

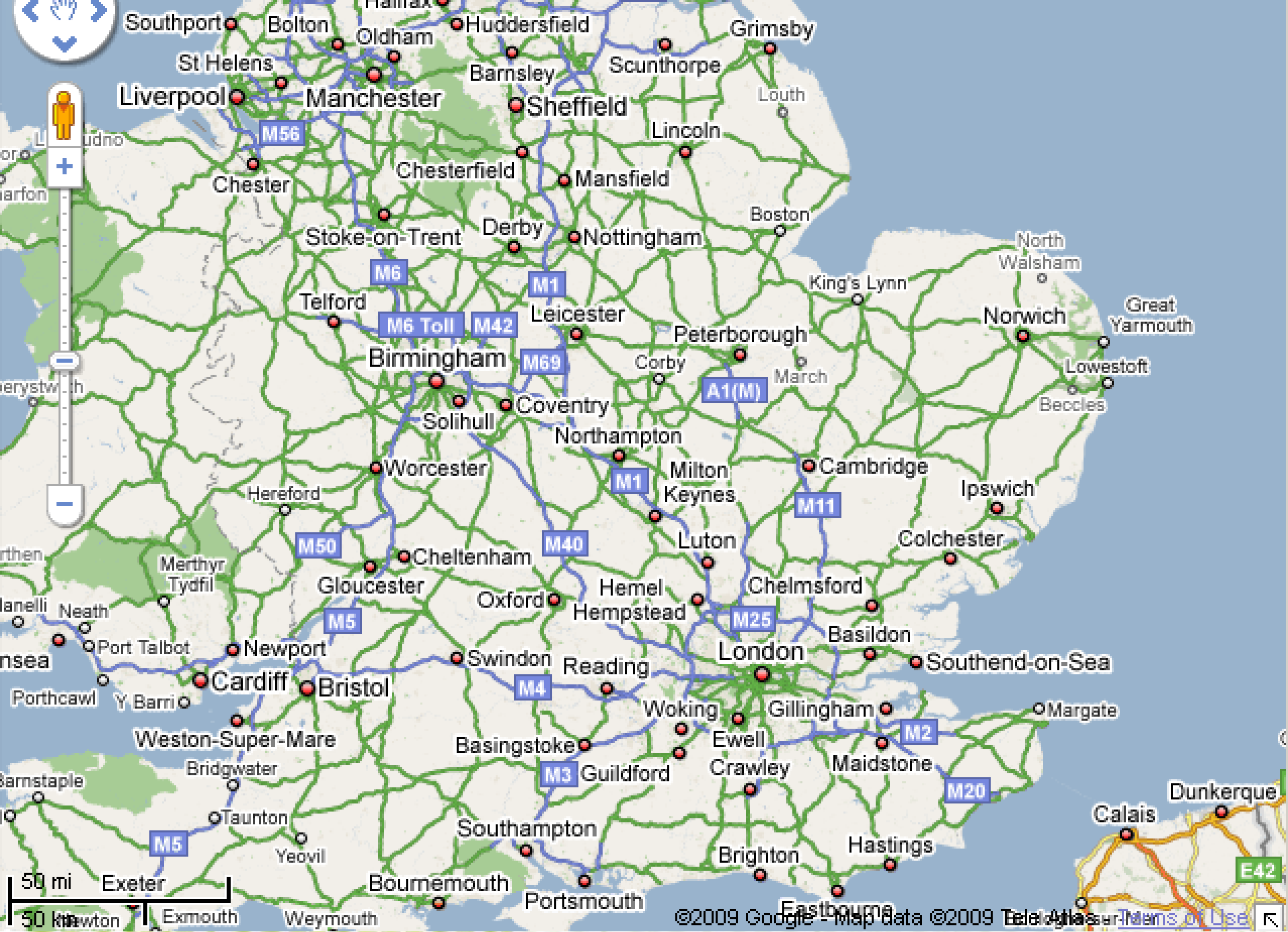
A young girl with dark hair tied back, wearing a pink sleeveless top, is shown in profile from the waist up. She is reaching out with her right hand towards a large, highly reflective silver sphere. Her left hand is positioned just above another similar sphere. The background features a large, modern building with a prominent arched glass and steel structure. The sky is blue with some white clouds. The overall scene is brightly lit, suggesting a sunny day.

