

## COMMISSIONER KENNY'S MEETING

**Venue:** Commissioner Kenny's Office, Riverside House.      **Date:** Monday, 8th June, 2015  
**Time:** 8.30 a.m.

### A G E N D A

1. Minutes and decisions of the previous meetings held on 1st May and 14th May, 2015. (Pages 1 - 6)
2. Housing Asset Management Strategy. (Pages 7 - 8)
3. Local Development Scheme. (Pages 9 - 24)
4. Rotherham Growth Plan. (Pages 25 - 82)
5. Exemption of the Press and Public.
6. Approval of Tender for upgrading external fabric to 93 properties in Dinnington, Rotherham. (Pages 83 - 90)
7. Approval of Tender for upgrading external fabric to 117 properties in Brampton Bierlow, Rotherham. (Pages 91 - 97)
8. Proposed Disposal of Westgate Chambers. (Pages 98 - 112)
9. Millfold House Disposal. (Pages 113 - 123)
10. Proposed Disposal of Unit 4 Advanced Manufacturing Park. (Pages 124 - 132)

**COMMISSIONER KENNY'S MEETING****FRIDAY, 1 MAY 2015****NOTICE OF DECISIONS**

Set out below is a summary of the decisions taken at the meeting of Commissioner Julie Kenny held on Friday, 1 May 2015.

**1. PROPOSED CHANGES TO TOWN CENTRE  
EVENTS PROGRAMME - SUMMER 2015.**

**Minded to Grant Decision:-** That 'Rotherham by the Sea' be replaced with a five-week programme of summer holiday activities across the Town Centre.

**Date of Publication of the Minded to Grant Decision: - Wednesday 6<sup>th</sup> May, 2015.**

Representations upon the decision are invited from Councillors, members of the public, partner agencies and any interested body or individual within five working days from the date of publication and must be received by Hannah Etheridge [hannah.etheridge@rotherham.gov.uk](mailto:hannah.etheridge@rotherham.gov.uk) no later than 5.00 p.m. on Wednesday 13<sup>th</sup> May, 2015.

**Date representations received: - 9<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> May, 2015.**

**Representations received: -** Three via email.

Commissioner Kenny carefully considered the formal representations made to her on the proposal to end 'Rotherham by the Sea' and replace it with a five-week programme of events across the summer holiday period.

She confirmed her intention to support the original proposal, which was: -

That 'Rotherham by the Sea' be replaced with a five-week programme of summer holiday activities across the Town Centre.

**Date of Commissioner Kenny's final decision: - Thursday 14<sup>th</sup> May, 2015.**

**2. ADOPTION OF A REVISED STATEMENT OF  
COMMUNITY INVOLVEMENT.**

**Minded to Grant Decision:-**

1. That the current Statement of Community Involvement be withdrawn;
2. That the revised Statement of Community Involvement be forwarded to full Council for adoption.

**Date of Publication of the Minded to Grant Decision: - Wednesday 6<sup>th</sup> May, 2015.**

Representations upon the decision are invited from Councillors, members of the public, partner agencies and any interested body or individual within five working days from the date of publication and must be received by Hannah Etheridge [hannah.etheridge@rotherham.gov.uk](mailto:hannah.etheridge@rotherham.gov.uk) no later than 5.00 p.m. on Wednesday 13<sup>th</sup> May, 2015.

**Representations received: - None.**

**Date of Commissioner Kenny's final decision: - Thursday 14<sup>th</sup> May, 2015.**

**4. MILLFOLD HOUSE DISPOSAL.**

**Commissioner Kenny was minded to defer consideration of this report.**

**5. FORGE ISLAND.**

**Commissioner Kenny was minded to defer consideration of this report.**

**MEETING OF COMMISSIONER KENNY  
Friday, 1st May, 2015**

Present:- Commissioner J. Kenny

Also in attendance Councillor D. Lelliott, Advisory Cabinet Member.

**1. PROPOSED CHANGES TO TOWN CENTRE EVENTS PROGRAMME - SUMMER 2015.**

The report submitted by the Events Manager outlined a proposed change to the format of Rotherham's town centre summer events programme.

Included in the report: -

- Explanation of how the 'Rotherham by the Sea' event had worked in previous years;
- Referenced a 406 signature petition received in 2014 which had led to it being increased to a two-week festival from the usual one week event;
- Additional policing resources required from the Council and the Police;
- Impact on town centre businesses;
- Other successful events that had taken place in Rotherham.

The report proposed a five-week programme of events, each week having a different theme. Young People's Services and community associations would be involved to provide additionality to the events.

The breakdown of finance available for town centre events was considered. £7,400 was allocated yearly to staging 'Rotherham by the Sea'. It was proposed that £4,000 be reassigned to the provision of a Christmas event and £3,400 for a summer holiday programme of activities.

The report outlined initial consultation that had taken place with stakeholders.

Should the proposed summer events programme be approved, evaluation would take place at the end of the summer. If the overall event had been unsuccessful consideration could be given to reinstating 'Rotherham by the Sea' in 2016, subject to available funding.

**2. ADOPTION OF A REVISED STATEMENT OF COMMUNITY INVOLVEMENT.**

The report submitted by the Senior Planning Officer related to a revised Statement of Community Involvement for how the Council consulted on

the Local Plan and planning applications.

The Council's existing Statement of Community Involvement was prepared to be consistent with the Planning and Compulsory Purchase Act (as amended) (2004). Since then, other Acts impacted on Statements of Community Involvement, including the Localism Act (2011), National Planning Policy Framework (2012) and the Town and Country Planning (Local Planning) (England) Regulations (2012). Consequently, the document was no longer a development plan document or subject to independent examination.

Rotherham's current Statement of Community Involvement had been reviewed and refreshed to create a new and user-friendly document that was fit for purpose. This had been consulted upon and details of the main responses received were included in the submitted report. The report also listed where amendments had been made in response to comments received.

**3. EXCLUSION OF THE PRESS AND PUBLIC.**

Both reports considered in the 'Exempt' section of the agenda were exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act (1972) (as amended). Paragraph 3 relates to the business affairs of any particular individual, including the Council.

**4. MILLFOLD HOUSE DISPOSAL.**

Consideration was given to the report presented by the Strategic Housing and Investment Manager that outlined proposals to dispose of Millfold House, a council asset, by private treaty.

The submitted report outlined the private treaty process, including working with existing tenants and conditions of sale that would be applied prior to the sale of Millfold House. If they were not met within a specified conditional period, the sale contract would be terminated.

Commissioner Kenny deferred consideration of the report after indicating areas of the conditions of sale that should be developed.

**5. FORGE ISLAND.**

Consideration was given to the report submitted by the Corporate Property Manager that outlined options relating to Forge Island.

Commissioner Kenny deferred the report so that further development of the proposals could take place.

**MEETING OF COMMISSIONER KENNY  
Thursday, 14th May, 2015**

Present:- Commissioner J. Kenny.

Also in attendance Councillor D. Lelliott, Advisory Cabinet Member.

**6. CONSIDERATION OF THE REPRESENTATIONS RECEIVED ON THE PROPOSAL TO CHANGE THE TOWN CENTRE EVENTS PROGRAMME DURING SUMMER, 2015.**

Three formal representations regarding the proposal to change the town centre events programme during summer, 2015, had been received following Commissioner Kenny's decision to support the proposal in principle on 1<sup>st</sup> May, 2015. Commissioner Kenny had also been made aware of seven informal representations which were Facebook comments.

She carefully reviewed all of the representations, which comprised of the following concern: -

- Children who accessed Rotherham by the Sea did not always get to experience playing in sand as they did not go on holiday.

Commissioner Kenny received information from the Events Manager that access to sand play was available all year round at Clifton Park, and water play was available there during the summer months. This was free to access. The Rotherham by the Sea event had not had access to any water play facilities for the previous two years due to concerns following a small number of incidents relating to health and safety and anti-social behaviour.

Following consideration of the representations, Commissioner Kenny confirmed her original decision, which was to support the proposal to change to the format of Rotherham's town centre summer events programme through the creation of a five-week programme of events, each week having a different theme. Young People's Services and community associations would be involved to provide additionality to the events.

As a result of the representations, Commissioner Kenny expected the following to commence: -

- That the issues be referred to Councillor D. Roche and the Events Team to explore the potential to hold a one-day seaside themed event at Clifton Park as part of the summer holiday activity programme.

