



# Then, Now, Tomorrow

Operating Manual - July 2019

**SIPA**  
SHEFFIELD PROPERTY  
ASSOCIATION

## From tiny acorns

We are the Sheffield Property Association. An independent association of individuals and organisations with interest in land, property and development in Sheffield. We were founded two years ago to inform policy-makers, promote investment and drive economic prosperity across the city.

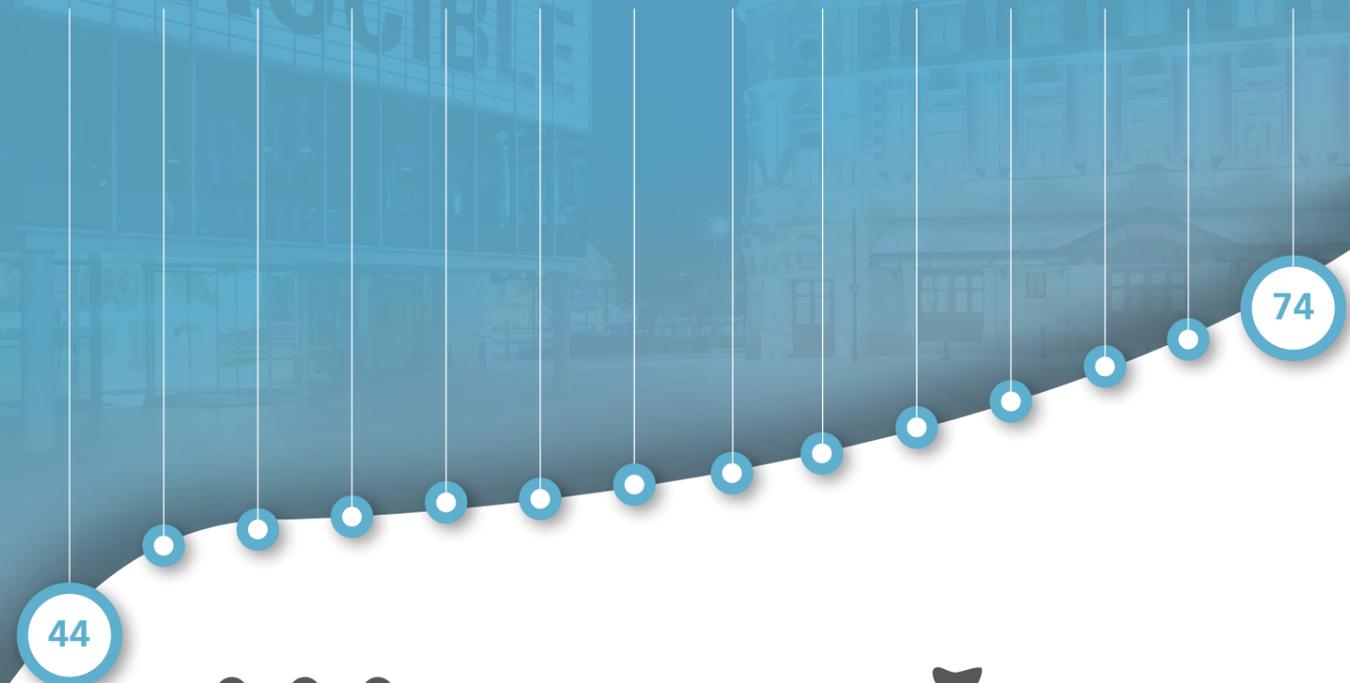
We are the collective voice of property in Sheffield. We have showcased the city at home and abroad. We have built lasting relationships with key stakeholders in our nation's capital. We have started the work needed to ensure our city resonates positively around the world.

For those intrigued. For those who are sceptical. For those thinking of getting involved. These pages describe where we have come from, what we have done and what we aspire to do next.



## Membership Growth – The last 12 months

June 2018 July 2018 Aug 2018 Sept 2018 Oct 2018 Nov 2018 Dec 2018 Jan 2019 Feb 2019 March 2019 April 2019 May 2019 June 2019 July 2019



74

Number of members



4 billion

Value of our members' assets in Sheffield



22,700

Number of jobs our members are responsible for in Sheffield



7.6 million m<sup>2</sup>

Area of land owned by our members in Sheffield

# It was never about bricks and mortar

Cities are not just buildings. Cities are an idea. An idea that people achieve more together. We seek out interaction and influence. Conversations that spark collaborations. Meetings that trigger innovation.

That is why we were founded. Our city has huge potential but you cannot wait for others to achieve that potential. Only through our individual and collective efforts will we make a difference.

We are driven by the need for this city to be more confident. We are driven by the reality that we need more investment to grow our economy and to address inequality in our city. Bodies like ours must step up. It is unfair and unsustainable to think that our Town Hall, or any Town Hall, can do everything. The opportunity to promote our city and attract investment must be seized, not least to help fund frontline services and protect those who need the most support.

Every professional body has a role in making Sheffield the best city it can be. The expertise, insights and innovation of the private-sector must combine with that of the public sector to deliver the greatest possible impact.

That is why we must be bold. We know that bodies like ours must display a quality and type of private sector leadership that our city and wider region has not seen in decades. A type of leadership that builds trust with communities at home and in boardrooms around the world.



