



Sheffield

Investment Prospectus

2024





“Through our Sheffield Together partnership we are working hard to drive up housebuilding and regenerate parts of our city. The major investment for Furnace Hill and Neepsend is a significant, early outcome of our work together. Sheffield is a city on the up and we have big plans for more new homes and more new neighbourhoods.”

**Tom Hunt, Leader of
Sheffield City Council**

Shaping the future of the City Centre

Sheffield is a unique City with a wealth of exciting development opportunities within the City Centre as illustrated by this prospectus.



Image source: City/CGI Collective



Image source: Great Places

Sheffield

A city making waves

Sheffield is undergoing an exciting period of transformation. The foundations have been laid - a new City Centre Strategic Vision has been endorsed providing a new roadmap for positive change, new priority locations for growth and the Government has committed funding to support Sheffield with its ambitious regeneration programme.

We want to build on this momentum and drive forward our strategic ambitions and regeneration plans for the City Centre.

Sheffield City Council and partners in the City are looking to work alongside strategic development partners and key stakeholders who are innovative and forward thinking to establish new markets in the City and support the transformation of the City Centre.

Why Sheffield?

Sheffield can be defined by its people. There is a strong sense of place, pride and local identity.

Over the following pages we describe what else makes Sheffield special:

Economy & Skills

City region of c.
1.3m people

2
world leading Universities



60,000
students

42% graduate retention rate
(above national average)

International reputation for engineering and manufacturing



Thriving Digital, Tech & Creative sectors



Only Property Association in the country outside of London

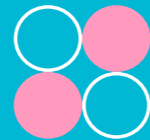
Economy & Skills

- Sheffield is the 4th largest city in England and the largest settlement in South Yorkshire** - the city is a key economic, cultural and transport hub, accounting for 47% of economic activity in South Yorkshire and contributing £13.7 billion to the UK economy.
- Sheffield's Economy is Global, Green and Growing** - Sheffield is home to global brands and world-leading businesses, many of which are focused on the green economy and continue to grow from strength to strength. New developments continue to enhance the profile of the city including the £470m Heart of the City which will create 1.5m sqft of mixed use floorspace and will generate up to 7,000 new jobs.
- Strong Entrepreneurial Spirit** - exists within the city and Sheffield tops the leaderboards for the best place to start a business, which together produces incredibly rich and diverse intellectual property. The city also has a thriving creative industries sector which forms a major part of the wider South Yorkshire creative industries sector that is worth up to £2bn in GVA.
- Cutting Edge of Advanced Manufacturing and Engineering Innovation** - the Advanced Manufacturing Park (AMP) and Sheffield Business Park are at the heart of The Advanced Manufacturing Innovation District (AMID). The city is part of the South Yorkshire Investment Zone which is focused on Advanced Manufacturing and is expected to help leverage more than £1.2bn of private funding and support more than 8,000 jobs by 2030 (HM Treasury).
- Key Academic Hub** - the city is home to the University of Sheffield and Sheffield Hallam University which are world-leading institutions in research and innovation. Sheffield attracts over 60,000 students every year and a graduate retention rate of 42% ensures a pipeline of highly skilled professionals.

Culture & Lifestyle

Sustainability & Environment

Why Sheffield?



Heart of the city
Sheffield Council's flagship regeneration project



Home to 600,000 people

Kelham Island named as one of 'coolest neighbourhoods in the world'
Source: TimeOut

870,000 trips to Sheffield/ year (2017-2019)



2.1m nights pa with an annual value of £ 124M

15.8 million tourism visits per year (2022)