All ideas for the events programme would be considered if they were submitted to the Events Team: - [events@rotherham.gov.uk](mailto:events@rotherham.gov.uk) .

## ROTHERHAM METROPOLITAN BOROUGH COUNCIL

## REPORT TO COMMISSIONER KENNY

|    |                                |   |
|----|--------------------------------|---|
| 1. | <b>Date:</b>                   | <b>8<sup>th</sup> June, 2015</b>            |
| 2. | <b>Title:</b>                  | <b>Housing Asset Management Strategy</b>    |
| 3. | <b>Directorate:</b>            | <b>Environment and Development Services</b> |
| 4. | <b>Advisory Cabinet Member</b> | <b>Councillor Lelliott</b>                  |

Having considered the report I am minded to:-

Defer consideration of this report for further information to be incorporated into it.

**Confidential Appendices (if appropriate)**

I do / do not agree to the information contained in any appendix remaining confidential, for the reasons outlined in the report.

**Urgent Decisions (if appropriate)**

The decision needs to be considered urgently (that is without the required 5 clear days' notice) for the reasons outlined in the report.

I do / do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

*(only one Commissioner needs to be consulted)*



**Key Decisions (if appropriate)**

The key decision needs to be considered urgently (that is without the required 28 days' notice) for the reasons outlined in the report.

I do/do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the key decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

(only one Commissioner needs to be consulted)

Signed Commissioner .....J. Kenny .....

Dated 8<sup>th</sup> June, 2015

## ROTHERHAM METROPOLITAN BOROUGH COUNCIL

## REPORT TO COMMISSIONER KENNY

|    |                                |   |
|----|--------------------------------|---|
| 1. | <b>Date:</b>                   | <b>8<sup>th</sup> June, 2015</b>            |
| 2. | <b>Title:</b>                  | <b>Local Development Scheme</b>             |
| 3. | <b>Directorate:</b>            | <b>Environment and Development Services</b> |
| 4. | <b>Advisory Cabinet Member</b> | <b>Councillor Lelliott</b>                  |

Having considered the report I am minded to:-

Grant the decision as outlined in the report, with the addition that the report is forwarded on to Lead Commissioner Sir Derek Myers for his consideration.

**Confidential Appendices (if appropriate)**

I do / do not agree to the information contained in any appendix remaining confidential, for the reasons outlined in the report.

**Urgent Decisions (if appropriate)**

The decision needs to be considered urgently (that is without the required 5 clear days' notice) for the reasons outlined in the report.

I do / do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

*(only one Commissioner needs to be consulted)*

**Key Decisions (if appropriate)**

The key decision needs to be considered urgently (that is without the required 28 days' notice) for the reasons outlined in the report.

I do/do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the key decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

(only one Commissioner needs to be consulted)

Signed Commissioner .....J. Kenny .....

Dated 8<sup>th</sup> June, 2015

|  |
|--|
| <b>ROTHERHAM BOROUGH COUNCIL – REPORT TO COMMISSIONERS</b> |
|--|

|           |                                |   |
|-----------|--------------------------------|---|
| <b>1.</b> | <b>Meeting:</b>                | <b>Commissioner Kenny’s Meeting</b>           |
| <b>2.</b> | <b>Date:</b>                   | <b>8 June 2015</b>                            |
| <b>3.</b> | <b>Title:</b>                  | <b>Local Development Scheme</b>               |
| <b>4.</b> | <b>Directorate:</b>            | <b>Environment &amp; Development Services</b> |
| <b>5.</b> | <b>Advisory Cabinet Member</b> | <b>Councillor Lelliott</b>                    |

## **6. Summary**

6.1 The Local Development Scheme sets out a project plan for the preparation, adoption and review of the Rotherham Local Plan. The report outlines an update to the Local Development Scheme which has been produced to reflect the revised timetable for publication and submission of the Sites & Policies document to government.

## **7. Recommendations**

**7.1. That the revised Local Development Scheme be endorsed.**

**7.2. That the revised Local Development Scheme be forwarded to Council for approval.**

## 8. Proposals and Details

- 8.1 The Planning and Compulsory Purchase Act 2004 (as amended) requires the local planning authority to prepare and maintain a Local Development Scheme.
- 8.2 The Local Development Scheme (LDS) sets out an updated and revised project plan for the preparation of the Development Plan Documents (DPDs) that will comprise the Rotherham Local Plan. The LDS is intended to:
- set out the subject matter, geographic coverage, development plan status and inter-relationships of Local Plan documents and details of any to be prepared jointly with other local planning authorities
  - establish priorities for the Local Plan, to steer associated work programming and resource allocation
  - give a timetable, and set milestones, for the preparation and review of documents
- 8.3 The LDS was last formally revised in September 2014 (the former Cabinet 24/9/14, minute C54) to reflect the adoption of the Core Strategy by the Council on 10 September 2014 as part of the development plan.
- 8.4 This latest update reflects the revised timetable for publication and submission of the Sites & Policies document.
- 8.5 At future examinations of the Council's Local Plan, one of the legal compliance checks that the planning inspector will carry out is that the document has been produced in conformity with the LDS. It is therefore important to ensure a revised and up to date LDS is in place in time for publication and submission of the Sites & Policies document programmed for 2015/16.
- 8.6 The revised Local Development Scheme is attached at **Appendix 1**.

## 9. Finance

- 9.1 There are no direct financial implications arising from this report.

## 10. Risks and Uncertainties

- 10.1 Approval of the Local Development Scheme is sought to enable progress towards adoption of programmed Local Plan documents.
- Rotherham's Core Strategy is now in place and helps provide an up-to-date planning policy framework for the Borough's future growth and development. Progress on the supporting Sites & Policies document is vital to complete the Local Plan and bring forward the development sites required to implement the Core Strategy.

- Having a complete Local Plan in place will provide a steer for all future development and any neighbourhood plans that may emerge under the provisions of the Localism Act.
- Failure to make progress with the Local Plan risks delayed provision of the new homes and employment opportunities that the Borough needs.

## **11. Policy and Performance Agenda Implications**

11.1 The implementation of the Local Plan will make a positive contribution to all of Rotherham's Regeneration priorities

- providing sufficient good quality homes
- ensuring well designed, decent affordable housing
- providing employment land to meet the needs of the modern economy and support sustainable communities through access to employment opportunities
- promoting the "town centre first" policy approach to help the regeneration and renaissance of Rotherham Town Centre

## **12. Background Papers and Consultation**

Appendix 1: Local Development Scheme revised June 2015

### **Contact name:**

Andy Duncan, Planning Policy Manager  
01709 823830, [andy.duncan@rotherham.gov.uk](mailto:andy.duncan@rotherham.gov.uk)

**Appendix 1: Local Development Scheme revised June 2015**

**ROTHERHAM LOCAL PLAN**

**LOCAL DEVELOPMENT SCHEME**

**Revised June 2015**

## **CONTENTS**

- 1. Introduction**
  - Background
  - Purpose of the Local Development Scheme
  
- 2. Local Plan programme**
  - Timetable
  - Neighbourhood Plans
  - Review
  - Development Plan Document profiles
  
- 3. Monitoring and review**
  - Annual Monitoring Report

### **Maps**

Map 1: Rotherham DPD geographic coverage

Map 2: Barnsley, Doncaster and Rotherham Joint Waste Core Strategy DPD geographic coverage



## 1. Introduction

### *Background*

Rotherham's current development plan consists of the Rotherham Core Strategy, the Barnsley, Doncaster and Rotherham Joint Waste Core Strategy and those parts of the Rotherham Unitary Development Plan (UDP) "saved" under the terms of the Planning and Compulsory Purchase Act 2004 by a direction from the Secretary of State dated 17 July 2007.

The regional strategy, the Yorkshire and Humber Plan (2008), was formally revoked by the Secretary of State on 22 February 2013. The regional strategy is therefore no longer part of the development plan for Rotherham.

The requirements for the Local Plan to replace the UDP are set out in the Planning and Compulsory Purchase Act 2004 (as amended) and the National Planning Policy Framework (NPPF). The Local Plan consists of a portfolio of Development Plan Documents (DPDs) together with documents concerned with the management of the plan making process.

Rotherham Local Plan documents produced to date include:

- the Local Development Scheme (and subsequent revisions)
- the Statement of Community Involvement (revised)
- Annual Monitoring Reports
- the Barnsley, Doncaster and Rotherham Joint Waste Core Strategy (DPD)
- the Rotherham Core Strategy (DPD)

The Statement of Community Involvement was formally adopted by the Council on 14 June 2006. It was withdrawn and replaced with a revised version by the Council on 3 June 2015.