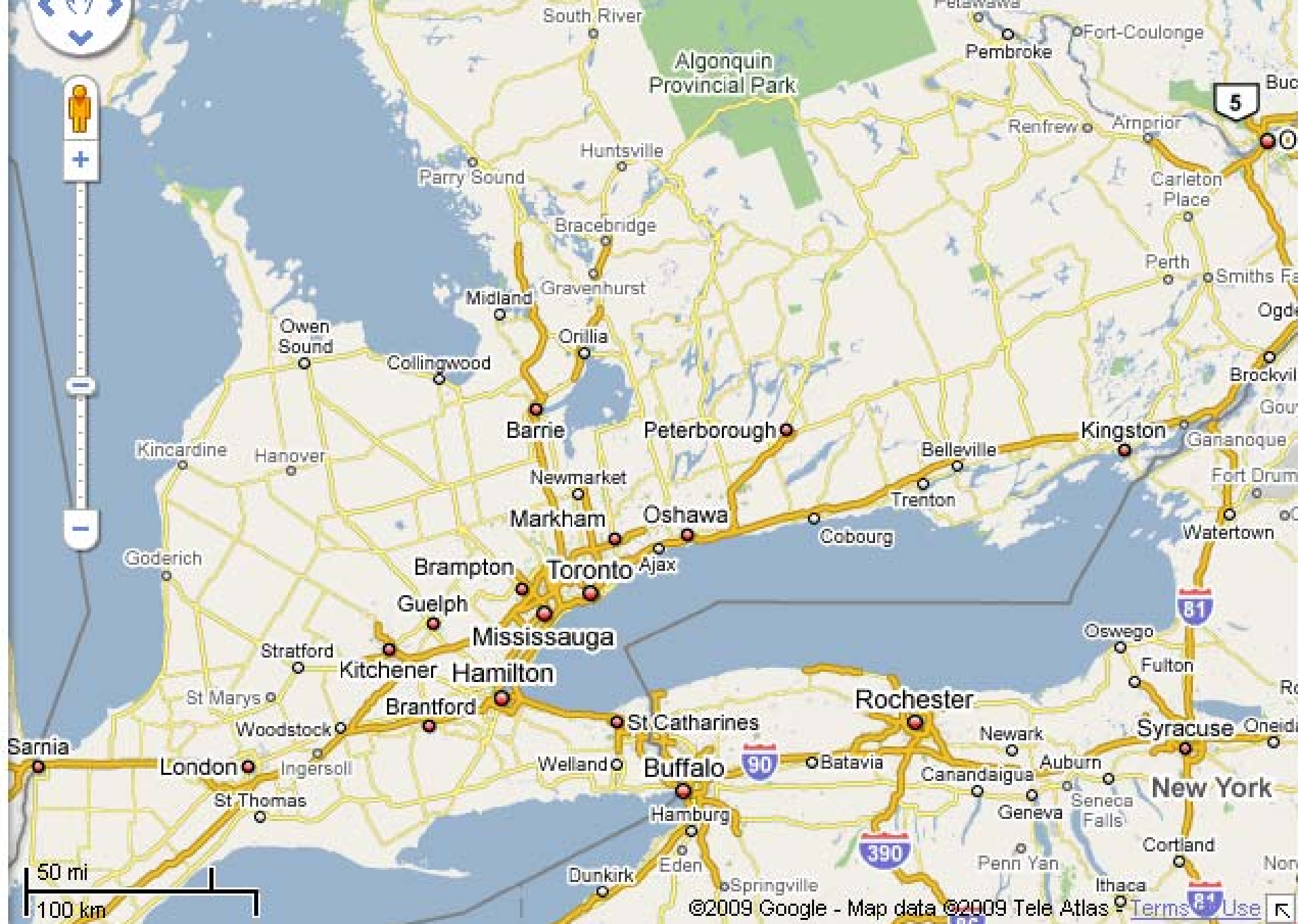
Ian Bromley

**Chief Executive, Creative Sheffield
&
Chair, I.E.D.C.**

June 2009

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Algonquin