Culture & Lifestyle

-  **A Vibrant Cultural Offering** - Timeout named Sheffield as the second-best city break in Europe in 2023 with the city boasting a wide range of cultural assets including the largest theatre complex outside of London, 26 art galleries, globally-renowned brands and a vibrant TV and film production sector. With 58 breweries it is also one of the premier beer cities in the world.
-  **An Attractive and Growing Residential Offering** - the city is undergoing exciting transformation, underpinned by economic growth and the completion of a variety of high quality commercial, mixed use and residential-led schemes including Kelham Island and Heart of the City. The anticipated economic growth and population growth should continue to support strong demand and value growth potential.
-  **Renowned Sporting Destination** - there are world class sporting facilities in Sheffield including the English Institute of Sport and Ponds Forge, and more recently the £500m Olympic Legacy Park which brings together the world's most innovative organisations in health, sports and wellbeing in an actively managed ecosystem, to advance health outcomes and economic growth. Canon Medical Arena is the UK's first carbon-neutral built community sports and event arena with an integrated Medical Diagnostic Centre. Sheffield is also home to one of the UK's leading Ice Hockey teams and is the host of the World Snooker Championship.

Why Sheffield?

Economy & Skills

Culture & Lifestyle

Sustainability & Environment



4th
largest city
in England

61%
greenspace

Greenest city in
the UK

1/3 of city lies within
the Peak District
National Park



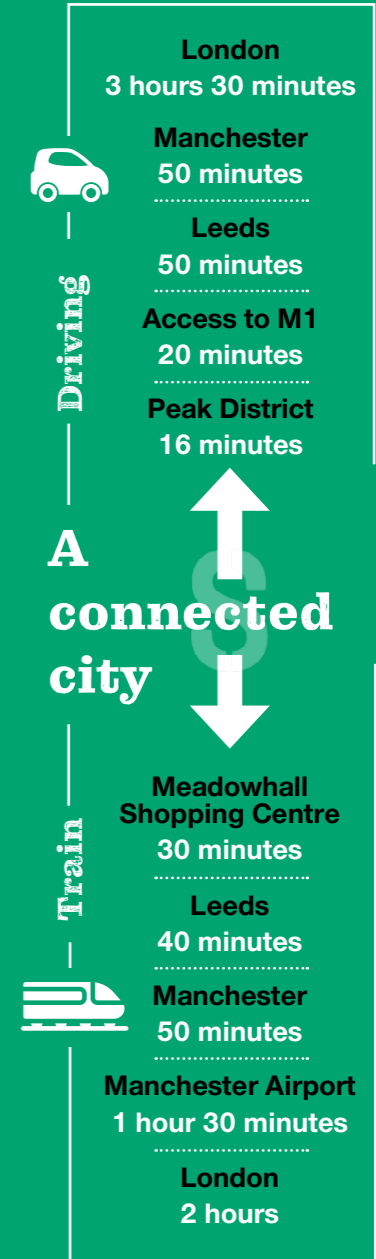
4.5 million trees-
the highest ratio of
trees to people of any
European city

**Ambitious net
zero target of
2030**



Sustainability & Environment

- Strategically Located and Excellent Connectivity** - Sheffield is within a 50-minute drive of both Manchester and Leeds with the M1 motorway providing excellent accessibility to surrounding areas. The city is also less than 2 hours to Birmingham and London via rail links, whilst the Sheffield Supertram network provides excellent intra-city connectivity. We've recently launched our [Sheffield Transport Vision](#) which sets out how we will continue to improve sustainable transport in Sheffield and improve key connections to other regions and international gateways.
- The 'Outdoor City'** - Sheffield has outstanding access to the outdoors; one third of the city is comprised of the Peak District National Park, 61% of the city is greenspace and there are 4.5 million trees in Sheffield which is the highest ratio of trees to people of any European city. Sheffield was named the UK's Greenest City in 2021 and the second greenest city in Europe.
- A Walkable City** - Sheffield Train Station, the Universities, Kelham Island, Winter Gardens and Sheffield Cathedral can all be reached within a twenty minute walk from our key city centre neighbourhoods.



Sheffield

New City Centre Neighbourhoods



There are a wide range of development opportunities in the City Centre. A key focus for the Council is driving regeneration in its priority locations as set out in the [City Centre Strategic Vision](#), anchored around three new neighbourhoods which have been identified as strategically important sites that have the ability to deliver transformational change in each area. These sites offer opportunities for a wide range of developers and investors as explained on the pages overleaf.

