

# ***Cross Sector Innovation***

Urban Planning – Michael Glasgow  
Business Brokerage - Mark Headleand

## *What we're about...*

The Cross Sector Innovation strand is about engaging new partners to build lasting, valued relationships that lay the foundations for a healthier future in Sheffield.

SLC4L is helping to create healthier environments by embedding health within Planning and how the SCCI is engaging the local business community to champion health in the workplace by running a range of fun, healthy initiatives.

# Planning and Health?

- Foresight & “Healthy Weight, Healthy Lives”
  - Strong tradition linking Planning & Health that needs to be rediscovered
  - Strong advocates in the Health and Built Environment professions
  - Challenge is translating this into action in Sheffield, using the C4L mantra of ‘Eat well, move more, live longer’.
- All planning applications decided with regard to policies contained in the Sheffield Development Framework, so influencing this has been the main focus

# Green Space

- Major asset for recreation and relaxation
- Planning influences the *creation* and *improvement* of open space and plays a crucial role in *protecting* it from built development
- Background work to ensure that planning is in the best possible position to protect green space across the city
- Policy for new open spaces as part of development
- Investment in Open Space:  
Secured over £800k via  
Developer Contributions during  
SC4L
- Draft South Yorkshire Green  
Infrastructure Strategy  
completed



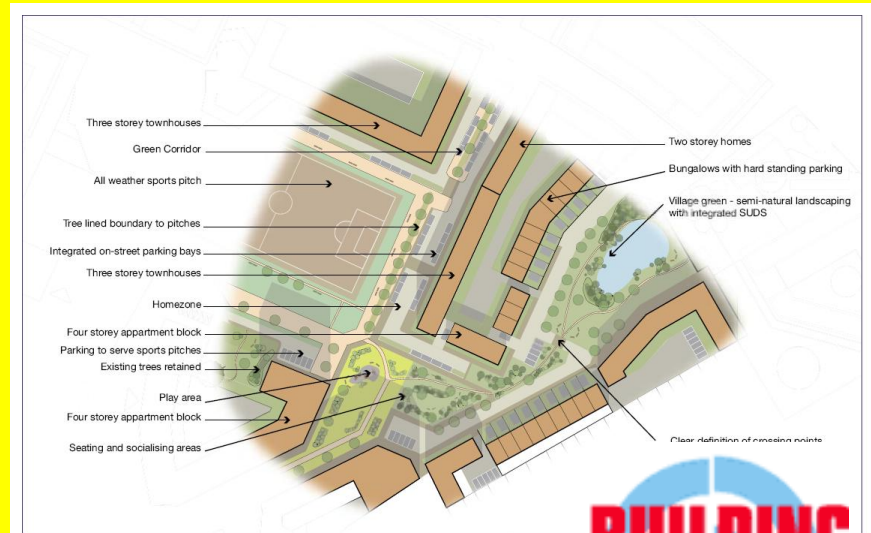
# Healthy Design

- Lifetime Neighbourhoods

- Settlement Appraisals
- Range of policies in the City Policies & Sites document

- Building for Life

- Award scheme promoting high quality housing
- Devised by CABE and Home Builders Federation
- Requirement that developments of more than 10 houses achieve a “good” standard



# Access to Food

Building evidence around access to food, to support new projects arising through the Food Plan

- Working with Parks and Countryside to support new food growing initiatives
- Identifying potential sites for community food growing through the Sustainable Communities Act
- Mapping access to food across the city, to identify “Food Deserts”



# Achievements...

## Sheffield Development Framework

- Core Strategy adopted in March 2009
- City Policies & Sites adoption by 2012
- Infrastructure Planning
  - Draft Sub-Regional Green Infrastructure Strategy completed
  - Investments into open space and health prioritised through local work
- Focus on embedding healthy policies for gradual, longer term change as opposed to quick wins

# The next step

## Sustainability

- Having the right suite of policies in place is essential, but this is only the first step, there is still plenty to do!
- A lot of opportunity to influence change:
  - Core Strategy sets out that around 35,000 new homes
  - 532 hectares of land allocated for development in the Draft City policies & sites document
- Having someone to act as an advocate for health is important to ensure that it doesn't slip down the planning wish-list
- Continuing challenge to keep up with legislative and policy change at the national level, to make sure that we are in the best position to deliver positive local change

# *Business Brokerage*



Mark Headleand

# ***Our Involvement***

It is *vital* that businesses are seen as partners in Sheffield – Let's Change4Life.

The Business Broker role is to use existing business networks to communicate the objectives of the programme. What we are doing is getting businesses to believe and engage with the aims of encouraging healthy eating and more physical activity, whether it is through sponsorship or improving their own workplaces.

The average employee may spend 60% of their waking hours in the workplace. Changing their behaviour there will have an impact on how they behave in their free time and, in turn, how their children behave. Not only that, but healthier workplaces results in less sick days, more productivity and contributes towards corporate social responsibility.

# ***Barriers to Success***

- Reaching/getting 'buy-in' from decision makers
- Low participation in workshops in male dominated environments e.g. manufacturing
- Budget restrictions
- Time constraints
- Importance on business agenda

# Outcomes

- Business Champions:

Hallam Fm, Blundells, Westfield Health, Outokumpu Stainless Distribution, Balfour Beatty Utility Solutions, Sheffield Forgemasters and Specsavers at Crystal Peaks.

- SLC4L Branded Events:

Netwalking, 5-a-side football tournament, BHF Health at Work Seminar, Mental Health Seminars, Bike to work days etc.

- Programme Partners:

Carnegie Weight Management and Yoga4 UK Ltd.

- Healthy Business Updates (Monthly)

- Star Business Monthly and First for Business Articles



# ***Sustainability***

- Healthy Business Award will become a permanent feature of the Sheffield Business Awards held in December each year.
- Two forums are being formed to continue the work initiated by the lets change 4 life programme;
  - A **Healthcare forum** to provide a go-to group for information on the discussion and implementation of best practice and scoping of new ideas and projects.
  - A **Sports and Leisure forum** to provide access to organisations focussing on inclusion in sport and fitness for all, and encouraging growth in this business sector.
- The 5 a side Business Football Tournament will run annually due to self generated funding backed by the F.A.
- Netwalking to become a permanent fixture in available business events to attend (weather permitting of course!!)



***Any Questions?***

And now for a small taste of what we've been implementing in businesses across Sheffield...

Yoga4  UK