

Sheffield
makes
more than
you know



Sheffield



There's a new momentum in our city

And we want to capture it..

The Sheffield city brand is evolving and we want to bring to life why it's such an amazing place to live and work in.

Through conversations with many partners, exploration and reflection, we've identified the shared values which describe us at our best:

We are: original, inclusive, skilful



Above everything, we are wonderfully inventive

We've identified invention as the one quality that sets us apart from other cities.

It's a resourcefulness, a willingness to roll up our sleeves, explore new opportunities, try new partnerships and create amazing new experiences.

This spirit of inventiveness explains why Sheffield is a place that's constantly remaking itself.

Sheffield makes poets, polymers, careers, rights to roam
a weekend away, sanctuary, opportunity, space to develop
advanced aerospace components, authors, academics, o
painters, ambitious business people, bread, beer, honey,
garden great coffees and great brews too, musicologists
metallurgists, museums, destinations, actors, videogame
suffragettes, supercars, programmers, history, explorers
the future of engineering, mechanics, documentaries, ch
you laugh, scissors, moments cutting-edge software, co
ideas into careers, jobs, experiences, outdoors cinemas,

Sheffield makes people, and people make Sheffield



**People make our stories
come to life.**

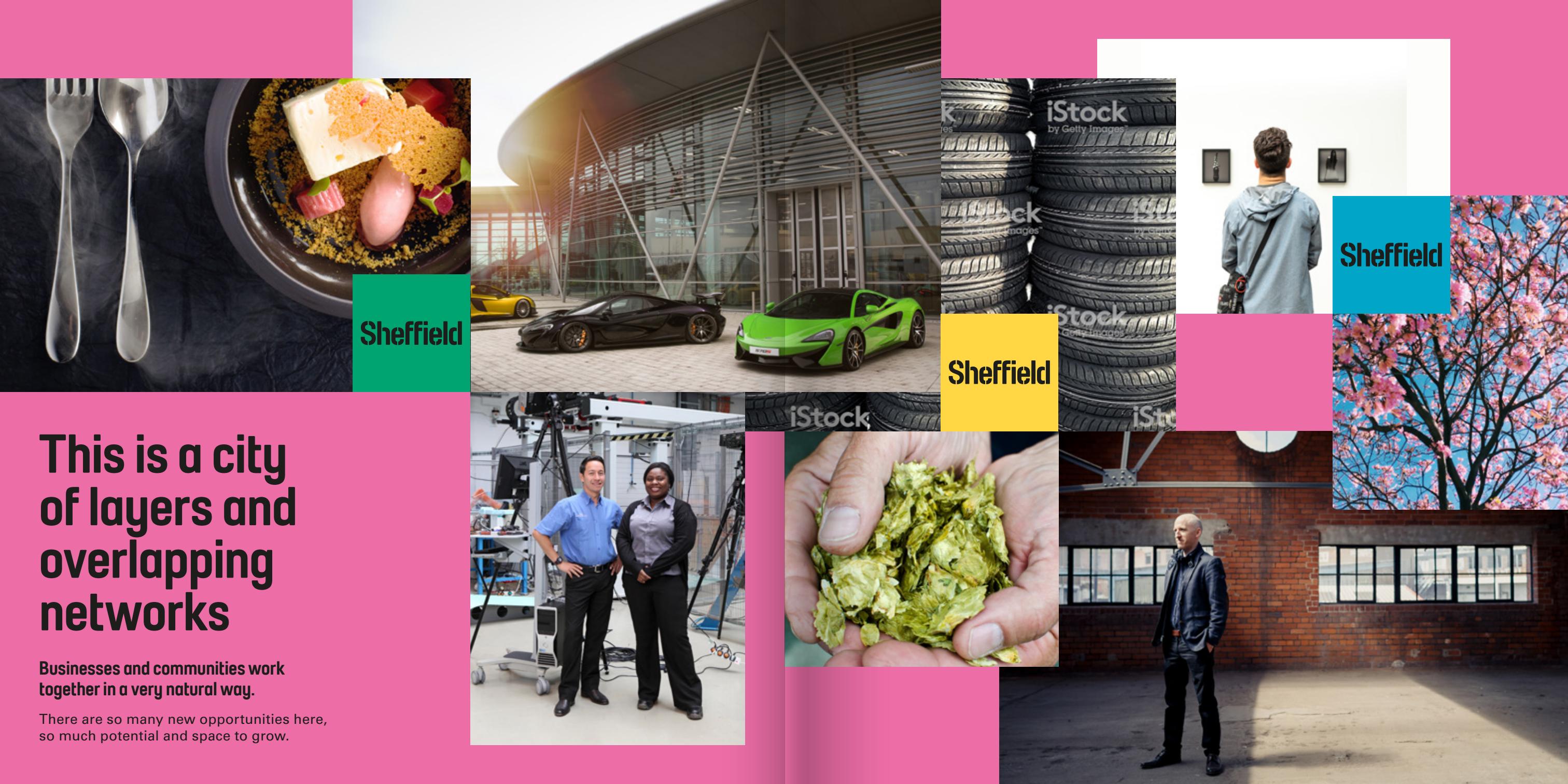
Passionate people. Influencers,
facilitators, thinkers, and do-ers.
What connects them all is an
openness to new ideas and a
spirit of inventiveness.