The Barnsley, Doncaster and Rotherham Joint Waste Core Strategy was formally adopted on 8 March 2012.

The Rotherham Core Strategy was formally adopted by the Council on 10 September 2014.

### *Purpose of the Local Development Scheme*

This document sets out an updated and revised project plan for the preparation of the DPDs that will comprise the Rotherham Local Plan. The LDS is intended to:

- set out the subject matter, geographic coverage, development plan status and inter-relationships of Local Plan documents and if any are to be prepared jointly with other local planning authorities

- establish and reflect priorities for the Local Plan to steer associated work programming and resource allocation
- give a timetable and set milestones for the preparation and review of documents

The LDS is subject to periodic review and may be amended due to legislative changes or any requirement to carry out significant additional technical work in response to consultation on draft DPDs.

## 2. Local Plan programme

### *Timetable*

The Rotherham Local Plan programme is focused on the following development plan documents (DPDs):

- Sites & Policies DPD and Policies Map
- Local Plan Review

The programme is illustrated in the timetable overleaf and expanded in the detailed profiles for each DPD included within this section.

### *Neighbourhood Plans*

Local communities can now prepare plans for their local areas themselves if they wish to do so. Any community neighbourhood plans will form part of the statutory development plan for those areas of the borough, once they have passed through independent examination and a local community referendum.

The local planning authority does not prepare Neighbourhood Plans, but the Council does have a duty to provide advice and technical assistance to community groups engaged in Neighbourhood Planning, particularly in relation to the initial designation of neighbourhood areas and neighbourhood forums, as well as the examination process and holding referendums. At time of writing, no requests for the designation of a neighbourhood area or forum have been received by the Council.

### *Review*

Legislation requires the Council to prepare and keep under review a Local Plan. The Council is currently focused on adopting the Sites & Policies document to complete the Local Plan. Following adoption of the Site & Policies document, the Council may commence a review of the Local Plan. An indicative programme is included below but this is subject to confirmation and the availability of resources.

The Council is in discussion with neighbouring authorities over the review of the Barnsley, Doncaster and Rotherham Joint Waste Core Strategy (the Joint Waste Plan). However, no decision has been made at this stage and therefore a programme for review of the Joint Waste Plan is not included in this current LDS.

An up-to-date timetable is maintained on the Council's website at:

<http://www.rotherham.gov.uk/localplan>

| Rotherham Local Plan Timetable - revised June 2015 |            |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|--|------------|---|---|---|---|---------|---|---|---|---|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|--|
|  | 2015/16    |   |   |   |   | 2016/17 |   |   |   |   | 2017/18 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | A          | M | J | J | A | A       | S | O | N | D | J       | F | M | A | M | J | J | A | A | S | O | N | D | J | F | M |  |  |
| Local Plan Review                                  |            |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| Sites and Policies DPD & Policies Map              |            |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| Community Infrastructure Levy*                     |            |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| <b>Production &amp; Consultation</b>               | <b>P</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | <b>C</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| <b>Publication</b>                                 | <b>PSV</b> |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | <b>FC</b>  |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| <b>Examination</b>                                 | <b>S</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | <b>M</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | <b>E</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | <b>MM</b>  |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  | <b>R</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| <b>Adoption</b>                                    | <b>A</b>   |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  |            |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
|  |            |   |   |   |   |         |   |   |   |   |         |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |

\*Although not formally part of the Local Plan, the timetable for CIL is shown for information

*DPD profiles*

| <b>Sites &amp; Policies DPD and Policies Map</b>   |  |
|--|--|
| <b>Document details</b>  |  |
| Role and content   | Identifies sites proposed for development to deliver the Core Strategy together with development management policies                             |
| Status   | DPD  |
| Chain of conformity  | To conform with national planning policy and the Core Strategy   |
| Geographic coverage  | Rotherham Metropolitan Borough   |
| <b>Timetable and milestones</b>  |  |
| Commencement and pre-production  | Jan 2007   |
| Call for Sites   | Jan 2007 – Nov 2008  |
| Release of Sites as part of the evidence base to support public consultation on Core Strategy Revised Options and Sustainability Appraisal | May – Aug 2009   |
| Public consultation on Issues and Options  | July – Sept 2011   |
| Consultation with statutory bodies on the scope of the Sustainability Appraisal  | June – Sept 2012   |
| Public consultation on Draft Sites & Policies DPD and Policies Map and Sustainability Appraisal  | May – July 2013  |
| Public consultation on Final Draft Sites & Policies DPD and Policies Map and Sustainability Appraisal                                      | Oct – Nov 2014   |
| Publication of Sites & Policies DPD and Policies Map for "soundness" representations and Sustainability Appraisal                          | Sept – Nov 2015  |
| Submission of Sites & Policies DPD and Policies Map and Sustainability Appraisal   | Feb – Mar 2015   |
| Examination in Public  | June 2016  |
| Receipt of Inspector's report  | Sept 2016  |
| Adoption of the DPD  | Dec 2016   |
| <b>Arrangements for production</b>   |  |
| Lead responsibility  | Planning Policy Team, Rotherham MBC  |
| Management arrangements  | Production stages guided by Member Steering Group recommending approval by Commissioners and adoption by full Council                            |
| Resources required   | Produced internally with external input in relation to certain evidence base studies   |
| Approach to involving the community and stakeholders   | Outlined in the SCI with emphasis on front loading reflecting the aims and programmes of the community strategy and other principal stakeholders |
| <b>Post production</b>   |  |
| Monitoring and review mechanisms   | Via the Annual Monitoring Report   |

| <b>Local Plan Review</b>   |   |
|--|---|
| <b>Document details</b>  |   |
| Role and content   | Sets out the vision, objectives and strategic policies for the future spatial development of the Borough, including targets for new housing and employment land. Identifies sites proposed for development to deliver these targets together with development management policies |
| Status   | DPD   |
| Chain of conformity  | To conform with national planning policy  |
| Geographic coverage  | Rotherham Metropolitan Borough  |
| <b>Timetable and milestones</b>  |   |
| Commencement and pre-production  | Jan 2017  |
| Consultation with statutory bodies on the scope of the Sustainability Appraisal        | Jan – Mar 2017  |
| Public consultation on Issues and Options  | Sept – Oct 2017   |
| Public consultation on Draft Local Plan and Sustainability Appraisal                   | tbc   |
| Publication of Local Plan for "soundness" representations and Sustainability Appraisal | tbc   |
| Submission of Local Plan and Sustainability Appraisal                                  | tbc   |
| Examination in Public  | tbc   |
| Receipt of Inspector's report  | tbc   |
| Adoption of the DPD  | tbc   |
| <b>Arrangements for production</b>   |   |
| Lead responsibility  | Planning Policy Team, Rotherham MBC   |
| Management arrangements  | Production stages guided by Member Steering Group recommending approval by Commissioners and adoption by full Council   |
| Resources required   | Produced internally with consultant input in relation to certain evidence base studies  |
| Approach to involving the community and stakeholders                                   | Outlined in the SCI with emphasis on front loading and fully reflecting the aims and programmes of community strategy and other principal stakeholders  |
| <b>Post production</b>   |   |
| Monitoring and review mechanisms   | Via the Annual Monitoring Report  |

### **3. Monitoring and review**

#### *Annual Monitoring Report*

Continuous monitoring and review are essential to the plan, monitor and manage process in the successful delivery of the spatial vision and objectives of the Local Plan. The Annual Monitoring Report (AMR) has an important dual role in tracking progress in the preparation of DPDs as well as monitoring outputs and trends, contributing to a broader evidence base against which policies and their implementation can be evaluated.

The AMR is published at the end of each calendar year, reporting progress made in the preceding financial year. The AMR:

- specifies how the Council is performing within the timescales for DPD preparation set out in the LDS
- informs the rolling forward of the Local Plan programme in the LDS
- provides an update on the extent of the remaining parts of the UDP.

