### **Appendix A – Detailed Plan.**

### Introduction

This plan provides a higher level of detail about what the Council is going to do to ensure that our Priorities, written in the "Plan on a Page", are delivered effectively and that a much greater level of focus is achieved. It contains a section for each of the five priorities and provides the following information:

#### 1. What we must do.

This captures the current duties of the Council required by Central Government, in other words things that we have to do by law. There are many things that the Council has to do by law; however, this section is limited to only those things that relate directly to the relevant priority. This section is likely to change considerably over the coming months, as the new Government starts to move forward new legislation.

#### 2. What our Customers tell us.

Rotherham Council has carried out many consultation exercises during the year, which means that we know quite a lot about what people want, what they like and dislike and how they think the Council should work in the future. In addition to this, a consultation exercise around the Council's new priorities and what this means for our future budget has been carried out during summer 2010 and will run until December 2010. This section, therefore, explains some of the main things that our customers have told us so far in relation to each priority.

#### 3. Where we need to make the most difference.

This section concentrates on the things the Council has the most power to change. All of the priorities have some outcomes attached to them (What we want to achieve). These represent where we would like Rotherham to be in the next 5-10 years. To make sure we are going in the right direction we have listed some key things that the Council itself can change directly and that can (in most cases) be measured.

### 4. What we will do.

This section lists the actions that we will carry out, by pulling together – the things we have to do by law, what our customers want us to do and the things that we can do. This will be monitored and reviewed to ensure that we are heading in the right direction.

# Making sure no community is left behind

### What we must do:

- Have a partnership plan for reducing Child Poverty (Child Poverty Act 2010)
- Offer help for people to get the 'right benefits'.

### What our customers tell us:

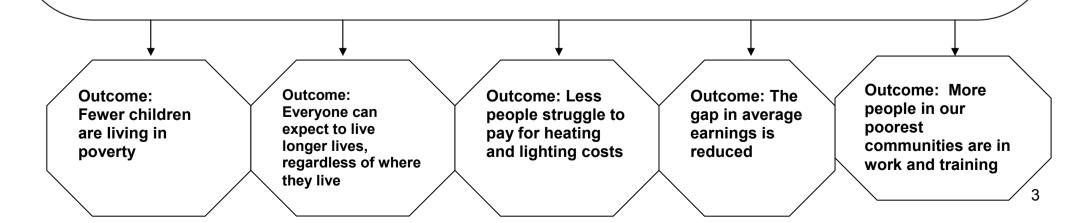
• That the Council must do more to help the poorest communities.

- Increasing income levels through jobs, training, and benefits
- Increasing opportunities for people to get jobs
- Reducing the number of homes without central heating and loft insulation
- A healthier start in life for children.

## Making sure no community is left behind

### What we will do:

- Work with our partners to develop programmes to reduce teenage pregnancy, increase breastfeeding, reduce obesity and promote take up of free school meals
- Complete decent homes work on council housing so that all council houses are more energy efficient
- Help people in our poorest communities to improve their income by making sure they claim all the benefits they
  are entitled to
- Continue to help people in our poorest communities who want to set up new businesses
- Work with partners to help people in our poorest communities to find and keep better jobs, particularly by increasing the number of adults with relevant skills
- Ensure a range of good quality childcare is available in our poorest communities and that those babies and young children aged 0 3 who are most in need are supported in their development.



# Ensuring quality education for all; ensuring people have opportunities to improve skills, learn and get a job.

### What we must do:

- Make sure that children are able to go to schools that exceed government standards
- Make sure that there are exciting learning and training opportunities for all young people aged 16- 19 and young people up to 25 with learning difficulties/disabilities
- Provide a library service
- Promote the prosperity of Rotherham
- Produce plans for how land is used to attract new business and housing investment and jobs.

### What our customers tell us:

- That education is important
- More should be done to help babies and pre-school children get a good start in life
- That it is important for the Council to do more to create jobs and training opportunities.

- Increasing the number of children doing well in school, particularly primary schools
- Increasing the number of people visiting the town centre
- Increasing the number and variety of businesses in the town centre
- Increasing the number and quality of jobs available to Rotherham people
- Increasing the number of young people aged 16-19 who are in jobs, education or training
- Increasing the number of babies and young children who are ready for learning
- Increasing the number of adults with qualifications
- Increasing the number of people entering higher education.