Provincial Park

5

81

90

390

50 mi

100 km

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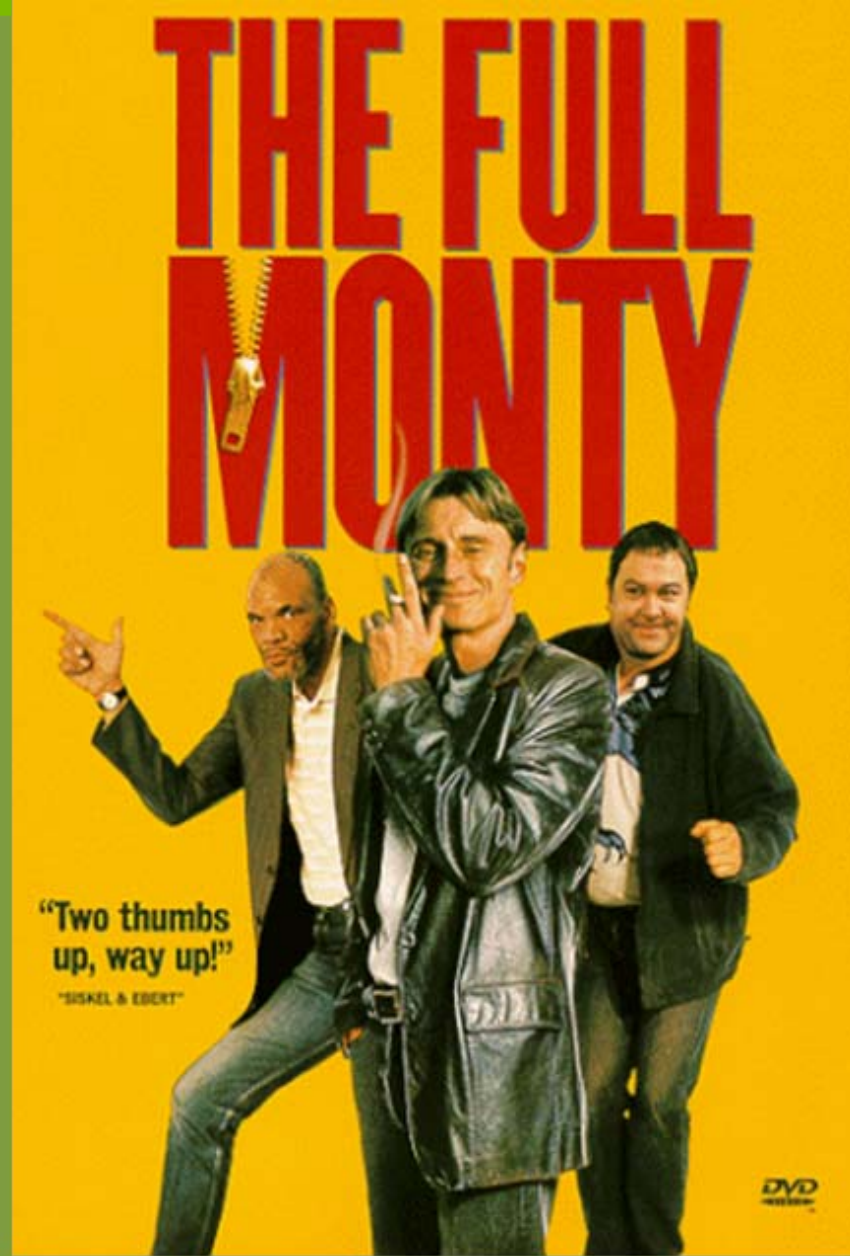
Leeds City Region

