



An evaluation of the charitable & community activities of Sheffield City Trust

Summary of Sheffield Hallam University Findings

Sheffield City Trust commissioned Sheffield Hallam University to evaluate the impact of Sheffield City Trust's charitable and community activities ahead of future citywide decisions for the delivery of Leisure in Sheffield.

This report has been prepared as a summary to the separate parts of the full report:

- Report 1: Social Return on Investment
- Report 2: Understanding Community Impact Report
- Case Studies:
 - o A focus on Disability Sport (Partner: Within Reach)
 - o Providing positive opportunities for Young People (Partner: Reach Up Youth)
 - o Developing skills raising aspirations and employment (Partner: Street League)
 - o Community Engagement (Project: SCT Summer Programme)

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Evaluating the impact of Sheffield City Trust through charitable and community activities

Executive Summary

There is good awareness of the role Sheffield City Trust plays in the provision of sporting and leisure activities in facilities across Sheffield. However, there is less awareness of the wider work undertaken by the Trust to improve the health and wellbeing of the City's residents through increasing participation in activities. This work aimed to identify the value of community participation in sport and physical activity which takes place in SCT facilities, and demonstrate the breadth and impact of its community outreach work across the city.

The cumulative results of this work are impressive. Despite the challenges presented by the Covid-19 pandemic to Sheffield City Trust's operations, reducing participation due to partial closures as well as a reduced willingness in the general public to fully return to activities, in the year 2021/22, Sheffield City Trust delivered:

- An overall Social Return on Investment of 1.58 – for every £1 invested by individuals, Sheffield City Council and other organisations, £1.58 worth of social benefit was realised
- £40.2m social value, with 59% generated through improved mental wellbeing
- Improved physical and mental health, providing a £5.5m saving to health services and related costs.

The full detail is shown in Fig. 1.

Alongside the c.3M annual visits to the portfolio of leisure venues facilitates, Sheffield City Trust's Community Team (SCT-CT) manages an extensive network of 182 partners to reach communities across the City, often in the most deprived areas of Sheffield. As evidenced in the main report, the total activity delivered by Sheffield City Trust is not merely a cost, but a meaningful investment in social wellbeing and welfare.

With a clear ethos of being 'community-led', the SCT-CT is empowered and enabled to match community desires with strong outcomes that improve health and wellbeing. This breadth of work undertaken encompasses the following areas:

- **Schools / education sector:** promotion of the role of being active in a healthy lifestyle.
- **Community engagement:** funding and expertise support to empower delivery of activities.
- **Place-based locality support:** supporting delivery in specific neighbourhoods.
- **Active Aging:** supporting organisations that provide active aging services.
- **Health Services:** working with local NHS services to deliver joined up follow-on care.

- **Charity organisations:** supporting groups that offer provision for specific health conditions.
- **Widening participation (Equality, Diversity and Inclusion (EDI)):** Supporting key provision issues around disability, inclusivity, and culture
- **Families:** supporting families facing hardship, through partner organisations with funding and activities.
- **Cross-sector collaboration:** bringing together experts in the City to deliver projects requiring innovative solutions, e.g., Sheffcare care homes provision.