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New City Centre Neighbourhoods



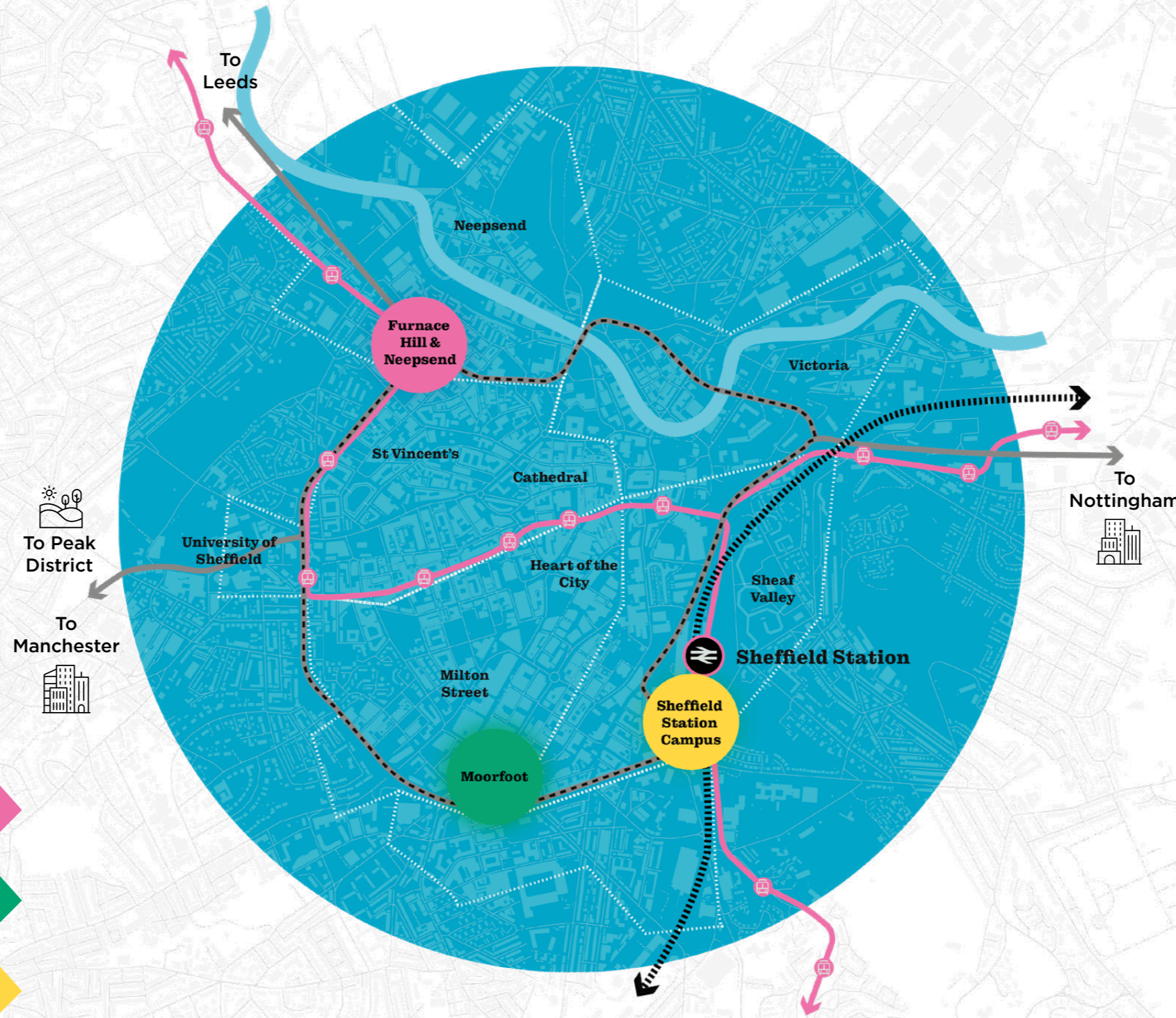
Furnace Hill & Neepsend



Moorfoot



Sheffield Station Campus



Creation of neighbourhoods

Neighbourhoods will provide a distinctive offer across all sectors, playing different roles and catering for different markets to create unique, thriving, economic, cultural and residential destinations that are inclusive and sustainable.



