learners approach.

1.5 Housing and a Better Environment

In line with the **Sheffield Local Plan**, 2150 new homes are hoped to be built each year for the next ten years — increasing not only the number of houses in each area, but also the different types of housing — either for sale, rented or specialist. This aim involves both the Council and private sector developers, as well as stimulation through housing associations.

The Local Plan has a focus on growth including economic and housing, and one of its aims involves inclusion and opportunities, with investment and renewal directed to neighbourhoods that lack adequate facilities and services, or those that suffer from an unsatisfactory environment, particularly in the north and east of the city. Other ambitions includes new developments designed and located to benefit those who are currently excluded and vulnerable, a wider choice of housing provided through more mixing of house types and tenures, workplaces located where they are accessible to all, and services and facilities located and designed to be safe and accessible to all

The Council's main priority is affordable rented accommodation. In light of this, it is working towards accreditation in the private rented sector, and is stepping up enforcement — both to create good-quality housing and to maintain standards among landlords as necessary. Nationally, Sheffield has one of the best records for taking landlords to court over housing issues. **Starter Homes** funding was also recently won by the Council, which will be used to offer a 20% discount on the price of homes for young families looking to buy their first property. Alongside a number of social landlords, the Council has also signed up to the **Social and Affordable Housing Compact**, and adheres to specifications around making living in a home affordable. This Compact represents a landmark collaboration between local authorities, and social and affordable housing providers in the Sheffield City Region aimed at delivering much-needed affordable homes and ensuring everyone has a decent and secure place to live

Regarding the outdoor environment, Sheffield City Council has built and renewed five leisure facilities to service areas of deprivation specifically. The Council is reviewing its balance of spending on green spaces in areas of health inequality, and in November 2017 will introduce a citywide leisure discount scheme for those on income-related benefits and for people with a disability.

Air Quality is one of 5 priority themes of "Growing Sustainably: A bold plan for a sustainable Sheffield", very recently agreed by Sheffield City Council Cabinet. As previously reported the current approach towards a city where air quality is good is to encourage the take-up of low emission fuels and technologies which cause less pollution whilst making public transport, cycling and walking as attractive and easy as possible. **Sheffield City Council** continues to work closely with **Highways England**, which has now completed construction of the proposed Smart Motorway All Lane Running to be operational by the end of March 2017 to implement a maximum mandatory 60mph speed limit between Junctions 28 to 35a (weekday peak periods only) to mitigate air quality impacts. Operation of the scheme will be monitored via permanent automatic monitoring located at a number of locations close to the Motorway to ensure compliance that air quality will not be made worse.

Equity Housing has continued to provide tenancy-related support, and in the last 12 months has provided this to 11 households. The **South Yorkshire Housing Association** has also signed a deal with **Cheyne Capital** to lease 220 flats in Sheffield city centre, and is the first housing association in the UK to secure investment from the **Cheyne Social Property Impact Fund**, with work already started on site at Kelham Island, where the number of properties includes 70 sub-market rent homes. The organisation has also commissioned a piece of work by a participatory artist to work with customers to understand what they value in a home to ensure that the houses built are places that people are proud to call home.

1.6 A Safe City

The Fairness Commission's vision is that crime and the fear of crime in Sheffield will be reduced, and offenders should be given the opportunity to change their behaviour through appropriate support — with the victims of crime adequately supported. In line with the Fairness Commission report's recommendations, **South Yorkshire Police** continues to support the use of restorative justice, particularly when finalising matters involving youth offenders. Police schools officers make good use of the process across the whole of the city, and a total of 1309 offenders were dealt with using restorative justice techniques during 2016 in Sheffield. The use of victim support remains a critical element of the process, and the use of victim personal statements are also a key part of prosecution files. Sheffield had an 84% overall satisfaction level for victim support over the last 12 months — the highest level of satisfaction across the force. South Yorkshire Police has also signed up to the **Fair Employer Charter** and have pay scales that exceed the National Living Wage. In addition, significant work is being done in relation to hate crime and how it affects vulnerable groups including those in poverty. Similarly, positive work has been done on organised criminality and how this exploits people who are vulnerable, and police anti-social behaviour teams are working closely with adult social care to protect children at risk in particular.