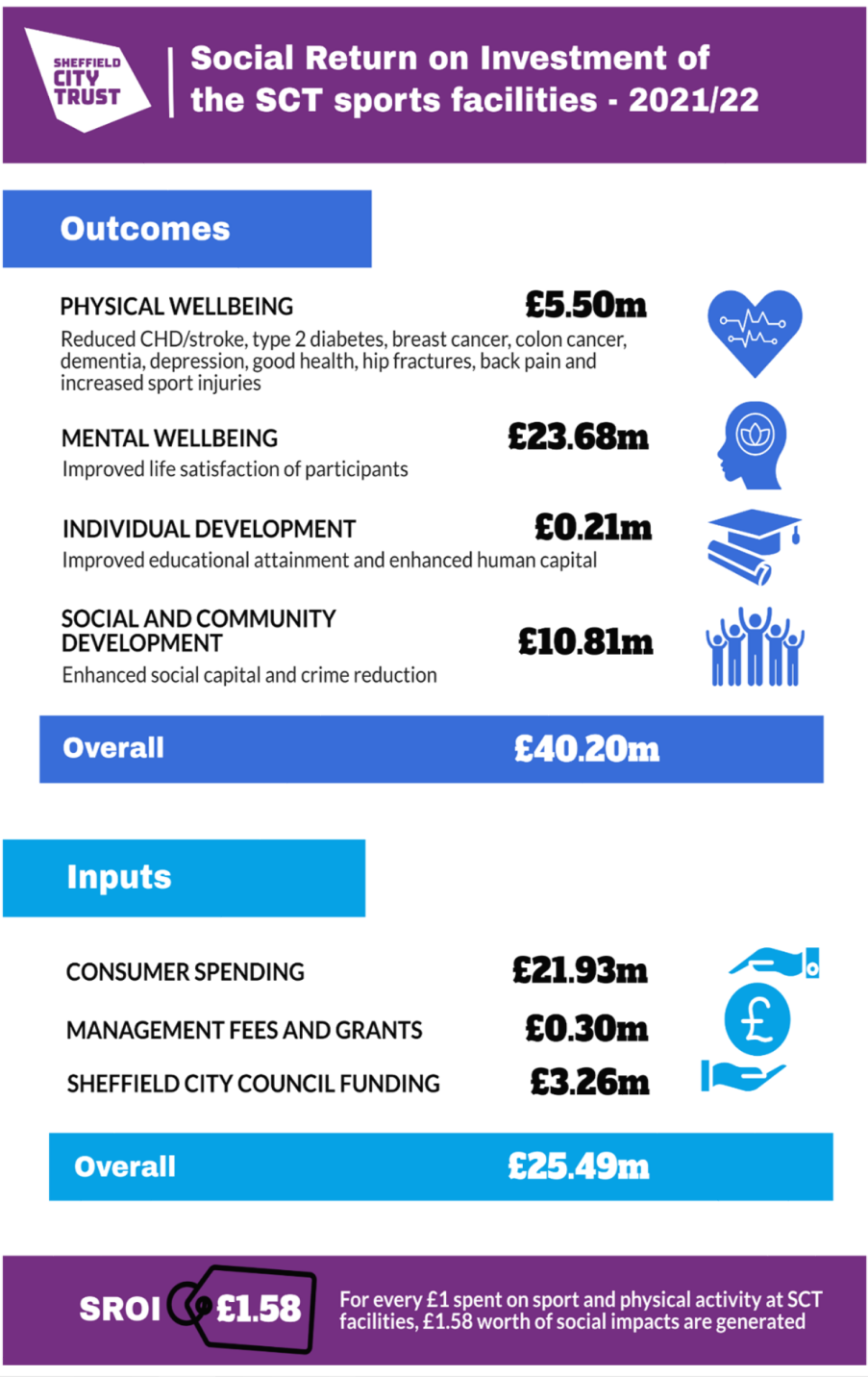


Fig. 1: Sheffield City Trust Social Return on Investment for 2021/22

Case Studies

To illustrate the impact of Sheffield City Trust's work on the communities engaged, in Report 2, Sheffield Hallam University's evaluation team focussed on four case studies to understand the impact each project was delivering to local communities: Reach up Youth, Street League, the Summer Programme, and Disability Sport.

Reach Up Youth

Sheffield City Trust has supported Reach up Youth since 2016. The two organisations have worked together to instigate changes to policy, to widen understanding of what is needed to better support young people, and to empower communities and organisations to think and act differently. The scope and impact of Reach up Youth is impressive, gaining support from local Councillors to develop inclusivity and access for the young people supported by Reach Up Youth. Activity sessions alone have generated over 2,000 attendances over the past 12 months, but Sheffield City Trust has also provided Reach up Youth with strategic support, assistance with bid writing to access valuable longer-term funding as well as capacity and confidence building.