Market making

Fundamental to the City's future success will be the establishment of new markets and products in Sheffield City Centre. We will create the environment within which new investment can come forward.



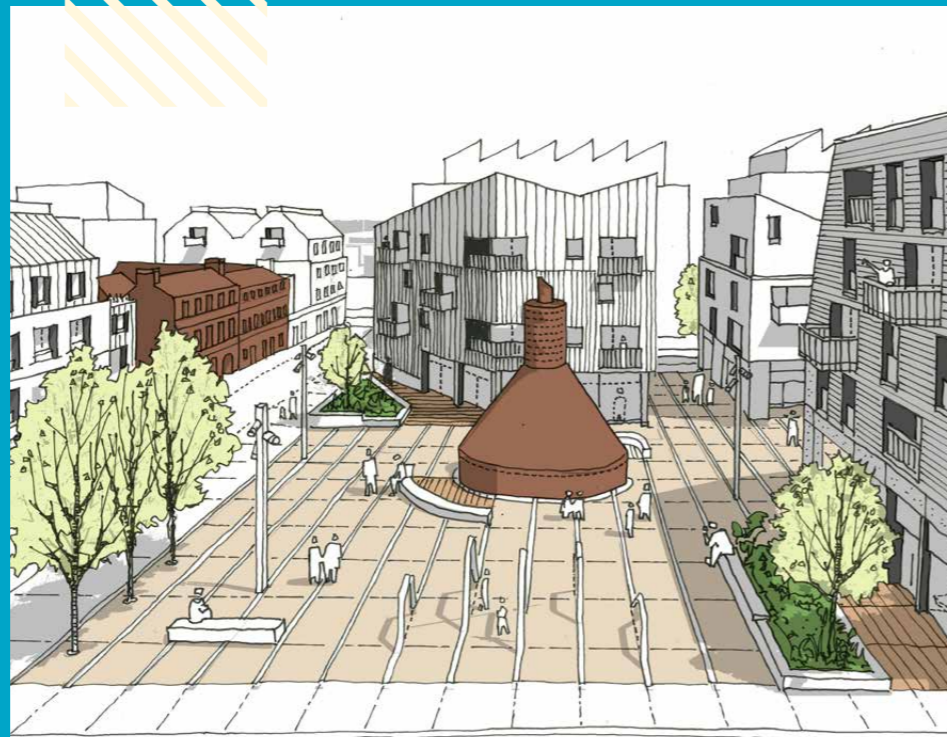
Place creation

People and communities should be at the heart of shaping places - the community live and breathe a place. A masterplanning approach will ensure developments create connected, accessible and animated places where people 'choose' to live, work and play.

New City Centre Neighbourhoods

Furnace Hill & Neepsend

The vision for Furnace Hill and Neepsend is to create a significant new residential location and gateway into the City Centre, characterised by its industrial heritage and buildings of historical interest.



Proposed Uses – Residential, commercial, amenity space and public realm.



Target Demographics – Intergenerational neighbourhood for a mix of demographics, including graduates and young professionals, families and downsizers.

Total Units – c. 3,000 - 5,000 new homes

Affordable Housing – 20% (with Homes England support).

Storey Heights – Averaging c. 6 - 10 storeys at Furnace Hill and c. 4 - 6 storeys at Neepsend.

Target Housing Typologies – Capacity for volume development and a range of densities, townhouses, larger duplexes and apartment buildings stepping their height and mass to retain a sense of openness.