Hull &
The Humber Ports

Manchester
City Region



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National Park within city boundary

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Introducing Sheffield

- **City Population – 530,000**
 - **England's Fourth Largest City**
- **Sheffield City Region Population 1.7 million**
 - **South Yorkshire (Barnsley, Doncaster, Rotherham, Sheffield)**
 - **Bassetlaw, Chesterfield, NE Derbyshire, Derbyshire Dales, Bolsover**
- **Straddles 2 Political Funding Regions**

Recovery - Stage 1

- Sheffield Development Corporation (1988-1997)

- *£100 million Central Government*
- *£7.5 million European*
- *£680 million private sector*



- 600 acres redeveloped
- 5 million sq.ft commercial development
- 18,000 new jobs
- Major developments eg: Meadowhall, Victoria Quays, World Student Games, Valley Centertainment, Sheffield City Airport and Sheffield Business Park

Recovery - Stage 2

- Sheffield One – Urban Regeneration Company
 - *Tasked with transforming the City Centre*
 - New Retail Quarter
 - Castlegate Office Development
 - New Transport System
 - Sheffield Digital Campus
 - City Hall/Barkers Pool
 - Leopold Square
 - Station Square
- Sheffield First for Investment
 - *Inward investment agency*



A Decade of Change



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We are going through an unprecedented phase of redevelopment...



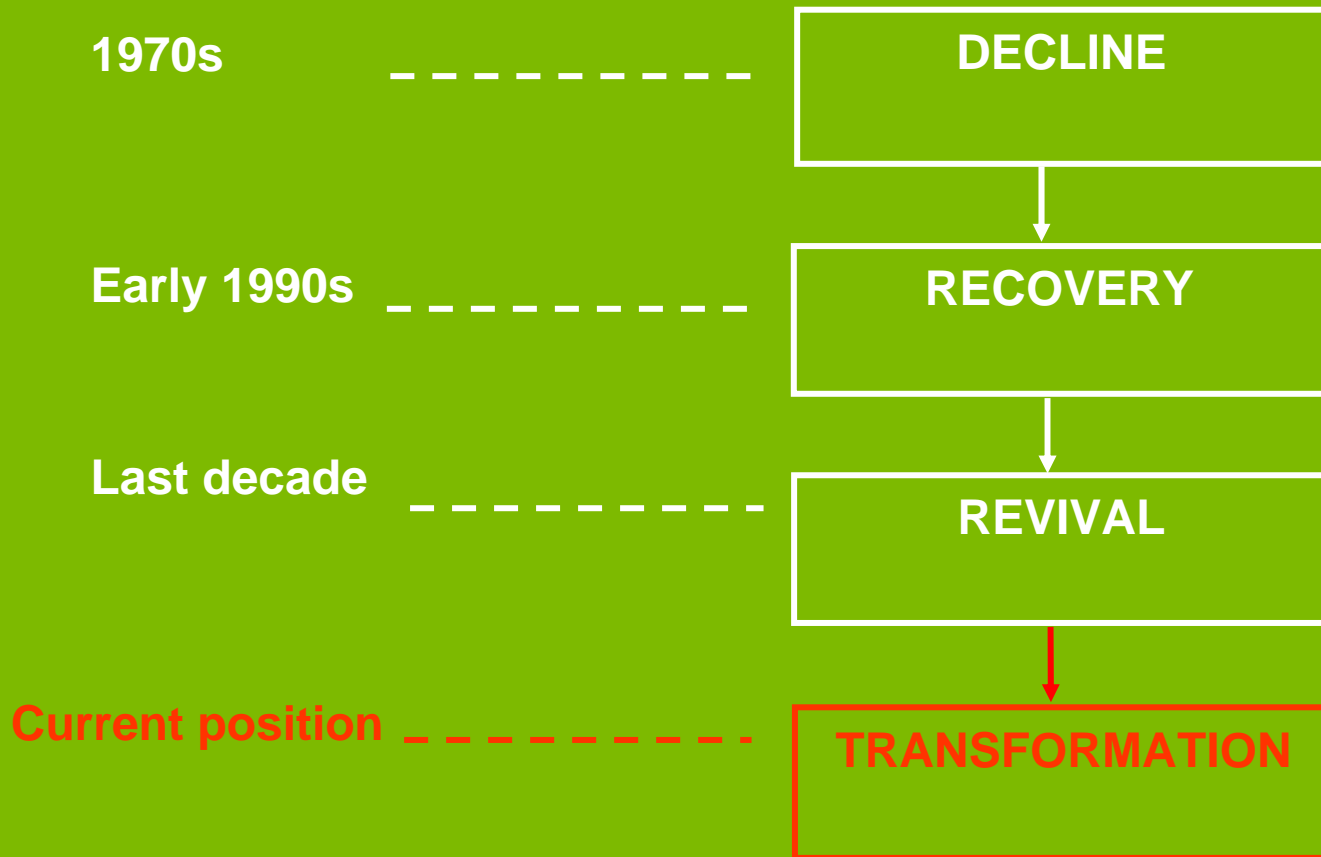
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Also Decade of Economic Growth...