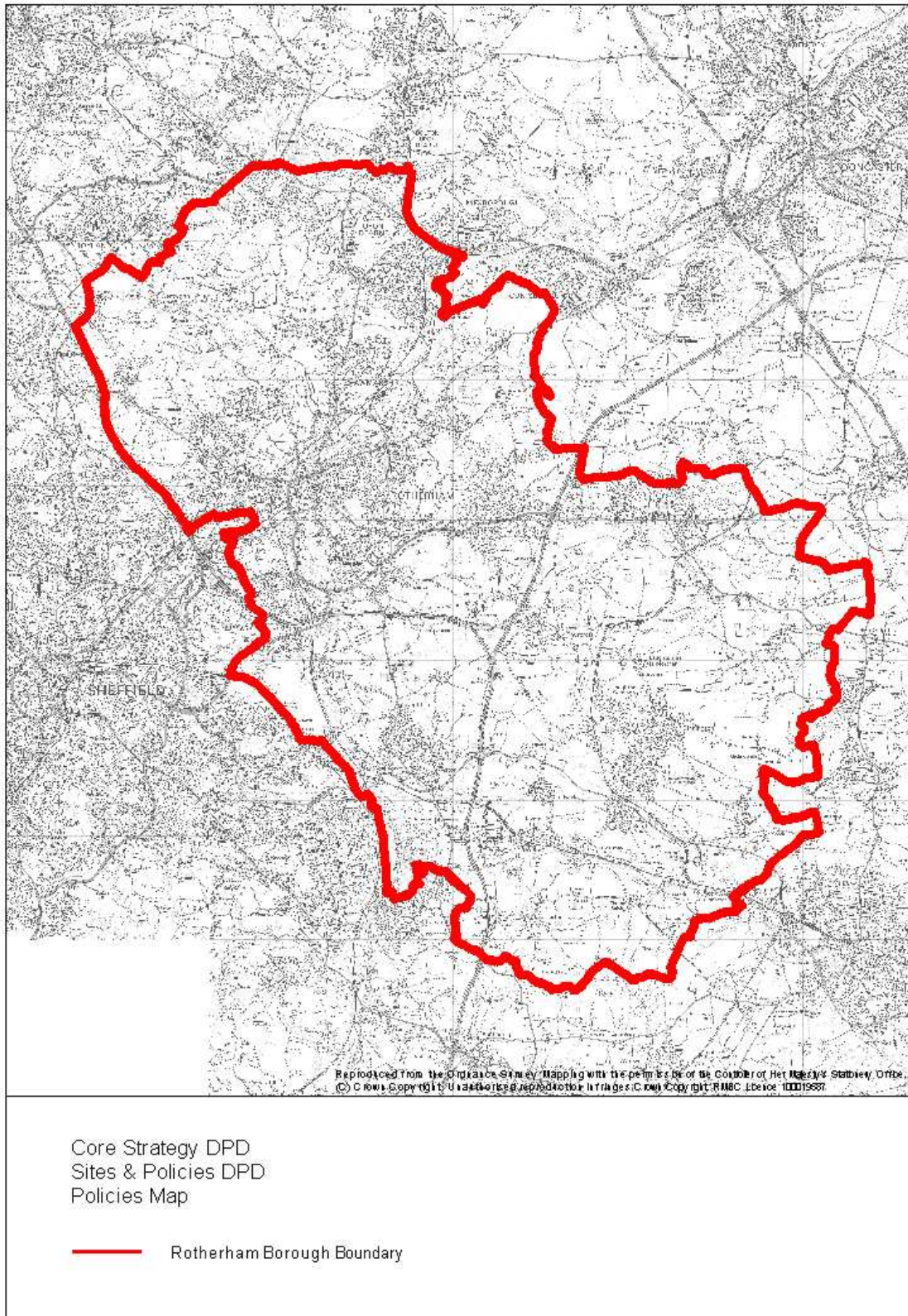
As well as assessing the Council's progress in implementing the Local Development Scheme, the AMR also:

- Provides details of how well policies are being achieved by tracking their impact on relevant targets and whether policies need adjustment in the light of changes to national policy. In particular, the AMR will include trajectories of forecast future housing supply against strategic housing requirements.
- Provides an updated list of technical studies, reports and other relevant publications contributing to the evidence base supporting Local Plan preparation.
- Indicates the performance of infrastructure providers against the infrastructure delivery planning requirements set out in the Core Strategy.

Annual Monitoring Reports are published on the Council's website at:

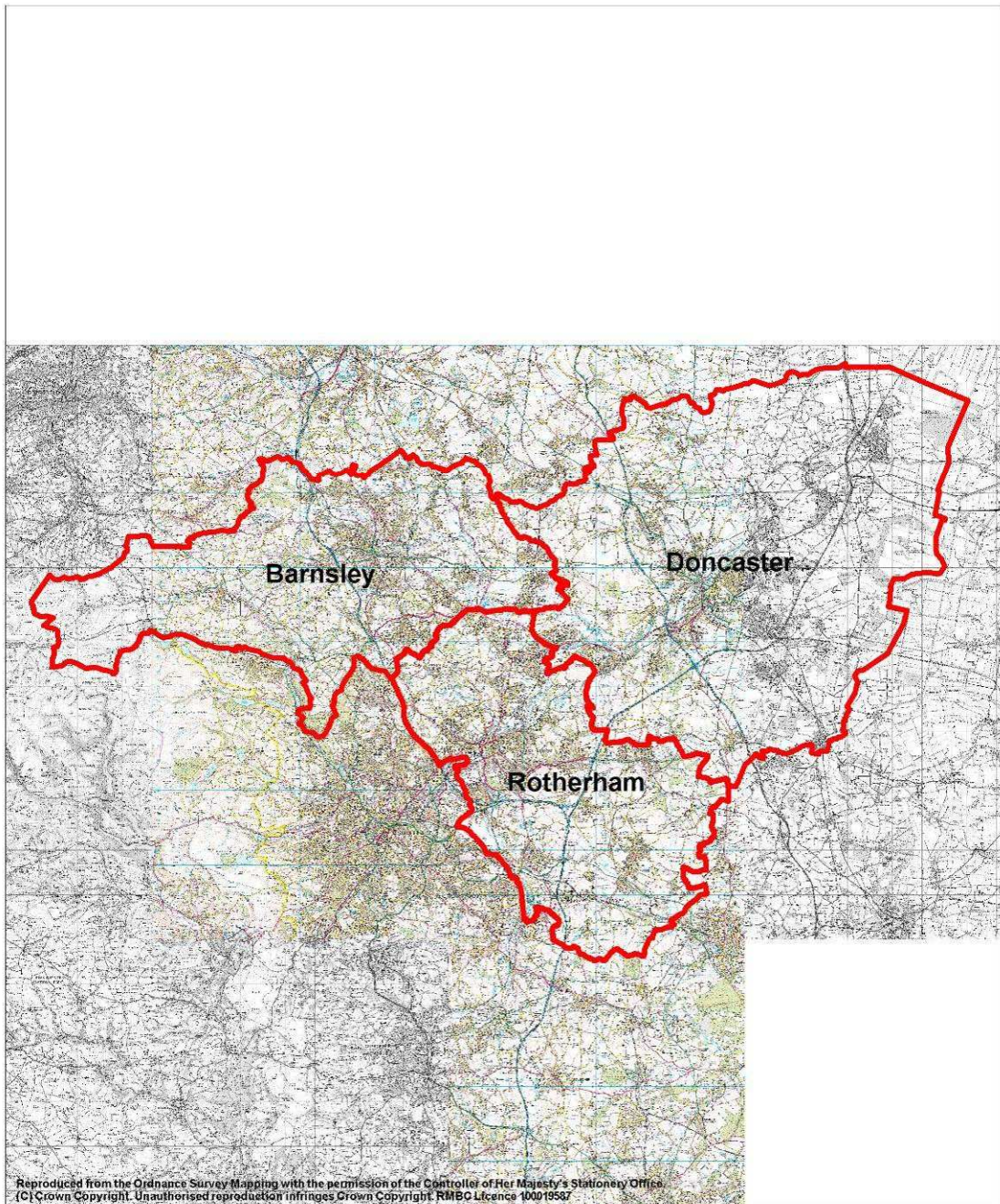
<http://www.rotherham.gov.uk/localplan>

Map 1: Rotherham DPD geographic coverage





**Map 2: Barnsley, Doncaster and Rotherham Joint Waste Core Strategy DPD geographic coverage**



Barnsley, Doncaster & Rotherham  
Joint Waste Core Strategy DPD

— Borough Boundaries

## ROTHERHAM METROPOLITAN BOROUGH COUNCIL

## REPORT TO COMMISSIONER KENNY

|    |                                |   |
|----|--------------------------------|---|
| 1. | <b>Date:</b>                   | <b>8<sup>th</sup> June, 2015</b>            |
| 2. | <b>Title:</b>                  | <b>Rotherham Growth Plan.</b>               |
| 3. | <b>Directorate:</b>            | <b>Environment and Development Services</b> |
| 4. | <b>Advisory Cabinet Member</b> | <b>Councillor Lelliott</b>                  |

Having considered the report I am minded to:-

Grant the decision as outlined in the report, with the addition that the report is forwarded on to Lead Commissioner Sir Derek Myers for his consideration.