"Sheffield City Trust has been a backbone for us over the past three years. They've opened doors and built bridges, by providing wrap-around support."

Safiya Sayeed

Founder, Reach up Youth

Street League

Street League is a national organisation that works to support young people (16-24 year olds) by raising aspirations and progressing individuals into education, training and employment. Street League and Sheffield City Trust have shared values: both organisations are firmly committed to tackling inequalities and moving people towards more positive destinations. Street League sessions are hosted at the English Institute of Sport Sheffield (EISS). The commitment of Sheffield City Trust to use the prestige of the venue has been a significant positive draw to attract the target audience. However, the support from Sheffield City Trust runs deeper than just venue access. Direct support for Street League includes access to the HR team at Sheffield City Trust providing the Street League participants invaluable expert knowledge and support to develop crucial interview skills. Since early 2015, Street League has grown locally from two members of staff to four. They have worked with over 645 young people from the Sheffield City Region and supported 455 young people into employment, education, or training. For Street League, the benefits of collaborating with Sheffield City Trust include the use of elite venues, promotion of their name and brand at these venues, and the provision of advice, guidance, support, and employment opportunities for participants.

“[Sheffield City Trust] also supports us with work placements, interview skills and techniques. We do mock interviews with staff from here (EISS) and facilitate any employability skills that are needed. [We] will look at CVs, work placements, and some young people have moved into work here.”

Graeme Severn

Operations Manager, Street League

Summer Programme

The Summer Programme is a direct community engagement programme by SCT-CT. Built on strong relationships with local communities developed over several years, in 2022, the community asked for free, hyper-local activities and food for children. This insight-driven, community-led approach led to the idea of using sports vans as the hook in the Summer Programme. The sports vans provided young people and their families with a regular mixture of sports, activities, food, and drink. Three full-time Community Team staff worked alongside six casual Summer Programme Officers who were employed throughout the summer holidays. They ran a six-week programme of activities in various parks and communities throughout Sheffield, particularly targeted in deprived areas. They delivered 23 sessions per week for six weeks (130+ sessions) across 19 targeted areas within the city. The programme engaged with more than 1,600 individuals and generated a total of 5,325 engagements with the sessions. It was extremely successful in engaging participants and families from ethnic minority backgrounds (62% from ethnic minority groups) and males (68% of participants).

“The summer school holidays can be an expensive time, especially this year when prices are rising so much. Lots of families can't easily afford paid summer camps or sports clubs. That's why the community team's summer programme at the Ponderosa was so valuable. The sessions were free, inclusive, and genuinely for all. It was wonderful to see so many kids and families coming together to take part in games and activities or just to sit and have a picnic. It also showed the enormous importance of providing free food at the activities. Providing free food fuels up the kids and helps family budgets. Thank you to the team for all of your work this summer.”

Tom Hunt

Elected Member for Walkley

Disability Sport

When the Sport England funding for Activity Sheffield's disability sport offer changed in 2018, Sheffield City Trust committed to continue and develop this valuable work. Sheffield City Trust commenced hosting and funding a new Disability Officer post for one day per week. The core aim of the role was to coordinate disability sport in the city and act as a point of contact for disabled sports clubs in Sheffield. In addition to this, providing leadership for the Sheffield Disability Network meetings and events; championing inclusive practice; supporting the wider disability network; encouraging greater integration and partnership / cross-sector working and funding opportunities were part of the remit. Dawn Wood was successfully recruited into the Officer role and brought with her a wealth of experience working in local disability sport.

"I think her (Dawn's) links and the people she knows has been massive because without Dawn having that link to some of these groups, we probably wouldn't have had the opportunity to get into some of these groups, so it's enabled us to do that and she's been influential in setting a lot of those groups up."