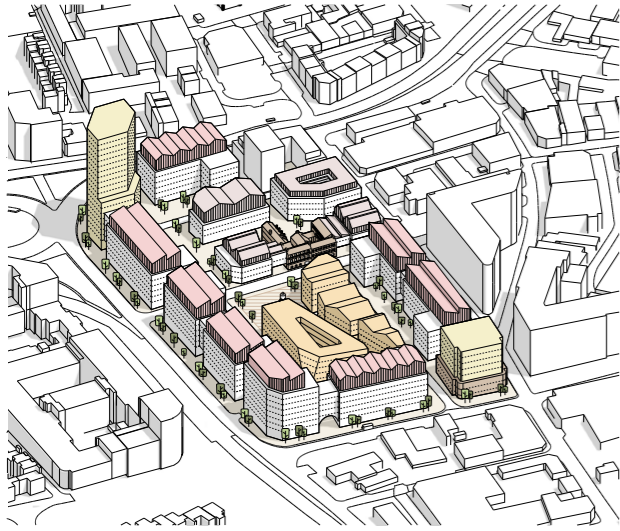
Planning Status/Framework – Masterplan/Development Framework prepared and allocated for housing (including related or compatible uses) and mixed use in the emerging Local Plan.



Key Masterplan Objectives – Linking communities, cross valley links, multi-functional streets, character as a catalyst.

Funding Secured – Homes England has secured a £67million funding package to support key land assembly and enabling works to unlock the first c. 1,300 new homes.





Furnace Hill

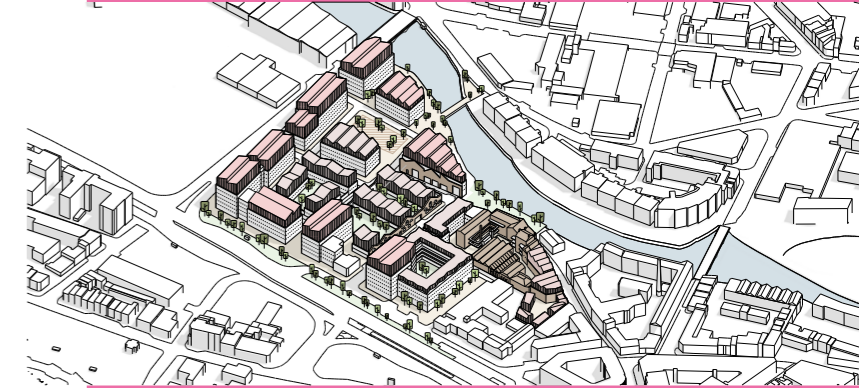
Furnace Hill is located just to the south of the A61 within close proximity to Neepsend. The area has started to see a shift from light industrial use to residential which is envisioned to continue to create a new and diverse residential community. Building on the industrial character, street pattern and topography, new development will sensitively compliment and contrast the existing townscape, referencing distinctive architectural features.

The neighbourhood will deliver between c. 2,071-3,109 new homes, anchored around the existing heritage sites. The development will also provide new public amenity space with a focal point around 'Furnace Square' which will comprise a formal square in the setting of the existing monument and reveal the traces of former furnaces. Development will enable stronger physical connectivity between the City Centre and Kelham Island, as well as to Neepsend to the north.

Neepsend

Neepsend is located to the north and east of the A61 and to the west of the River Don. The area is undergoing spatial change with the refurbishment of some of the former steelworks into residential uses.

The neighbourhood will deliver between c.1,011-1,775 new homes alongside retail and leisure uses, significant improved public realm such as the new Bacon Island Park and improved connectivity to other parts of the city. Neepsend will become Sheffield's 'Outdoor' neighbourhood and will be 'a place for everyone', bringing a range of demographics including families into the city and will promote the best of city living with all the benefits of waterside residences next to the River Don. The area will also become a destination for independent restaurants, cafés and shops, building on the success of neighbouring Kelham Island.