**Confidential Appendices (if appropriate)**

I do / do not agree to the information contained in any appendix remaining confidential, for the reasons outlined in the report.

**Urgent Decisions (if appropriate)**

The decision needs to be considered urgently (that is without the required 5 clear days' notice) for the reasons outlined in the report.

I do / do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

*(only one Commissioner needs to be consulted)*

**Key Decisions (if appropriate)**

The key decision needs to be considered urgently (that is without the required 28 days' notice) for the reasons outlined in the report.

I do/do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the key decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

(only one Commissioner needs to be consulted)

Signed Commissioner .....J. Kenny .....

Dated 8<sup>th</sup> June, 2015

|   |
|---|
| <b>ROTHERHAM BOROUGH COUNCIL – REPORT TO COMMISSIONER KENNY</b> |
|---|

|           |                                |   |
|-----------|--------------------------------|---|
| <b>1.</b> | <b>Meeting:</b>                | <b>Commissioner Kenny's meeting</b>           |
| <b>2.</b> | <b>Date:</b>                   | <b>8<sup>th</sup> June 2015</b>               |
| <b>3.</b> | <b>Title:</b>                  | <b>Rotherham Growth Plan</b>                  |
| <b>4.</b> | <b>Directorate:</b>            | <b>Environment &amp; Development Services</b> |
| <b>5.</b> | <b>Advisory Cabinet Member</b> | <b>Councillor Lelliott</b>                    |

**6. Summary**

6.1 The purpose of this report is to seek consideration by Commissioner Kenny for adoption by the Council of the final version of the Rotherham Growth Plan.

**7. Recommendations**

- 7.1 That the report is considered by Commissioner Kenny, who is asked to agree:**
- 7.2 That the Growth Plan is adopted by RMBC, with a copy of the final document put on the Council website.**
- 7.3 That officers from the Economic Development Team progress the delivery of activity within the Plan.**

## 8. Background

- 8.1 The Rotherham Growth Plan maps out a programme of investment in economic infrastructure and activities over the short, medium and long term. The Plan, which has a 10 year lifetime, is a partnership between the public, voluntary and private sectors.
- 8.2 It sets out how Rotherham will contribute to the economic growth of the Sheffield City Region, including our share of the 70,000 net new jobs and 6,000 new businesses that they are seeking to deliver over the next 10 years via their Strategic Economic Plan (SEP). It also identifies and proposes action on those areas where we can add local economic value to the borough, a prime example of this being the regeneration of the town centre.
- 8.3 The Plan is split into a number of themes, matching closely with the SEP to ensure strong links between the two. These themes are:-
- Grow existing and develop new businesses
  - Skills for employment and progression
  - Inclusion, well-being and employment
  - Employment land and business premises
  - Transport
  - Town centre
  - Housing
- 8.4 The Plan also identifies a list of Priority projects and programmes that will drive the major economic and job growth we require. These include:-
- The **Advanced Manufacturing Innovation District**, based around the Sheffield-Rotherham economic corridor and building on the AMP
  - **Tram-Train** Pilot – funded by DfT and linking Sheffield, Rotherham town centre and Parkgate.
  - **HS2 Station** at Meadowhall and the opportunities this brings
  - Redeveloping **Rotherham Markets**
  - Provision of **cinema and hotel** for town centre
  - Rotherham College to build a **Higher Education Campus** in the town centre
  - Leisure development at **Pithouse West**
  - Development on **Forge Island** – Public Sector Hub
- 8.5 **Consultation**  
A wide range of partners have been involved in the development and writing of the Growth Plan, including the business led Economy Board. The Plan went out to consultation in December/January, being sent to a wide range of identified stakeholders and interested parties. The results of this consultation, and any issues raised, have been taken into account in this version of the Plan.
- 8.6 **Governance**  
The Plan is jointly owned by RMBC and the LSP and will be subject to approval by both. At its meeting on 5<sup>th</sup> March the LSP Chief Executive's Group tasked the Economy Board to provide the final sign off for the LSP, which they did at their meeting on 21<sup>st</sup> April 2015.
- 8.7 The Economic Development team of the Council have day to day responsibility for ownership of the Plan. They will report progress and issues back to the Economy

Board at their meetings, with a proposal that “sub-groups” are set up to lead on this work. These groups, which will be chaired by a Board Member but include other relevant stakeholders, will cover the following areas:-

- Business Growth
- Skills and employment
- Town Centre

8.8 Details of group memberships and how they fit within the overall LSP structure will be dependent on the final outcome of the review of the LSP, including the Economy Board, which will be taking place over the summer.

8.9 An annual report and review of progress on the Plan will be taken to the relevant RMBC Boards/meetings and to the LSP Board.

8.10 A major review of the Plan will be undertaken in April 2016 to take on board relevant findings of the Corporate Governance Inspection, plus the revised Health & Well-being and Community Strategies which will be published later in 2015. Subsequent to that reviews will be carried out every 3 years.

## **9. Finance**

9.1 The Plan has been developed and written by the Council’s Economic Development Team and as such has been of nil cost except for staff time and some printing costs of the final document.

9.2 Ekosgen carried out consultancy work on the Plan; this was funded by money (£7,000) we successfully bid for from the Local Government Association for this purpose.

9.3 With most “regeneration funding” now being channelled through the LEP, and/or Combined Authority in the case of South Yorkshire, the Growth Plan will also act as a policy bidding document for these funds. Potential funding sources include ERDF/ESF programmes 2014-2020, Sheffield City Region Infrastructure Fund (SCRIF), Regional Growth Fund (or its successor) and other funding through the Growth Deal with central government. To maximise our chances of securing these funds it is essential with have bids worked up and ready to submit when any call for projects is made.

9.4 The implementation of the Plan will drive growth of the economy leading to a number of new sources of income, or savings, to the borough. These include:

- Increased business rate receipts
- Uplift in New Homes Bonus money
- Reduced “benefits bill” as people move into employment

## **10. Risks and Uncertainties**

10.1 There are a range of risks associated with implementing the Growth Plan, although the monitoring and management of the completed Plan will take account of these and seek to remove or mitigate them.

- Rotherham’s economy is susceptible to wider impacts at national and international level, over which we have little control
- Levels of available funding are low compared to prior to the recession. Gap funding for developments in the town centre being a particular issue
- Dependent on the outcome of the Local Plan; Rotherham no longer has a large supply of accessible and “shovel ready” sites for major developments

**11. Policy and Performance Agenda Implications**

11.1 The Plan primarily contributes to the corporate objective of **stimulating the local economy and helping local people into work**

11.2 It will also contribute to the LEP's targets, as set out in their Strategic Economic Plan, of the City Region creating 70,000 net new private sector jobs and 6,000 new businesses over the next 10 years

**12. Background Papers and Consultation**

12.1 There has been widespread consultation on the Growth Plan during its development, including a 6 week public consultation period.

12.2 Approval of the Plan has been in conjunction with the LSP, with it being considered by the LSP Board on 5<sup>th</sup> March 2015. They delegated final approval to the Partnership's Economy Board and this was obtained on 21<sup>st</sup> April 2015.