# Ensuring quality education for all; ensuring people have opportunities to improve skills, learn and get a job.

### What we will do:

- Develop learning communities around our schools to increase opportunities for families and adults to develop new skills
- Continue to ensure support and advice is available for young people who want to start businesses
- Continue to support all new town centre retailers in particular support in their first year, and promote Rotherham markets as key assets
- Continue to support the establishment of a new railway station, community stadium and other major town centre schemes
- Support and promote a range of activities to attract people to the town centre e.g. shop local and Clifton park
- Work with partners to develop and support more volunteering projects as a way to get back into work.

Outcome: More people have formal qualifications and skills

Outcome: More people come to the Town Centre for work, shopping and things to do and see

Outcome: There are more successful new businesses

# Ensuring quality education for all; ensuring people have opportunities to improve skills, learn and get a job.

### What we will do:

- Work with partners to ensure that young people get the support, information, advice and guidance they need to aim for and achieve success in learning, training and work. Offer a wider range of opportunities, including apprenticeships, placements and diplomas, for those young people who want one
- Support and promote libraries as centres for community learning
- Concentrate efforts on primary schools to improve the achievement of children aged 5-11, and support babies and pre-school children to play and be ready for learning
- Promote and support local development, creating more job opportunities for local people, by marketing Rotherham
  as an attractive business location, particularly for advanced manufacturing, and helping businesses start up and
  grow by providing suitable premises and support
- Work with business and other partners, locally and sub-regionally, to drive Rotherham's economy.

Outcome: More people are in work or training and less are living on benefits

Outcome: All 16-19 year olds are in employment, education or training

Outcome: Babies and pre school children get a good start in life Outcome: Higher paid jobs

# Ensuring care and protection are available for those people who need it most.

### What we must do:

- Make sure all children are safe from neglect and abuse
- Make sure that children under our care have a safe home
- Make sure that all vulnerable adults are safe from abuse
- Make sure that activities that could be harmful to young or vulnerable people are properly controlled through licensing
- Ensure delivery of social care for vulnerable people.

#### What our customers tell us:

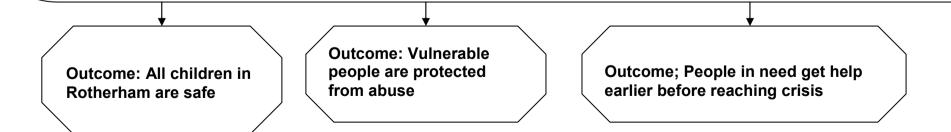
It is important that the Council makes sure that care and protection is available for those who need it most

- Dealing with referrals and assessments of children and families quickly and effectively
- More children and families being supported earlier on, by appropriate agencies
- · Reducing the number of children in the Council's care and the numbers placed outside of Rotherham
- Increasing the number of vulnerable adults living independently
- Increasing the number of carers being supported
- Offering a high standard of care to children and adults as assessed by Ofsted and Care Quality Commission
- Increasing the number of people who have control of a personal budget to buy care which best meets their needs.

# Ensuring care and protection are available for those people who need it most.

### What we will do:

- Continue to carry out all of the improvements that have been agreed with Ofsted, including:
  - Improving the quality of our case planning and assessments
  - Intervening early using the Common Assessment Framework
  - Improving the quality of services for looked after children in the Council's care.
- Ensure that wherever possible all vulnerable children in the Council's care are cared for in Rotherham
- Develop projects to work with vulnerable people and families before they reach crisis, for example, through help with being a parent, or help to live safely at home
- Work to increase the number of foster families in Rotherham and provide them with the help and support they need
  to care for vulnerable children
- Make sure people in our poorer communities are supported to change and improve their chances of a healthy and longer life for example through access to information about how to prevent ill health.



# Ensuring care and protection are available for those people who need it most.

### What we will do:

- Keep people informed about protecting vulnerable people from harm and abuse and what to do about it
- Provide clear information and publicity about what a personal budget is, to make sure local people know how they can take control and have more choice about the services and support they get
- Make use of new technology that helps people to remain in their own homes and provide 24/7 access through the 'RotherCare Direct' service
- Provide targeted support for people with dementia
- Increase support for and the use of direct payments to carers
- Make sure more organisations offer support to vulnerable people to help them to get the care and support they need.

Outcome: People in need of support and care have more choice and control to help them live at home

Outcome: Carers get the help and support they need

# Helping to create safe and healthy communities.

### What we must do:

- Work with the Police to reduce crime and make communities safe
- Work with partners and communities to improve public health.

### What our customers tell us:

- Making sure people feel happy and safe where they live and that good quality and affordable housing are important
- More is done to help people in Rotherham get on well together
- We need to do more with less money on our leisure and cultural activities.