Gareth Hayden
Sheffield City Council

Summary of Impact

In summarising the impact of the wide-ranging work undertaken by Sheffield City Trust, it is important to identify the less tangible measures that resulted from the activities and wider engagement work.

Relationships between Sheffield City Trust, community organisations and individuals within communities have been built up over many years. The work of Sheffield City Trust has resulted in significant benefits for local communities. The events that are delivered by Sheffield City Trust, either in venues or in communities, have helped to **raise aspirations** and help often **excluded people in the local community find new and different activities**.

Sheffield City Trust's approach of seeing Community Activities as central to the organisation, rather than an add-on, allows **innovative networking approaches** to be facilitated; providing community groups with direct connections to networks such as the elite sport National Governing Bodies based at EISS. This allows meaningful interventions and pathways for young people across Sheffield to be developed.

Providing access to venues for organisations, such as Street League, through discounted rates facilitates the sustainability of valuable **programmes and events**, which in turn **helps the local community be active and helps raise funds for other charitable organisations**. Supporting long-

term sustainability is at the heart of the SCT-CT ethos, particularly through guidance in accessing funding opportunities to ensure that these valuable community partners continue to thrive.

Engaging with community work at an organisational level has positively impacted on the people involved, particularly through guidance and training to **deliver employment, volunteering and training opportunities**. These opportunities have directly delivered real improvements in young people's self-confidence, communication skills and qualifications resulting in a positive contribution to the local economy.

Conclusions

As highlighted in Sheffield Hallam University's SROI analysis (Report 1), Sheffield City Trust's work yields a significant return, not just a financial one. This insight and feedback generated through Sheffield Hallam University's study highlights that some community groups would struggle to operate at all without Sheffield City Trust support, and others wouldn't have been formed without it.

Driven by a clear objective, the SCT-CT is able to work flexibly with community partners, adapting as required to ensure strong engagement and acceptance from those supported. Being part of this conversation with community groups allows Sheffield City Trust to support change within communities.

These principles very much align with some of the national investment in tackling inequalities and changing behaviour using physical activity as a tool, such as Sport England's support of Local Delivery Pilots to instigate systems change and place-based working. Much of the SCT-CT work takes this place-based approach, e.g., targeted community support in Darnall and Burngreave, or focuses on taking activities into communities e.g., the Summer Programme using the sport vans.

The SCT-CT forms their objectives around the priorities of the communities which they support. Their focus is to deliver what the community wants and needs. The flexible ways of working within the SCT-CT enables quick action; from direct delivery and access to facilities to funding and other forms of help and support for organisations.

The work undertaken by SCT-CT is part of a wider continuum within Sheffield City Trust. Incorporating the leisure facilities into the communities in which they serve is a key aim of the organisation. Making these facilities more welcoming, accessible and community focused continues to be a key workstream for the organisation, with plans to improve diversity and representativeness already in progress. It should be noted, however, that several interviewees commended the substantial improvements that have been made regarding equity, diversity, and inclusion over recent years.



There is no doubt that through its way of working with communities, Sheffield City Trust is driving positive change and having an impact, as identified by the case studies and the many testimonies provided in Sheffield Hallam University's reports.

The findings were clear: if Sheffield City Trust operated solely on a commercial basis, then many community organisations would struggle to access facilities, and some wouldn't have the support to grow and develop without these relationships in place.

Sheffield Hallam University's evaluation demonstrates the community-led approach taken by SCT-CT is of real benefit to the city of Sheffield. Understanding the importance of engaging with key community champions (who can inspire and encourage others) and being able to spread the word informally in this way shows the power of the community in bringing people together, sharing ideas, and local insight. These connections with local community leaders enable SCT-CT to reach a much wider audience, supporting more people in new and different ways.

Sheffield City Trust has consciously employed a 'co-creation' approach with community groups and representatives. The combination of a few highly experienced individuals with a successful mechanism for translating community aspirations into practice should be recognised for future success in addressing the inequality across Sheffield.