12.3 Colleagues from Finance have been consulted on this report

12.4 A copy of the draft Growth Plan is attached to this report. A copy of the final designed version of the Plan, after work by the Design Studio, will be available on the day

**Report Author:**

Simeon Leach, Economic Development Manager

Ext: 23828

Simeon.leach@rotherham.gov.uk

# **Rotherham Growth Plan**

**2015-2025**

**DRAFT**



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## Abbreviations and Acronyms

|        |  |       |   |
|--------|--|-------|---|
| AMID   | Advanced Manufacturing Innovation District             | HS2   | High Speed 2                                  |
| AMM    | Advanced Manufacturing and Materials                   | IAG   | Information Advice and Guidance               |
| AMP    | Advanced Manufacturing Park                            | ICT   | Information and Communication Technology      |
| AMRC   | Advanced Manufacturing Research Centre                 | IIP   | Infrastructure and Investment Plan            |
| AMRCTC | Advanced Manufacturing Research Centre Training Centre | JSA   | Job Seekers Allowance                         |
| B&RCC  | Barnsley and Rotherham Chamber of Commerce             | LEP   | Local Enterprise Partnership                  |
| BIC    | Business Incubation Centre                             | LSP   | Local Strategic Partnership                   |
| BPFS   | Business Process and Financial Services                | NAS   | National Apprenticeship Service               |
| BPS    | Business Process Services                              | NHS   | National Health Service                       |
| BRIT   | Business, Retail and Investment Team                   | NVQ   | National Vocational Qualification             |
| BT     | British Telecom  | OEM   | Original Equipment Manufacturer               |
| CA     | Combined Authority                                     | QAA   | Quality Assurance Agency                      |
| CSC    | Customer Service Centre                                | R&D   | Research and Development                      |
| DfT    | Department for Transport                               | RiDO  | Rotherham Investment and Development Office   |
| DVC    | Dearne Valley College                                  | RMBC  | Rotherham Metropolitan Borough Council        |
| DVP    | Dearne Valley Partnership                              | RYE   | Rotherham Youth Enterprise                    |
| DWP    | Department for Work and Pensions                       | SCC   | Sheffield City Council                        |
| ECA    | Enhanced Capital Allowance                             | SCR   | Sheffield City Region                         |
| EDT    | Economic Development Team                              | SCRIF | Sheffield City Region Investment Fund         |
| ESIF   | European Structural and Investment Fund                | SEP   | Strategic Economic Plan                       |
| ESOL   | English for Speakers of Other Languages                | SFA   | Skills Funding Agency                         |
| EZ     | Enterprise Zone  | SFSY  | Superfast South Yorkshire                     |
| FE     | Further Education                                      | SME   | Small and Medium Enterprises                  |
| GCSE   |  | SYPT  | South Yorkshire Passenger Transport Executive |
| GVA    | Gross Value Added                                      | THI   | Townscape Heritage Initiative                 |
| HE     | Higher Education                                       | TRC   | Thomas Rotherham College                      |
| HLF    | Heritage Lottery Fund                                  | VAR   | Voluntary Action Rotherham                    |
| HRA    | Housing Renewal Agency                                 | WiFi  |   |

## A Growth Plan for Rotherham

The Rotherham Growth Plan maps out a programme of investment in economic infrastructure and activities over the short, medium and long term. The Plan, which has a 10 year lifetime, is a partnership between the public, voluntary and private sectors.

It sets out how Rotherham will contribute to the economic growth of the SCR, including our share of the 70,000 net new jobs and 6,000 new businesses that the LEP are seeking to deliver over the next 10 years via their SEP. However, it will also identify and deliver on those areas where we can add local economic value to the borough, a prime example of this being the regeneration of the town centre.

The Plan is split into a number of themes, matching closely with the SEP to ensure strong links between the two. These themes are:-

- Grow existing and develop new businesses
- Skills for employment and progression
- Inclusion, well-being and employment
- Employment land and business premises
- Transport.
- Town centre
- Housing

The Plan is jointly owned by Rotherham MBC and the LSP

The Economic Development team of the Council have day to day responsibility for ownership of the Plan. They will report progress and issues back to the Rotherham Economy Board. Sub groups, Chaired by Economy Board members and involving appropriate stakeholders will cover the following areas:-

- Business Growth
- Skills and employment
- Town Centre

A major review of the Plan will be undertaken in April 2016 to take on board relevant findings of the Corporate Governance Inspection, plus the revised Health & Well-being and Community Strategies which will be published later in 2015. Subsequent to that reviews will then be carried out every 3 years.

## **Rotherham:**

### **History**

One of four Metropolitan areas within South Yorkshire, Rotherham occupies an area of 28,653 hectares. Bounded by Sheffield to the west, Barnsley to the north, Doncaster to the east and North East Derbyshire and Bassetlaw in the south. Rotherham is an important component of the SCR, which includes all of South Yorkshire and parts of North Nottinghamshire and North Derbyshire. More than half of the borough is rural, characterised by attractive villages and rolling countryside.

The M1 motorway runs along much of the borough's western edge and the M18 bisects the borough to the south of Rotherham. There are five airports within a 50 mile radius, including Robin Hood Airport near Doncaster.

Rotherham developed from a small market town into a major industrial centre based around coal and steel. The population of the present borough grew from 17,000 in 1801 to 120,000 in 1901 and is now in excess of 250,000. Most of the traditional industries of the 19<sup>th</sup> and 20<sup>th</sup> centuries no longer exist and many old industrial areas have seen large scale regeneration such as at Manvers in the Dearne Valley.

Rotherham's population remained fairly static during the 1980's and early 1990's, but then declined from a peak of almost 254,000 to just over 247,000 by 2000. This followed large scale job losses in Rotherham's traditional industries of coal mining and steel making. The population began to grow again in 2001 and a steady increase over recent years has brought the population to 258,700 according to the 2013 mid-year estimate, with a further increase of 13,300 projected by 2028. This increase will be concentrated in the older (mainly retired) age groups with small reductions expected in the younger (working age) age groups.

Rotherham has high rates of both inward and outward commuting due to its central location in South Yorkshire and proximity to Sheffield, 38.3% commute outside the borough for work – 19.6% to Sheffield, 4.9% to Doncaster, 2.9% to Barnsley and 10.9% elsewhere. 37.4% commute into the borough for work – 11.8% from Sheffield, 8.3% from Doncaster, 9.1% from Barnsley and 8.2% from elsewhere.

### **Economic Challenges**

Industrial decline in the late 1980s and the recession of the early 1990s had a serious impact on Rotherham employment with a 12% reduction in the numbers in work between 1986 and 1994, through the decline of traditional industries – coal steel, and manufacturing. Rotherham's employment rate fell to 65.7% in 1999 but began to show a strong increase during 2001, an improvement which continued up to 2005 as the borough's economy diversified and grew, with Rotherham's employment rate remaining close to the national average at over 74% throughout that year. The impact of ill health on employment remains an issue with high numbers claiming health related benefits.

Investment in major employment sites at Hellaby, Templeborough, Manvers, Dinnington, and latterly the AMP at Waverley, all contributed to the rate of job growth in Rotherham being more than double the national rate. The employment rate has fallen back over recent years, with the more deprived areas of the borough still suffering from high levels of worklessness. The recent recession and slow economic recovery has seen several announcements of large job losses and employment levels reduced by 8 percentage points between 2006 and 2010. However, Rotherham's economy is more diverse and better able to adapt than in previous recessions, and unemployment has fallen significantly in the last 12 months.

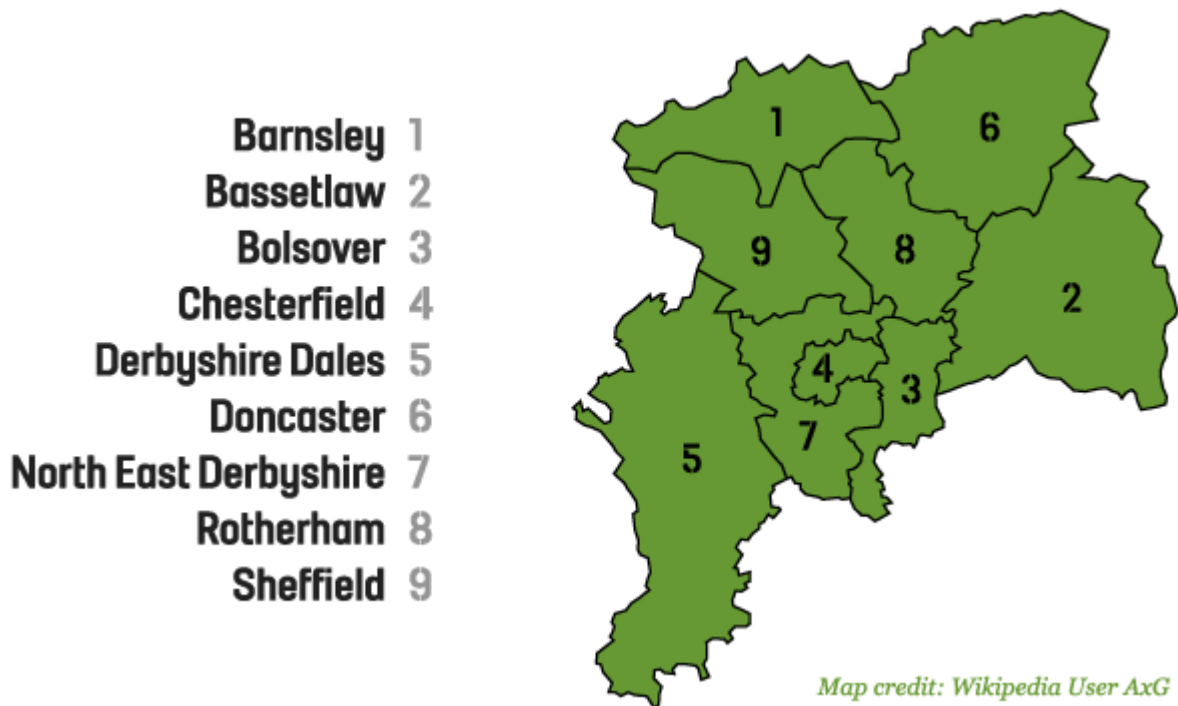
Rotherham town centre, Parkgate and Cortonwood Retail Park are the main retail centres in the borough. Much work has been carried out in the town centre through the Town Centre Initiative and Rotherham Renaissance, providing attractive pedestrianised and landscaped areas and a redeveloped Centenary Market. The Council's new civic hub along with the new football stadium for Rotherham United Football Club has regenerated the former Guest and Chrimes industrial site at the heart of Rotherham's urban area and a £40 million superstore development on the site of the former council offices opened in 2014.