Regarding the **Building Successful Families** programme, **Sheffield City Council** continues to deliver and make training available on whole family keyworking, and a new Troubled Families programme is helping to provide a clearer focus on outcomes and sustainable success in future. **DACT**—the Sheffield Domestic Abuse Co-ordination Team—is currently planning its new Domestic Violence Strategy. At present, a needs assessment is being completed to inform the consultation and subsequent strategy. Additionally, Learn Sheffield, Sheffield College, the Council and the VCF sector are working together to bring a coherent offer of differing preventative approaches for children and young people to education providers. The Council's **Community Youth Teams** are also doing work with young people about healthy relationships. Furthermore, there is a new refuge programme with a three-year contract in place including good-quality self-contained accommodation and support, and in 2016 the sexual abuse service was re-tendered and is now a service for all genders. A sub-regional perpetrator programme is also being planned with the intention that it will be available in various locations and offer a flexible programme of courses and one to one support. This would supplement court-mandated programmes and be available for people to take up on a voluntary basis, with the intention of supporting people to change their behaviour — which would form a key part of the prevention agenda.

The **South Yorkshire Housing Association** has also agreed to carry out target hardening of properties for its customers who suffer domestic violence including those previously picked up by Sheffield City Council's Sanctuary Scheme.

Sheffield City Council is on track implementing **20mph speed limit** across the city. A third of the residential streets in the city now have a 20mph limit. Two 20mph speed limit areas have been implemented in Firth Park and Woodhouse, including the part-time limits outside Woodhouse West and Brunswick Primary School. The Greystones and Whirlow 20mph area is due to be implemented in spring 2017. Two new 20mph areas are proposed for 2017/18 these will be in Meadowhead and Greenhill and Wincobank. It is proposed to implement a City Centre 20mph speed limit in phase with other City Centre Improvement works —this is likely to be in 2017/18 and 2018/19.

1.7 Transport for All

The Fairness Commission's vision for transport for all involves an integrated, affordable and high-quality public transport system that provides good access to young people, and a reduction in the isolation experienced by people who are unable to use public transport.

South Yorkshire Housing Association's Age Better in Sheffield programme—a programme of £6m that aims to reduce loneliness and isolation among older people—includes a team of **Access Ambassadors**, who co-design tailored solutions to problems involving travel accessibility, such as building confidence for older people to travel by public transport.

Regarding the recommendation on **one public transport system** Sheffield Bus Partnership members continue to work together to provide the bus network. Working in this way provides more joined-up planning, the operators who deliver the Partnership services undertake to maintain a defined level of service, and invest to maintain the network. As part of the Partnership, South Yorkshire Passenger Transport Executive (SYPTE) uses its limited Tendered Services Budget to support services in areas and at times of day which would otherwise be uncommercial due to low patronage, thus supporting people who would otherwise risk social isolation or economic deprivation. The Partnership has also brought about greater stability to bus service provision, as members have committed to making less frequent network changes, and to only having fares reviews annually. For **Young People and Public Transport** children and young people under 16 are entitled to a SYPTE MegaTravel Pass, which allows them to travel for 80p per bus journey and to get half price travel on trains in South Yorkshire. Additionally those in education who live more than three miles from their nearest school or are from low-income families may be entitled to a 'zero fare' pass. For children and young people, there continue to be TravelMaster multi-operator South-Yorkshire-Wide 7 day tickets alongside individual operators own 7 day saver tickets.