Key Facts

- 73,000 net job growth (1995 – 2005)
- 2 of 10 fastest growing districts in England
- Knowledge Economy grew 27% vs 17% nationally
- BPFS growth 57% (10 years)
- CDI growth 32% (5 years)
- Office rents up > 40%
- Fastest income growth in core cities (2000 – 2006)

Sheffield is well positioned for change!



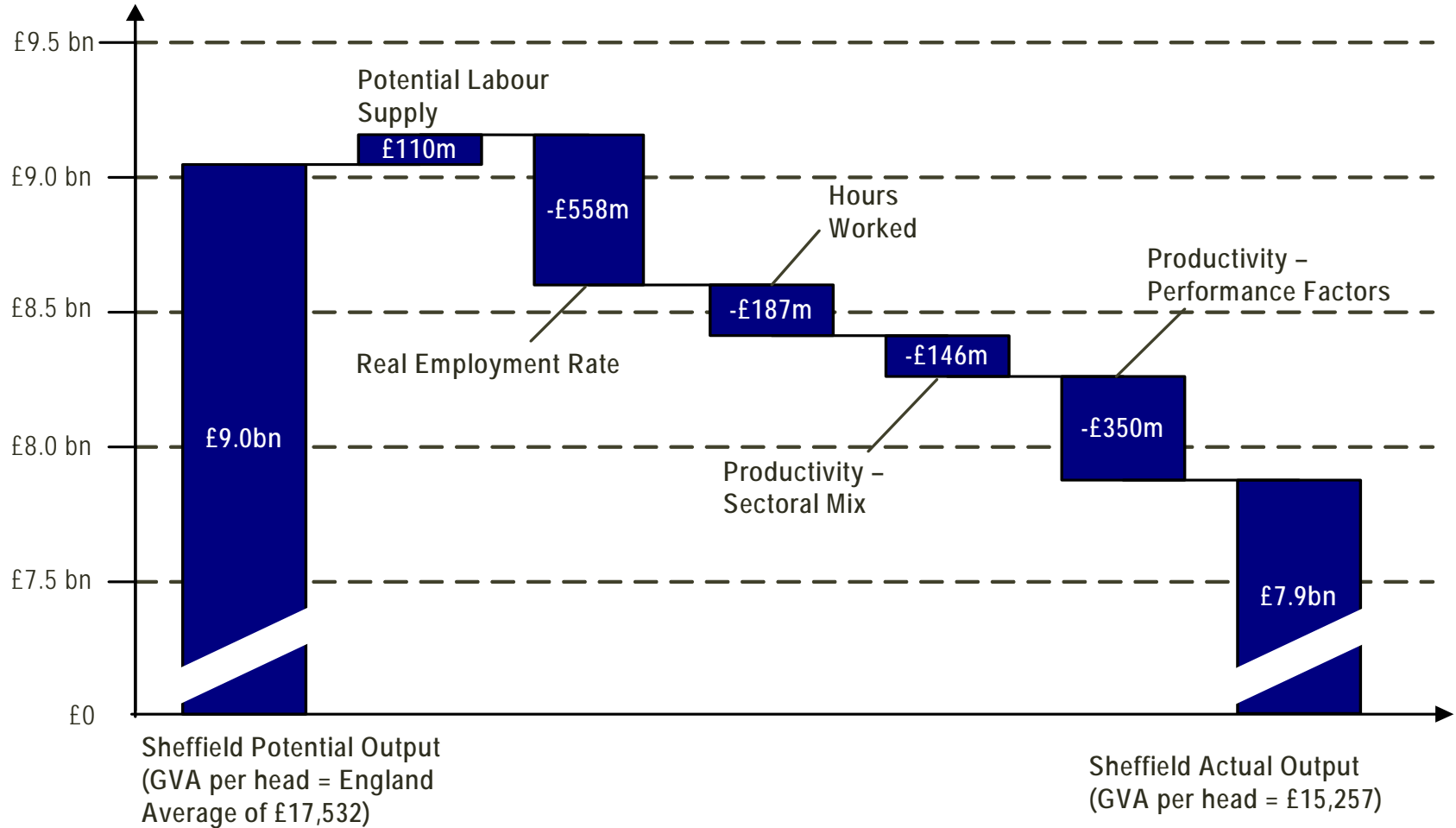
Recovery Stage 3 - Transformation

Sheffield Economic Master Plan

- Provides the strategic framework to guide economic and physical development and investment across the whole city over the next 10-15 years
- Creative Sheffield is tasked with spearheading Sheffield's economic transformation, leading the development & implementation of the Economic Masterplan

The diagnosis: Sheffield's Prosperity Gap

Components of Sheffield's Prosperity Gap



The Sheffield Economic Masterplan

- Provides the strategic framework to guide economic and physical development and investment across the whole city over the next 10-15 years
- Creative Sheffield is tasked with spearheading Sheffield's economic transformation, leading the development & implementation of the Economic Masterplan
- Expert team led development of Economic Masterplan. Extensive consultation

The scale of change

- In order to close the gap with the national economic performance, the analysis underpinning the economic masterplan identified the need to;
- Create a minimum of 30,000 net additional jobs
- Secure a marked increase in employment in high productivity (knowledge based) employment
- Improve the value added in all sectors
- Increase the employability of workless residents