| Indicator  | Rotherham | Sheffield City Region | UK         |
|--|-----------|-----------------------|------------|
| Overall employment rate (December 2014)                                | 67.4%     | 70.5%                 | 72.2%      |
| VAT registered businesses per 10,000 adult (16+) population (2014)     | 273       | 313                   | 435        |
| Average (median) weekly gross salary (full-time, workplace based 2014) | £476.60   | £479.90*              | £518.00    |
| % achieving 5+ GCSEs at grades A*-C (2014)                             | 67.1%     | n/a                   | 63.2%      |
| % of workforce with no qualifications (December 2014)                  | 9.9%      | 10.0 %                | 9.0%       |
| % of workforce with Level 4 qualifications (December 2014)             | 23.1%     | 27.9%                 | 35.8%      |
| Self-employment (December 2014)  | 12.2%     | 11.5%                 | 14.7%      |
| Employment in SOC1-3 occupations (December 2014)                       | 35.0%     | 37.7%                 | 43.8%      |
| Average house prices (Land Registry Feb 2015)                          | £99,385   | £105,782*             | £180,252** |

\*South Yorkshire \*\*England & Wales

## Sheffield City Region

Rotherham is a part of the SCR, working collaboratively with partners from Sheffield, Doncaster, Barnsley, Bassetlaw Bolsover, Chesterfield, Derbyshire Dales and North East Derbyshire. Much economic activity takes place at this level, overseen by the LEP and the newly formed CA. This has now led to the production of the SEP for the SCR, setting out economic priorities and targets over the next 10 years



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## Rotherham's Vision for Growth

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### To make Rotherham a place where:

- **businesses will flourish and grow;**
  - **the population is highly skilled and enterprising;**
  - **there is quality housing provision for all sections of the community.**
- 

The Vision is based on creating an economy in which business will prosper and local residents will have the enterprise and employment opportunities which reflect their ambitions and skills.

### RMBC Priorities

The RMBC Corporate Priorities support the ambitions of the Growth Plan. These are:

- Stimulating the local economy and helping people into work
- Protecting our most vulnerable people and families, enabling them to maximise their independence
- Ensuring all areas of Rotherham are safe, clean and well maintained
- Helping people to improve their health and well-being and reducing inequalities within the borough

These priorities guide the work of all of the Council Departments and result in a range of Services including Planning, Transportation, Housing, Economic Development, Education, Health and Neighbourhoods being directly involved in the delivery of the Growth Plan. It will also link to the Community and Health & Well-Being strategies, both of which are currently being reviewed.

The Corporate Priorities include the aim of; ensuring that Rotherham is an attractive place to live for all sections of the community and providing an environment which takes account of the needs of families and older people

### Growth Plan Objectives

Rotherham needs both more and better jobs to increase its contribution to the national economy and provide residents with the employment opportunities to meet their needs. This includes a mix of full and part time jobs and must provide accessible opportunities for young people.

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The Growth Plan will:

- Seek to deliver 10,000 net new private sector jobs in the private sector over the next 10 years, from the current figure of 92,900. (This is a challenging figure, but has been endorsed by Ekosgen, who reviewed job growth targets for each local area on behalf of the LEP).
  - Seek to create 750 additional new businesses over the next 5 years – it is essential that those sectors with greatest job creation and growth potential are targeted to invest or set up in the borough.
  - Seek to increase GVA through growing, attracting and starting businesses – While this is a sign of economic vitality, it is difficult to provide an accurate figure at borough level.
-



The Growth Plan will focus on private sector business and skills to deliver this scale of employment, while ensuring that planning, housing, transport and education play a full supporting role. The employment target will be met through the growth of existing businesses, as well as attracting new investment, from both national and international companies. New business will also make an important contribution to creating new employment opportunities for local residents.

## Growth Plan Themes

The themes to the Growth Plan follow those of the SEP as closely as possible; but are also adding local value to the outcomes.

- **Growing existing and developing new businesses:** Increase the size and strength of the Rotherham business stock, target support on those sectors in which Rotherham has an identifiable economic advantage, attract greater numbers of higher value businesses to invest and locate in the borough. Providing support to businesses with the highest growth potential to maximise their performance will help to safeguard and increase employment.
- **Skills for employment and progression:** there is a need and opportunity to reduce unemployment and increase skill levels amongst the Rotherham communities and provide business with the skilled and motivated workforce they require to deliver growth. The Growth Plan will seek to maximise access to sustainable, decently paid employment and relevant training that give adults and young people the best chance of success, alongside focusing on higher level skills development at level 4.
- **Inclusion, Well-being and employment.** Promoting wellbeing is important to Rotherham and by ensuring that the skills businesses require is communicated effectively to local educators and skills providers the Growth Plan will contribute to resolving the issue of low wages and household incomes. This will ensure that workless and low income residents are advised effectively on what they need to do to gain employment or progress in employment; benefitting from the jobs and business growth that this Plan will create.
- **Employment Land and Business Premises:** Rotherham needs to provide the employment land and commercial and industrial premises to support new employment. This will include bringing forward new employment sites close to the strategic road network.
- **Housing:** It is important that land for new residential development is available to support a growing population and changing housing needs, including the needs of an older population. The Local Plan sets a very challenging target of almost 1,000 new houses per annum, with major developments proposed at Waverley, Bassingthorpe Farm and Dinnington
- **Town Centre:** The Town Centre is a major priority for the borough, will be a major driver of economic growth and acts as a barometer of the overall health of the borough. There is considerable potential to increase employment in and close to the Town Centre in leisure, retail, office and other commercial activities. We will also seek to substantially increase the residential offer within the town centre, making it a much more vibrant and diverse place to visit, work and live.
- **Transport:** Rotherham benefits from its strategic location on the motorway network, while new development such as HS2 also has the potential to increase the attractiveness of the Borough as an investment location. It is important that public transport is available which connects local residents to places of employment, both in the Borough and in centres such as Sheffield. Improving rail, tram and bus services will be critical to meeting this objective, as well as promoting greener options such as walking and cycling.

## Geography

The Core Strategy (see appendix 2), adopted by the RMBC in September 2014, identifies five distinct spatial 'sub-regions' within the borough, using differences in travel to work patterns as an evidence base.

**Dearne settlements:** This area lies to the north of the main Rotherham Urban Area, borders Barnsley and Doncaster, and covers the former mining towns of Brampton, Wath, Swinton, and Kilnhurst. It is characterised by significant out commuting into Barnsley and Doncaster with a lesser number to West Yorkshire, and with a less close relationship to Sheffield than other parts of the borough.

This area has seen large investment in recent years, particularly in the new business parks along Manvers Way (e.g. call centres, distribution and light engineering) and is now a significant employment area within the borough. The Waterfront redevelopment is delivering significant mixed use regeneration, providing new homes, sites for new economic development, local services and leisure facilities.