To Reduce isolation through transport 100% of vehicles used to deliver Bus Partnership services in Sheffield are now fully wheelchair accessible. There is local value added to the **ENCTS - English National Concession Travel Scheme**⁴, SYPTE extends the scheme to offer anytime local bus travel and free local tram and train travel and free travel on Northern Rail services between South Yorkshire and West Yorkshire. Sheffield already has a comprehensive **Community Transport** offer for people who cannot use conventional public transport network services. It is funded by SYPTE and delivered through lead operator, Sheffield Community Transport, and three smaller operators -Manor Community Transport, Transport 17 and Sheffield Dial-a-Ride. Sheffield Community Transport provide **Community Car Scheme and Travel Buddies** using financial support from Sheffield City Council until the end of March 2017, **Travel Training** is provided by Sheffield City Council. **Wheels2Work** a scooter hire project continues, SYPTE have just been successful in obtaining a further three years' funding for the project, through the City Region's Access Fund bid to Department for Transport. Anyone over 16 who cannot access public transport due to geographic isolation, shift working, antisocial hours or long distances can participate.

⁴ ENCTS allows people with a disabled person's pass to travel free on local buses between 0930 and 2300 weekdays and all day weekends and Bank Holidays

1.8 What Citizens and Communities Can Do

As part of the theme around what citizens and communities can do, the Fairness Commission recommended that issues concerning fairness and inequalities should be communicated to increase awareness.

In line with this outcome, Sheffield played host to the **What Do Fair Cities Look Like?** conference on fair cities in March 2016. This event—supported by the University of Sheffield—attracted 100 delegates, with an extensive waiting list. The event was designed to give profile to the work of the Fairness Commission and its achievements in the city. The list of speakers was headlined by Prof. Kate Pickett, co-author of *The Spirit Level*, Gorka Espiau, Director of International Affairs at The Young Foundation, Zoe Williams, a *Guardian* columnist, and Prof. Gill Valentine of the University of Sheffield. The event generated good local media coverage and helped to develop plans for a global fair cities summit in conjunction with the Young Foundation. Feedback and ideas were also generated for future activity and priorities from a workshop with delegates.

Another area of this theme is citizen involvement in public services. The **Clarion Housing Group** has a local community grants programme for residents to access funding, where local groups are encouraged to access funding and support to tackle local issues. The organisation's neighbourhood investment team also supports community development through maximising the use of community centres and building links with key stakeholders in the community. The **Guinness Partnership**'s Park Centre food pantry is due to open April 2017, with significant resource committed to working with local partners to ensure that the project fits and supports local services. The Partnership includes Park Action Community, Manor and Castle Development Trust, The Salvation Army, the S2 Food Bank, Citizens Advice Sheffield and Great Places Housing Group. The Guinness Partnership also continues to support the “one service hub experience”, which provides job clubs, a community cafe, a volunteer library, youth clubs and health and wellbeing services. **South Yorkshire Housing Association's Age Better in Sheffield** programme was co-designed by people in communities that have been affected by the issue of social isolation. In 2016, the organisation co-designed two “neighbourhood toolkits” with community members in specific areas of Sheffield, which are being used as a method of encouraging neighbours and community members to take action in reducing social isolation. This capacity-building project engages community members to take a lead role in looking at existing services and provisions in communities, and works collaboratively to establish how community assets and services would benefit from some co-design work to maximise the impact and increase community use. 2016 also saw the start of **Co:Create**, a project funded jointly by the South Yorkshire Housing Association and the Department of Health Innovation, Excellence and Strategic Development Fund that facilitates public engagement in commissioning and strategy setting across public and health sectors.

It is estimated that the voluntary sector in Sheffield made 7.2 million interventions with clients, users or beneficiaries in the previous year (Sheffield State of the Voluntary & Community Sector, Sheffield Hallam University, 2016) The sector was supported by 89,600 volunteers and 22,700 committee/board members who combined donated 261,600 hours per week. Assuming paid staff would not be used in the absence of volunteers it is estimated that volunteers in Sheffield organisations contribute equivalent to £323 million worth of GVA to the economy per annum.