New City Centre Neighbourhoods

Moorfoot

Moorfoot is a distinctive gateway location into the City Centre and the regeneration of the area holds the key to bridging the current divide between the south and the City Centre, creating a seamless connection that brings vitality into this once inactive space.



Proposed Uses – Residential, commercial, retail, food & beverage, mobility hub, public realm.

Target Demographics – Focus on enhancing the City Centre residential offering for both younger and established professionals to provide the security and lifestyle of a modern, vibrant and energetic city.



Total Units – c. 2,000 new homes including the refurbished Moorfoot building which could accommodate c. 335 units.

Affordable Housing – Minimum of 10% (as per local planning policy)



Storey Heights – Up to 20 storeys



Planning Status/Framework – Concept masterplan prepared and allocated for housing (including related or compatible uses) and mixed use in the emerging Local Plan.

Key Masterplan Objectives – Gateway to Sheffield, a cosmopolitan home, green & civic quarter.



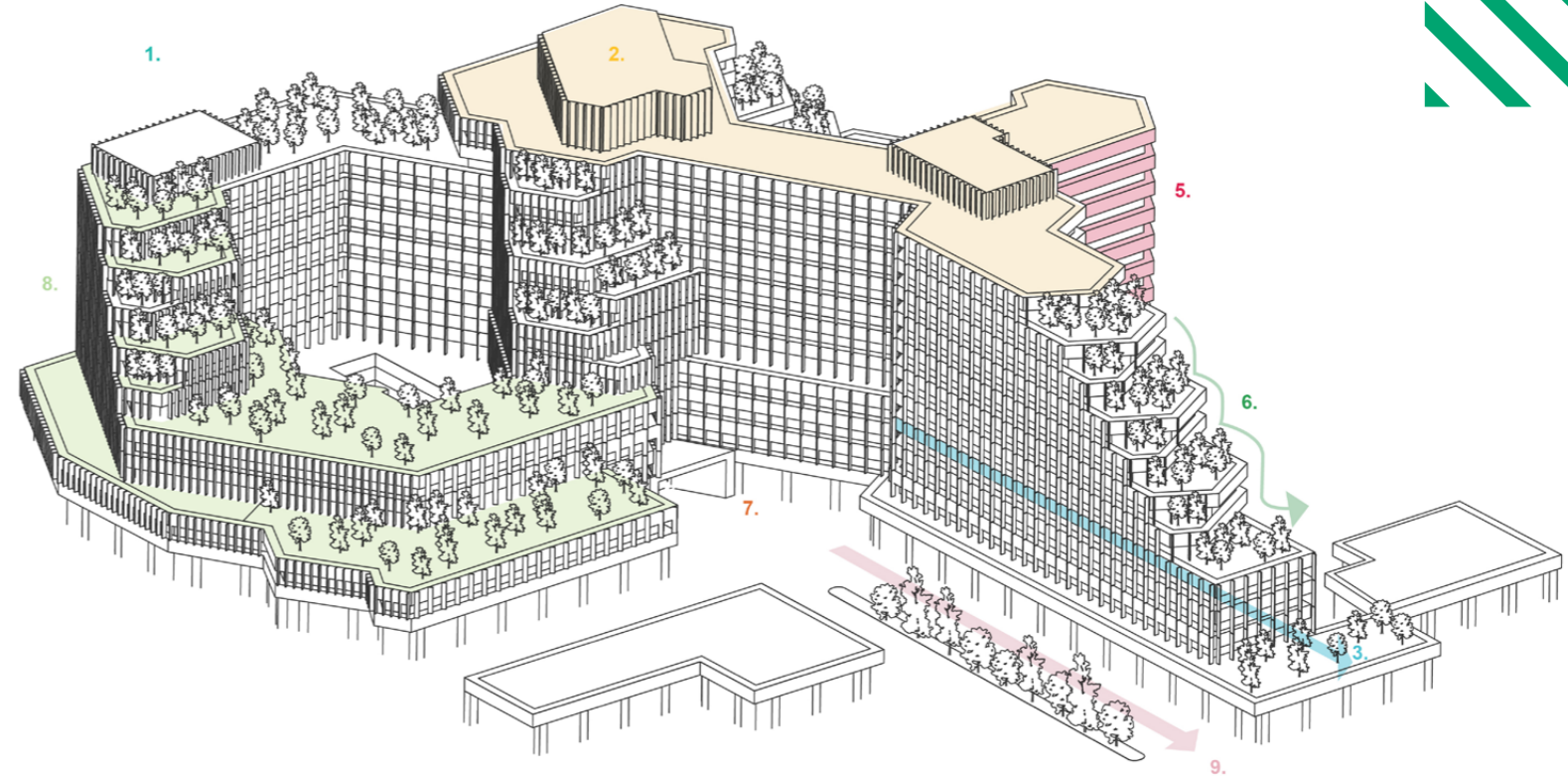
Target Housing Typologies – A range of apartment types including desirable modern conversions across a variety of configurations within the Moorfoot building, taking advantage of its existing layout/footprint, and a range of densities with potential for taller buildings in gateway locations.