- Raise average yearly income by £1,500 per person, £6,000 for a family of four



London
STOCK EXCHANGE



London
STOCK EXCHANGE



17
JAN
2008





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Sheffield.



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Hallam University

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SME



The Sheffield Executive MBA



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your business

www.sheffield.ac.uk/emba

Museum Sheffield

event | sheffield.co.uk

The definitive guide to what's on in Sheffield

Art
Sheffield
08Yes
NoOther
Options*



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Sheffield | Digital | Campus

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AWARDS

European Cities & Regions of the Future 2008/09

TOP 10 LARGE EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Geneva	Switzerland
2	Bristol	UK
3	Leeds	UK
4	Rotterdam	Netherlands
5	Sheffield	UK
6	Belfast	UK
7	Leipzig	Germany
8	Luxembourg	Luxembourg
9	Nottingham	UK
10	Krakow	Poland

BOEING AND THE PRIDE OF SHEFFIELD.

For centuries, Sheffield has been synonymous with advances in metal development. That proud tradition continues as Boeing, the University of Sheffield and the Advanced Manufacturing Research Centre push the boundaries of composites and new materials vital to the next generation of aerospace and defence systems. When you consider what this partnership is made of, there is reason to be proud.



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WEDNESDAY NIGHT



EVERY WEDNESDAY
THIS SUMMER!