- Increasing the number of houses people can afford
- Make it easier for people to get a home in Rotherham
- Improving the quality of the Council's houses
- Reducing crime and anti social behaviour
- Promoting healthier lifestyles
- Reducing the numbers of children injured or killed in road traffic accidents
- Reduce the number of empty homes in Rotherham.

### Helping to create safe and healthy communities.

### What we will do:

- Continue to work with partners in the police and fire and rescue services to deliver road safety education especially for children. Improve road safety and deal with concerns in the community, particularly outside schools
- Continue to work with our partners to develop and improve the way we deal with anti-social behaviour
- Build new council homes and ensure new affordable homes are built and increase the number of empty homes brought back into use
- Improve the health of children and young people by providing a range of opportunities for active play e.g. Clifton Play Park/Skate Park.

Outcome: People feel safe where they live (Change to single plan)

Outcome: Anti social behaviour and crime is reduced (Change to single plan)

Outcome: People are able to live in quality affordable homes of their choice

## Helping to create safe and healthy communities.

### What we will do:

- Continue to support and work with local residents to help improve their lifestyle and health
- Continue to deliver projects through the "One Town One Community" programmes which are aimed at making sure people feel happy where they live and that people from different backgrounds get on well together
- Work with partners to make sure people have opportunities to take part in sporting activities
- Encourage people to look and after and develop leisure and cultural facilities and activities themselves. For example, volunteers involved in running parks and green spaces, helping people to become sports coaches
- Continue to maintain road safety, improve street lighting and make sure faulty street lights are dealt with quickly.

Outcome: More people are physically active and have a healthy way of life

Outcome: People from different backgrounds get on well together

Outcome: People enjoy parks, green spaces, sports, leisure and cultural activities

## Improving the environment

### What we must do:

- Help keep Rotherham clean
- · Work to improve air and water quality
- · Make sure waste and rubbish is collected and disposed of
- Promote protection of the environment working with communities across Rotherham
- · Maintain roads, footpaths and Public Rights of Way
- Develop plans and implement measures to reduce the risk of flooding.

#### What our customers tell us:

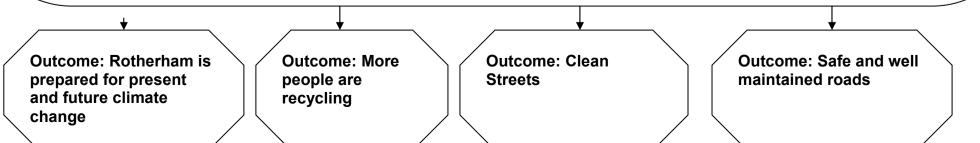
- More should be done to get businesses and local people to do more to improve the environment
- That it is important that streets are clean and that rubbish is collected regularly.

- Reducing the amount of rubbish that is sent to landfill
- Reducing pollution locally and making sure the way we work uses less resources, produces less waste and less carbon emissions
- Reducing the risk of floods.

### Improving the environment

### What we will do:

- Ensure that the Town centre is kept clean and tidy and explain that commitment to local people through a Town Charter
- Work to reduce the levels of litter, and graffiti and deal with problems quickly; delivering promises to communities about the standards of cleanliness they can expect
- Ensure that people, schools and communities have the right information to help understand climate change and ensure that future climate change is included in the planning of new buildings and services, in particular new homes
- Make sure that the condition of roads and footpaths meet at least national average standards
- Work with schools, communities and businesses to make sure they produce less waste, recycle more and dispose of their waste carefully
- Reduce the amount of carbon emissions produced by all of our services by reducing fuel and energy use, producing less waste and recycle more.



### Improving the environment

### What we will do:

- Make sure that when we buy things where possible they are environmentally friendly and from renewable sources
- Make it easier and more attractive for people to use public transport for instance by providing better bus stops, better links to bus routes and by prioritising bus priority measures in transportation schemes
- Support projects which encourage more physical activity and different types of transport such as walking groups, schools projects, cycle to work, pedometer and recycled bicycle hire
- Continue to carry out the Dearne Valley Eco Vision by supporting the project team and the Dearne Valley plans
- Develop plans and projects and implement measures to reduce the risk of flooding to homes, businesses and the Town centre.

Outcome: Reduced CO2 emissions and lower levels of air pollution

Outcome: More people are cycling, walking or using public transport

### The way we do business.

We will make sure that we focus on the things that local people feel are most important and we will deliver the best service by:

- Talking and listening to all our customers and treating everyone fairly and with respect
- Supporting and enabling our communities to help themselves, whilst meeting the needs of the most vulnerable
- Getting it right first time, reducing bureaucracy and getting better value for money
- Working with partners to ensure people get the services and support they need as early as possible
- Having the right people, with the right skills in the right place at the right time.