The Moorfoot area is located in the southern area of the City Centre, inside the ring road (St Mary's Gate) and to the south of The Moor and Fitzwilliam Gate, bookending Sheffield's primary retail core.

The Masterplan aims to create a distinctive city quarter with high quality residential-led mixed use development. Central to the transformation of the area is the re purposing of the iconic Moorfoot building which is owned by Sheffield City Council and is one of the key development opportunities in the area. The building has a distinctive double hexagon 'ziggurat' form and is a unique City Centre landmark, impressing in its sheer scale and prominent location. Re purposing the building as opposed to demolition is estimated to save c. 14,400 tonnes of CO2 and provides the opportunity to deliver an exemplar refurbishment which will anchor a new vibrant residential-led mixed use destination.

Integration of green infrastructure into public spaces and improved connectivity into the City Centre and surrounding neighbourhoods to the south will also provide an attractive place for people to live and stay in Sheffield over the long term, with new civic spaces proposed throughout the area.



SIGNIFICANCE



FORM + GEOMETRY



HORIZONTALITY



SERIALITY + REPETITION



SECTION + SILHOUETTE



MATERIALITY + COLOUR



STEPPED TERRACES



THE MOOR

Image Copyright: JMP Architects 2024



New City Centre Neighbourhoods

Sheffield Station Campus

The Station Campus is located in the south eastern area of the City Centre and forms a highly important gateway into the city between the train station and the A61, with thousands of movements through the area each day. It forms part of two areas known as the Cultural Industries Quarter and The Sheaf Valley. The station provides excellent connectivity to other major cities in the north of the UK as well as London in under 2 hours and is a key arrival point for welcoming visitors into Sheffield.



Proposed Uses – Residential, office, commercial, public realm, pedestrian and cycle bridge, supporting retail and food & beverage.

Target Demographics – A vibrant mixed use location with a vision to attract new residents and businesses to the area, driving synergies with the creative and cultural economy of the neighbouring Cultural Industries Quarter. The Station Campus will create a mixed community with residential opportunities and a large proportion of commercial space



Total Units – 900 new homes, 11,000 sqm of office space, 4,000 sqm of other commercial space.

Affordable Housing – Up to 10% .



Storey Heights – Up to 19 storeys.

Planning Status/Framework – Masterplan/Development Framework under preparation and allocated for employment, housing (including related or compatible uses) and mixed use in the emerging Local Plan.



Target Housing Typologies – A range of property types offering a mix of studios to larger 3-bedroom apartments, with varying densities. Potential for taller buildings in gateway locations and opportunities for Build to Rent.



Business case is underway to deliver infrastructure and public realm



Key Masterplan Objectives – Enhanced sense of arrival, new pedestrian and cycle bridge, improved station transport integration, cohesive public realm, mix of uses/activities, rationalised operational rail facilities.