# Reflecting and listening

In early 2019 we took a breath. Our membership had exceeded 70 organisations quickly.

The Executive took an opportunity to conduct a robust assessment of the organisation.

The Development Team led the way on surveying our members to seek their views on our evolution and our role in the city.

## The results from the internal SWOT analysis and survey were clear.



It is essential to build capacity in the organisation by providing more opportunities for more people to get involved.



The Association needed a clearer set of priorities. There is so much we can do and achieve together but now is the time to focus on what really matters.



Members want to be more active, to shape our work and to utilise their expertise and insights.

# Evolution

The Association will continue to be run by our Executive. The Executive's remit will be to focus on external profile, strategic direction and acting as the "voice" of the organisation.

Our Development Team will evolve into a group with the remit to manage Networking and Member Engagement. This important shift will build capacity to curate and host more member events and activities throughout the year.

Our members are responsible for over 20,000 jobs in the city. We want everyone to have the opportunity to get involved with the Association. We are going to encourage the creation of more Task and Finish Groups involving individuals from across our membership.

## Evolving the way we work

### Inclusivity

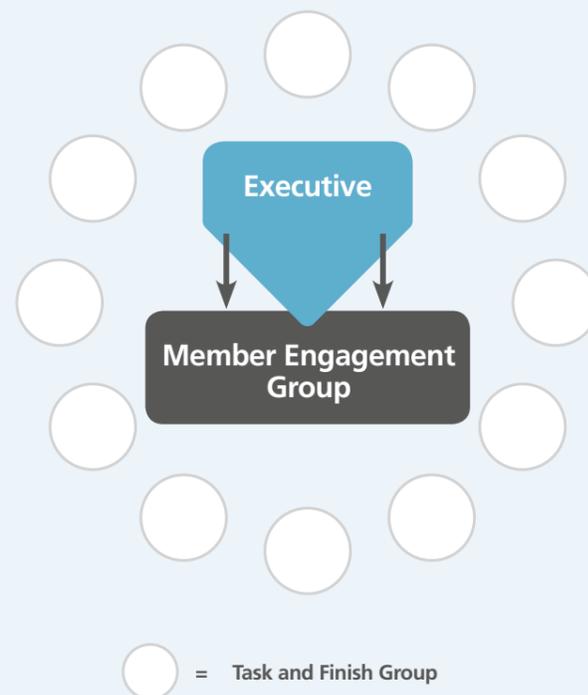
Anyone from any member of our Association is invited to join the Executive or Member Engagement Group at any time.

If you have the time and appetite to play a practical role in the Association, then we welcome anyone who wants to make a difference.

Alternatively, if your time is more limited, maybe propose or join one of the specific Task and Finish Groups? Groups can be set up to work on any topic associated with Research, Advocacy or Networking in the Association.

### Accountability

The Sheffield Property Association has been formally incorporated as a Company Limited by Guarantee. The decisions made by the Association will continue to be subject to oversight by the Executive and our wider membership. The Company Directors will maintain legal and financial responsibilities on behalf of our members.



# Priorities

Over the next 12 months our focus will be on:

- Building a world-class platform for Sheffield at MIPIM 2020.**
- Welcoming the world to Sheffield as we host the first ever Tier 2 City Summit.**
- Showcasing Sheffield nationally and internationally through our relationship with Estates Gazette, Financial Times and other media platforms.**
- Ensuring our members and stakeholders have access to a regularly published Data Dashboard that presents key metrics about our local property markets.**
- Investing in our relationship with the London Property Alliance to help foster relations between the North and South.**
- Supporting our city's cultural institutions, including Museums Sheffield and Sheffield Theatres. Strengthening the link between culture and place-making is central to all that we do.**
- Partnering with organisations like Sheffield Civic Trust, Joined Up Heritage Sheffield and Sheffield Digital. Together we hope to explore how we can create a greater, better and more beautiful Sheffield that attracts investment and talent, delivers better outcomes and retains what makes our city so special.**

We will continue to work closely with the Council to promote the city and to make the case for investment in Sheffield. We will provide an assertive but diplomatic voice in policy-debates that impact the built environment in Sheffield.

## You cannot wait for a city to grow. You have to help a city to grow.

We have ambition. We know that collectively our membership has the ability to transform our city, its buildings and its places.

We are modest. We know that we do not have all the answers, nor should our view dominate others.

We welcome new members, collaborators and a dialogue with all those who share our ambition to make Sheffield greater, better and more beautiful.



### Join

Membership is open to any individual or organisation committed to making a meaningful difference to Sheffield's built environment.



### Collaborate

Intrigued? Do you have an idea that complements with what we are seeking to achieve? Please get in touch.



### Stay in touch

Our website [www.sheffieldpropertyassociation.com](http://www.sheffieldpropertyassociation.com) is evolving to become a dynamic portal for all those interested in what we are doing and why we are doing it.

#### Contact:

Sheffield Property Association Secretariat  
St James House  
Vicar Lane  
Sheffield  
S1 2EX

[info@sheffieldpropertyassociation.com](mailto:info@sheffieldpropertyassociation.com)

0114 252 1170

