

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1. Meeting:	DEMOCRATIC RENEWAL SCRUTINY PANEL
2. Date:	28th JANUARY, 2010
3. Title:	SCRUTINY REVIEW OF PERCEPTION
4. Programme Area:	CHIEF EXECUTIVE'S

5. Summary

Members are asked to undertake a scrutiny review of the public perception of Rotherham in co-operation with the Regeneration Scrutiny Panel.

6. Recommendations

That Members:

- a. Determine if they wish to undertake a review of Perception;**
- b. Nominate members to be part of a small steering group to scope the review and determine who the panel wish to interview.**

7. Proposals and Details

At its meeting on 17 September 2009 the Panel agreed to undertake two reviews, the first being a review of Devolved Budgets and the second a review of Perception Indicators to commence in 2010.

- 7.1 The Panel identified the perception of Rotherham as an area of concern following the publication of the 2008 Place Survey and recognised the need to develop actions to improve Rotherham's position against National Indicators.
- 7.2 The Panel is asked if it still wishes to undertake this review. If so, it might consider undertaking a joint review with the Regeneration Scrutiny Panel. The Regeneration Scrutiny Panel agreed to undertake a review following a themed meeting on 9th May 2009, which gave members information on a number of related issues regarding image and perception of the Borough.
- 7.3 It is suggested that a small steering group is set up to determine the scope of the review, identify witnesses and undertake background research.

8. Finance

The cost attached to the review will be met through existing resources. The financial implications of any recommendations emerging from the review will require further exploration by the Council and its partners, on the cost, risk and benefits of their implementation.

9. Risks and Uncertainties

The future success of the Council, and its partners, depends on ensuring that the findings of the Place Survey are considered and effectively inform policy development, priorities and service improvement. Failure to address the issues the survey has raised may also damage public perception of the Council.

10. Policy and Performance Agenda Implications

- 10.1 The Place Survey provides important information for performance management. The survey collects 18 National Indicators, primarily those based on public perceptions.
- 10.2 The Place Survey provides a 2008 baseline on these indicators against which local authority performance will be measured. In addition, the Place Survey provides four indicators for the Draft LAA 2008 – 11. These relate to the Proud and Safe Themes:
- NI 1 % who agree that people from different backgrounds get on well together in their area
 - NI 4 % who agree they can influence decisions affecting their local area

- NI 17 percentage who think that ASB is a problem in their local area.
- LAA indicator only: Percentage who think that motorcycle nuisance is a problem in their local area.

10.3 The Place Survey is thus vital for providing baselines and monitoring of the LAA and indicators which will be used for the CAA.

11. Background Papers and Consultation

Place Survey, Ipsos MORI (August 2009)

People, Perceptions and Place, Ipsos MORI (June 2009)

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