In Sheffield we don't need
permission to try new things.



Sheffield is magnetic

We celebrate the amazing, ambitious things that occur when people and passions get together in Sheffield.



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This is a city of layers and overlapping networks

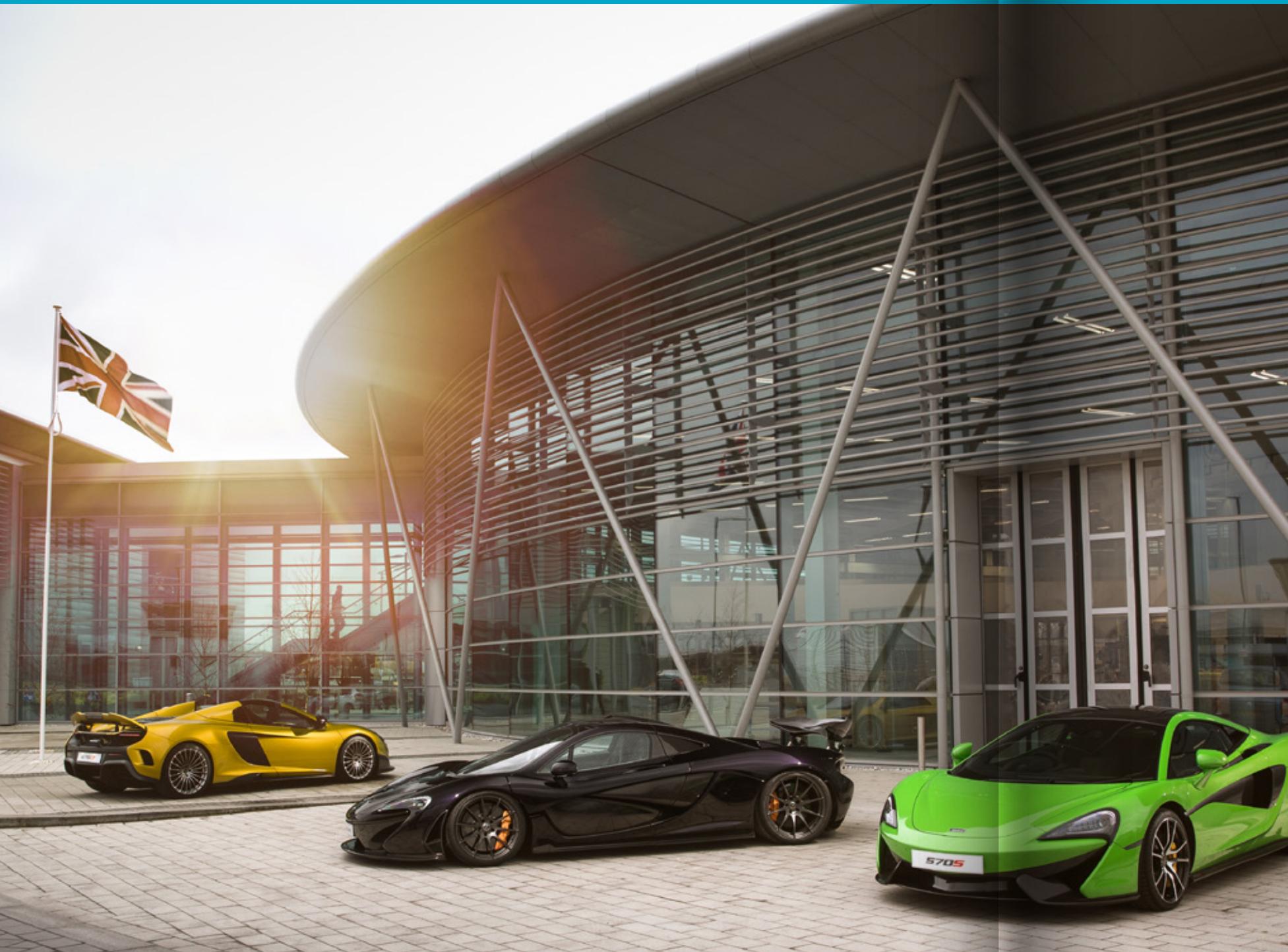
Businesses and communities work together in a very natural way.

There are so many new opportunities here, so much potential and space to grow.

**Making is in
our blood but
the things we
make are always
changing...**

New stories are always waiting to be heard.

Sheffield Makes is the platform for telling these stories: writers, musicians and performers making headlines, universities making breakthroughs, entrepreneurs making new food and travel experiences, and businesses making their homes here.



Sheffield
makes trade
with profitable
partnerships,
good commercial sense,
investors feel at home,
a return on your
investment, a home
for new start ups,
businesses that
grow and grow.

Sheffield
makes tourism
with digital art,
adventures,
city-centre festivals,
magic, beers,
dim sum, drama,
the UK's favourite
pubs, the world
hold their breath.



Sheffield
makes talent
with the workforce
of tomorrow,
future digital leaders,
connectors,
influencers,
passionate people,
curators, facilitators,
thinkers
and do-ers.



There's something wonderful in the making

So join in, add your voice,
make something new and exciting.

Any questions?

Please contact,
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or call 0114 XXX XXXX