Late night shopping
Live music
Street performances
Special offers in bars and restaurants
Winter Garden open until 9pm
Vivienne Westwood: The Exhibition open until 9pm

WWW.EVENTSHEFFIELD.CO.UK



Museum Sheffield

[Creativesheffield](http://Creativesheffield.co.uk)



V&A VISUAL ARTS MUSEUM

[Creativesheffield](http://Creativesheffield.co.uk) city development company.

Growing Business Services Sector

A long-exposure photograph of a modern office building at night. The building's windows are illuminated from within, showing a grid of lights. In the foreground, there is a fountain with several tiers, and light trails from cars and streetlights create a sense of motion and activity. The overall scene is vibrant and dynamic, suggesting a thriving urban environment.

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Advanced Manufacturing



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Creative Sheffield

- First City Development Company in U.K
- Company Limited by Guarantee
- Owned by Sheffield City Council, Regional Development Authority, English Partnership
- Ex-officio Directors: Vice Chancellors of two Universities,
- 2 x SCC, 2 x RDA, 2 x EP, SCC Chief Executive
- Independent Directors: 14, all business people
- Annual Budget @ £6m per annum

Creative Sheffield

Responsible for.....

- Guardianship of the Economic Masterplan
- Formulating the Sheffield Economic Plan
- Inward Investment; City and lead on City Region
- Innovation Economy; City Region
- Strategic Marketing; City and City Region
- High Level Skills

Shared Responsibility for.....

- Tourism / Destination Development
- Major Events
- City Centre Animation
- Entrepreneurship

Sheffield Economic Plan

- Live document; Sets Priorities
- Monitors programs and delivery
- Co-ordinates and leverages funding streams
 - “Single Pot” - £95m over five years
 - ERDF Transition - £100m over five years
 - ESF and Skills – massive £???
 - Local Enterprise Growth Initiative - £20m over four years
 - English Partnership Investment ?????
 - Other European Funding

History of Creative Sheffield

- URC (Sheffield One) sun setting
- Objective One transition
- New competitive situation
 - surplus labour and cheap land have been absorbed
 - physical transformation begun
 - need to work on demand side / supply – demand match
- CS concept developed in 2003 / 2004
- Shadow Board, transition funding agreed
- Chief Executive recruited in 2006
- Merged Sheffield One, Sheffield First for Investment
- Launched Company in April 2007 with new Board

What Makes Creative Sheffield Distinct?

- Company limited by guarantee
- Independent from Sheffield City Council
- Partnership Members:
 - Sheffield City Council
 - Yorkshire Forward
 - English Partnerships / H.A.C.A.
- Responsible for Economic Transformation of Sheffield
- Prosperity Agenda:
 - raising GVA, GVA per person

What Does Creative Sheffield Do?

- Develop the Economic Masterplan (10 – 15 years) with wide spread involvement of stakeholders
- Oversee the delivery of all aspects of the Masterplan and hold deliverers accountable for results
- Deliver services identified in the Masterplan
 - inward investment
 - city wide physical regeneration
 - high end skills and enterprise
 - sector development
 - key projects leadership / brokerage

What Are Its Advantages?

- **Accountability and clarity**
- **Prioritise (SEIP)**
- **Consolidate resources (CDI and BPFS)**
- **Joint ownership / partnership**
 - **Yorkshire Forward**
 - **Sheffield City Council**
 - **EP / HACA**
- **Joined up thinking and delivery:**
 - **matching space demand and supply**
 - **horizontal and vertical (platforms and sectors)**
 - **cross – discipline teams (SDC)**
 - **managing tensions (city centre vs. out of centre)**
 - **leverage with partners (universities)**

Flexible Geography

- City regions are the best geography for economic development
- EDC's can be adopted to city region or sub-region geography
- Several models:
 - joint membership by multiple cities / boroughs
 - contracted service delivery
 - some or all services
 - some or all of sub-region / city region

Questions