2. Measuring Fairness

As in previous years, the State of Sheffield 2017 report looks at whether Sheffield is becoming a fairer and more just city. It finds that there has been mixed progress on eliminating social and economic disparities and promoting equality and care for the most vulnerable. However, the report acknowledges that the challenges faced by the city in achieving these outcomes sit within the context of the economic and social pressures posed by globalisation and national government policy. Ultimately, the report signals that the city's success in achieving fairness will mean working towards a goal where everyone in Sheffield is able to benefit equally from economic growth.

The State of Sheffield 2017 report's key findings are that:

- On average, nearly 25% of children in Sheffield are living in poverty. However, there is a large amount of variation between different areas in the city. In Ecclesall, the figure is nearer 3%, while in Firth Park, this figure is close to 43%
- National welfare reforms have been a significant driver of the increase in child poverty levels. These include the lower benefits cap that limits the amount of income an out-of-work family can receive, which took effect in January 2017
- The number of food banks in the city has increased to meet community needs, and there is anecdotal evidence to suggest that much of the increase in demand can be attributed to benefit delays, benefit sanctions and indebtedness
- Alongside other Core Cities such as Leeds, Bristol and Newcastle, Sheffield has seen a significant increase in fuel poverty
- There is a ten-year difference in life expectancy for men between the most and least deprived wards, and for women the gap is seven years
- There has been significant improvement in the attainment of young people eligible for free school meals, with the city now close to the national average
- Over-indebtedness is growing, and many of Sheffield's residents— both those who are in work and not in work—are experiencing poverty and financial insecurity
- Sheffield is a growing city and is a preferred choice of a place to live for an increasing number of people
- Sheffield will soon launch a refreshed Community Cohesion Framework, which will support agencies and communities to proactively promote cohesion by identifying and implementing specific actions. The Framework will build on previous work and link to the ongoing work being taken forward from the Fairness Commission

Three recommendations in State of Sheffield 2017 report relating specifically to fairness are to:

- Continue to work towards implementing the recommendations set out by the Sheffield Fairness Commission
- Work together to nurture and support strong and resilient communities across the city
- Champion the case for inclusive growth, recognising the need to grow and prosper together, in a way that benefits and includes all of Sheffield's residents

3. Activity since the Annual Review 2016

Below is a list of some of the activity undertaken in Sheffield over the past year related to fairness. This list is not comprehensive and provides a snapshot only.

- The **Our Fair City** campaign was strengthened this year and has delivered:⁵
 - Renewed and remodelled Champions Scheme based on 'actions' - 118 Fairness Champions signed up by February 2017 - Refreshed website & Champion Sign up portal, Champions sign-up flyer, and monthly Champions email newsletter
 - Refreshed branding and brand messaging "**Making Sheffield Fairer**"
 - Weekly blog interviews and case studies, daily social media posts on twitter and weekly mail-out to champions
 - Four micro campaigns underway now or by mid-2017, Fairer Food, Fairer Futures, Fairer Work, Fairer Money. Reach of each Campaign increased through specific articles in Now Then Magazine, champion actions and design of bespoke flyer, distributed city wide
 - Significant engagement work with communities of interest associated with each micro-campaign areas. Including Sustainable food initiatives, food bank network, voluntary sector, youth charities, chamber of commerce, both universities
 - Bringing groups together to discuss the potential of a centralised surplus food depot
 - Delivery of, "The Fight for Fairer Food" event including a panel of city wide food partners
 - Delivery of the "Forging Fairness in Firvale" Event involving a panel with local councillor and community members
 - Delivery of "The importance of voice in the Roma Community" Event, discussing what fairness means for the Roma community in Sheffield
 - Fairer Futures – a survey on Sheffield Citizen Space with Radio Sheffield coverage giving added publicity
 - Commission of 40 + short films from students on the Our Fair City campaign areas through Hallam Digital Media course
- **Social Prescribing** is up and running in most areas, enabling general practices (or primary care services) to offer patients alternative services for their social, emotional or practical needs
- 100% of Sheffield City Council employees are now paid the **National Living Wage**
- A capital project is now being delivered through **National Energy Action**, with 150 full heating installs delivered for those whose health has been affected by cold property
- The Director of Public Health reports approximately 95% of schools in Sheffield are now signed up to the **School Sport Partnership model**
- **Highways England** has completed construction of the proposed Smart Motorway All Lane Running to be operational by the end of March 2017 to implement a maximum mandatory 60mph speed limit between Junctions 28 to 35a (weekday peak periods only) to mitigate air quality impacts.