The Station Campus is proposed to be developed in a comprehensive manner as a place to both live and work in a way that will deliver a step change in sustainable regeneration at this key gateway location.

The development will support a vibrant mixed-use neighbourhood with a rich mix of uses including residential, employment, retail and leisure that can improve the sense of arrival into the city and unlock transformative connectivity improvements within the south-eastern area of the City Centre. A new pedestrian and cycle bridge will be delivered alongside the scheme which will act as an integrated piece of connectivity infrastructure to re-link communities and open spaces to the east with the City Centre.

The Station Campus currently comprises areas of open space and streets, differentiated by their character, function and opportunities, which will be emphasised as part of development, with a high quality network of green space and landscaping to link the various development plots and create a coherent environment.



Sheffield

Realising the Opportunity



Driving Growth and Development the Sheffield Way

Sheffield is a great city with a rich set of opportunities within the City Centre. Partners in the city are dedicated to realising these opportunities and are now looking to engage with investors to:



“The Government’s Levelling Up White Paper makes a clear and compelling case for partners to work in places in a much more joined-up way – to tackle housing and regeneration problems head on.”

**Kate Josephs, Chief Executive, Sheffield City Council
CEX and Sheffield Housing Growth Board Chair**

Create new distinctive neighbourhoods as part of the Council's priority locations for growth



Drive forward transformation of the City Centre and create jobs



Use existing iconic architecture, the City's heritage assets and culture to help define and curate unique places in the City



Improve connections and accessibility between areas in the City Centre



Improve the experience of the streets for all users



Diversify the retail core



Encourage different people to live in the City Centre by providing a differentiated offer in identified neighbourhoods



Repopulate the City Centre with 20,000 new homes



Implement innovative solutions to respond to challenges (such as, Digital, Net Zero and Future of work)



Encourage the adoption of new technologies to accelerate carbon reduction and invest in low carbon infrastructure



Facilitate public and private sector partnerships



Invest in Sheffield

The Council has bold ambitions for Sheffield and the city has commenced an exciting period of transformation with demonstrable public sector support.

The Council and its public sector partners are keen to work with private sector partners to realise joint visions and aspirations for the City.

We welcome further engagement with partners to discuss the opportunities in this prospectus (and wider projects) and how we can work together to unlock the potential of Sheffield.

Our Commitments

The Council will continue to support investment through our skillsets and relationships including by:

1. **Accessing Funding** - we will work with the public and private sector to make the case to access existing and future funding programmes, and will co-develop business cases to support critical investment
2. **Harnessing our Land and Buildings** - we will use our assets to catalyse development and will work with partners to support wider proposals which align with our vision and objectives for the city
3. **Enhanced Partnership Working** - we will continue to facilitate collaboration and new ways of working between the public and private sectors to pro actively unlock new sites for development and create sustainable places
4. **Stimulating Confidence** - the 'Sheffield Together' partnership with demonstrable support from Homes England provides confidence to the private sector that key partners recognise the importance and potential of Sheffield as a place to invest
5. **Supporting Efficient Planning Decisions** - we are committed to working with developers to efficiently bring forward schemes that align with our vision for Sheffield and our local planning policy

There is something wonderful in the making



Population forecast to increase from c.584,853 people to c.648,410 people by 2043



Sheffield is forecasting c. 43,000 additional jobs by 2039



Demand outstripping supply for Grade A office space in the City Centre



Confirmed by Government as a Levelling Up Priority Area with significant targeted support being leveraged by Homes England



Ambition to deliver 36,000 new homes by 2039, including at least 20,000 new homes in the City Centre across a variety of tenures including affordable housing



“Sheffield is a place that has committed local leadership who are prepared to support our clear vision and our pipeline for delivery now. The recent uptake in housing completions across the city serves as a sign of continued confidence in the city from the market.”



Kate Martin, Exec Director, SCC and Sheffield Housing Growth Board member

Contact Us

For further information about the new neighbourhoods and other opportunities in the City Centre, please contact:

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