⁵ See APPENDIX 1 for more Our Fair City Campaign 2016-17 work completed and hyperlinks

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Our Fair City Campaign Work Completed in 2016-17

Social Media

- [Facebook](#) - regular posts on Our Fair City - Making Sheffield Fairer group
- [Twitter](#) - daily tweets and retweets
- Our Fair City profile set up on the [Now Then Discounts App](#) (available on Apple and Android devices) to promote Champions scheme
- Retweets and shares via other channels - Now Then ([FB](#), [Twitter](#)), Opus ([FB](#), [Twitter](#))

Web

- Updated [OFC website](#), including new pages, new campaign logo and updated Champions sign-up form
- [Fairer Food Charter](#) created and uploaded
- Fairer Sheffield Guide to [Support & Services](#) document uploaded
- [Weekly blog posts](#) promoting best practice, exploring themes around fairness and inequality
- [Over 40 short animated videos around fairness](#), created by Digital Media Production students at Sheffield Hallam University (Jan – Apr 2017)
- [Online public survey](#) (and follow-up meetings) regarding upcoming Fairer Futures micro-campaign

Press

- 8 pages of coverage in Now Then magazine, including advert promoting Champions scheme, reaching around 30,000 readers in Sheffield and surrounding areas:
 - [Fairer Food: AFC Unity & Our Fair City](#)
 - [The Future of Work](#)
 - [A Fairer Deal for Sheffield's Workers](#)
 - [Does Sheffield Just Need A Pay Rise?](#)
 - [Fairer Money: Redistribution & Wellbeing](#)
 - [Our Fair City: Calling All Candidates](#)

Events

- Importance of Voice in the Roma Community (25/10/2016)
- Forging Fairness in Fir Vale (26/10/2016)
- The Fight For Fairer Food (18/11/2016)
- Does Sheffield Just Need A Pay Rise? (24/04/2017)
- Fairer Money: The Need for Redistribution & Financial Wellbeing (20/06/2017)
- Stall at Equality Hub meeting - mention of campaign in talks (13/10/16)
- Inclusion of Our Fair City Campaign events and logo in the 2016 Autumn Festival of Debate Brochure
- Inclusion of Our Fair City Campaign events and logo in the 2017 Festival of Debate Brochure

Flyers

- Champions/general campaign flyer (Sept '16)
- Fairer Food (Oct '16)
- Fairer Work (Mar '17)
- Fairer Money (Jun '17)

Distribution:

Sheffield Fairness Commission Annual Review 2017

- Fairer Food Flyer distributed across City Centre, South West and North East Sheffield (over 1000 public locations (cafes, libraries, retailers etc)
- Fairer Money Flyer distributed across City Centre, South West and North East Sheffield (over 1000 public locations (cafes, libraries, retailers etc)
- Fairer Work Flyer distributed across City Centre, South West and North East Sheffield (over 1000 public locations (cafes, libraries, retailers etc)
- General Flyer, hosted at stalls across an estimated 30 events.
- Inclusion of OFC logo 'Making Sheffield Fairer' in Festival of Debate brochure, distributed across City Centre, South West and North East Sheffield (over 1000 public locations (cafes, libraries, retailers etc)