**Rotherham urban:** Covers the Town Centre, Eastwood, Upper Haugh, Greasbrough, Kimberworth Park, Masbrough, East Herringthorpe, Parkgate, North Rawmarsh, Thrybergh Park, Brecks, and Moorgate. The urban area is characterised by less out commuting than other parts of the borough and has a close association with the town centre, with a predominantly urban landscape.

At the heart of the borough it provides Rotherham's key public transport interchanges, plus good access to the main road network. As well as established residential and employment areas there are numerous heritage and environmental assets including the river and canal networks and Clifton Park and Museum.

Rotherham town centre is the borough's principal retail and service centre, although it has suffered in recent years from de-population and the loss of many high street stores to 'out of town' developments. Many of the most deprived areas of the borough lie within this area.

**Urban fringe:** This includes the settlements of Ravenfield, Bramley, Wickersley Village, and Whiston. It is characterised by a less close association with the town centre itself and has a mix of commuting to Sheffield and, to a lesser extent, the Doncaster area. It includes generally more affluent areas and popular residential areas which have grown in recent years although with large parts of the area still rural in nature. There are limited areas of employment; however the area does include a significant public transport route along the A631.

**Rotherham / Sheffield corridor:** Covers the settlements of Wentworth, Kimberworth, Templeborough, Waverley, Aston, Rother Valley, and South Rural along the western edge of the borough. There is a mixture of urban and rural areas; settlements in the north and south of the corridor are more rural in nature but settlements just to the west of the main Rotherham Urban Area are urban, including industrial areas and large employment sites.

All are characterised by extensive commuting into Sheffield (all areas have over 30% of their working age residents travelling across the 'border') with additional numbers also travelling to Nottinghamshire / Derbyshire from settlements in the south of the corridor and to Barnsley / West Yorkshire from settlements in the north of the corridor. Within this area settlements often have limited association with Rotherham – less than 50% of working age residents in these areas work in the borough.

The area does however include major public transport routes, including rail which serves Kiveton Park station. The Corridor includes important heritage assets such as Wentworth Woodhouse and its associated park and gardens, Rother Valley Country Park, and the line of the Chesterfield Canal.

**Outlying & rural settlements:** This includes the settlements of Maltby, Laughton, Thurcroft, Dinnington, and Anston to the south / south-east of the main Rotherham Urban Area. It is predominantly rural in nature but with some significant settlements. The area is linked to Rotherham centre and the wider City Region by quality bus corridors (Maltby and Dinnington / Thurcroft routes). There is a mixture of commuting patterns, but significant numbers commute to Sheffield (given the proximity of M18 and M1 motorways) as well as Nottinghamshire and Derbyshire.

It consists mainly of ex-mining areas with pockets of deprivation remaining in many of these communities. The rural nature of parts of this area provides the setting for a number of villages and Conservation Areas, as well as assets such as Sandbeck Hall and Estate, and Roche Abbey.

## Priority Projects and Programmes

The following schemes have the potential to have a major positive impact on the future prosperity of the Rotherham economy. A number of these projects are located in the town centre and their delivery is essential to ensure that it continues to provide a vibrant location, with an enhanced retail, culture and leisure offer.

### Business Growth

1. **The Sheffield Rotherham Economic Corridor:** houses major “Foundation Industries;” Tata, Outokumpu, Forgemasters and Firth Rixson. The University of Sheffield through the AMRC have delivered direct and tangible impacts on industry, through technology development and demonstration. There are also major economic assets at the AMP and Sheffield Business Park.

This critical mass of expertise and experience presents Rotherham and Sheffield with a unique opportunity to create a complete proposition in Sheffield City Region, a place where we can design and make the next generation of whole industries. A key feature of innovation districts is connectivity; improvements planned for the District including:

- a. **AMID:** Through a partnership with Sheffield City Council the AMID programme seeks to transform and enhance the innovation assets within the Sheffield Rotherham Economic Corridor into an Innovation District (Bruce Katz 2014).
  - b. **Tram-Train:** A 2 year pilot funded by DfT starting in 2016, running a tram on existing rail tracks; from Sheffield City Centre to Parkgate, via stops at Meadowhall and Rotherham Station
  - c. **Meadowhall HS2 Station:** HS2 are currently proposing the construction of a South Yorkshire station at Meadowhall, which while located in Sheffield is very close to the border with Rotherham and is likely to act as a catalyst for major economic growth around Waverley, the AMP and Templeborough.
2. **Major Sites:** To deliver the large number of new jobs the borough is seeking; requires excellently located and connected sites with low investment requirements to house significant general employment use developments. The number of such available sites has reduced with recent developments at the Dearne, Dinnington and Waverley, although the Local Plan identifies a number of potential new sites, which are highlighted later in the document.
  3. **Increase the Business Incubation Network** – Grow Rotherham’s BIC offer by providing a facility in the east of the borough, possibly in Hellaby/Maltby. This would require a proportion of grant funding in order to make it financially viable.

### Town Centre

4. **Town Centre Programme:** To deliver a number of projects that will create a stronger more diverse offer within the town centre including a cinema, hotel, residential and other cultural, leisure and retail schemes. Key projects include:-
  - a. **The Markets Complex:-** The RMBC owned complex is major attractor of footfall in the town centre, with in excess of 80,000 visitors per week. The opening of the nearby superstore is both an opportunity and a threat to the Markets, which will require major investment to allow them to continue to thrive and provide a gateway into the town centre. Work is currently underway to identify options for the (re)development of the complex.
  - b. **Forge Island:** Following the relocation of Tesco to the former Civic Site, Forge Island is the largest development site available within Rotherham town centre and essential to the sustainability of the Corporation Street side of the town centre. RMBC have an option to purchase the site at a pre agreed price and are currently looking at a number of options for the site; including a major office or leisure development, while residential provision if also a potential use.
  - c. **Leisure and visitor** – to prioritise the delivery of a cinema and hotel within the town centre, plus related development to support these (i.e. food, drink and other family orientated activity)

- d. **Office development** – provision of a major new office development, potentially on Forge Island, linking into the town centre and with easy access to the bus interchange and the rail station
5. **Create Higher Education Campuses in Rotherham:** the Town Centre has the potential to accommodate a higher education campus, including student accommodation, and would provide an ideal town setting for any HE Centre. A similar HE Centre in the Dearne will provide coverage for the large scale growth in jobs and employers in this area of Rotherham to augment the development in the town centre. RMBC will work with FE and HE partners to develop the Rotherham town centre campus and the Dearne HE Centre focussing on those employer sectors and areas of most interest to Rotherham businesses and communities

#### **Visitor Economy**

6. **Leisure Development:** Pit House West provides an opportunity to develop a nationally significant leisure development close to Rother Valley Park and the M1, giving a significant boost to the visitor economy in Rotherham including job growth.
7. **Yorkshire Man of Steel:** The Yorkshire Man of Steel is a landmark sculpture for the region, to be located in Kimberworth overlooking the M1. The sculpture and visitor centre will honour the generations of people who worked in the steel and coal industries. It will also market the new processes and technological advances in local manufacturing that have benefited the wider region in the 21st Century. It will be a totemic symbol of community, identity and place, attracting greater tourism and inward business investment. The sculpture will be 30 metres high and will be designed and fabricated locally, harnessing a range of skills and materials from local SMEs and showcasing the region's reputation for excellence.

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## Theme 1 Grow Existing and Develop New Businesses

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Thriving economies are characterised by high start-up rates and levels of innovation, with effective links to universities and colleges and a balanced labour market. Complimented by strong inward investment and exporting, with a significant national and international profile in areas of excellence; driving supply chain activities and maximising multiplier effects.

In relation to these characteristics Rotherham has too few businesses for the size of its economy and population (273 per 10,000 of working age population, against a national average of 435) to be a thriving economy. This *enterprise gap* needs to be addressed by increasing the size and productivity of the local business stock, providing more employment opportunities for local residents and develop a more balanced labour market.

RMBC is addressing the enterprise gap through a network of four successful *Business Incubation Centres* across the borough that provide support for start-up and new SMEs. RMBC enhances this offer through effective partnership working with Rotherham Youth Enterprise, schools and colleges to promote self-employment and ensure that local people have the skills needed by business.

Rotherham has a strong innovation asset in the *Advanced Manufacturing Park* with links to Universities and a strong national and growing international profile. The AMP now needs to be supported to ensure that it doesn't become out-dated in an area of economic activity that is synonymous with rapid change. The AMP is a strong economic asset for Rotherham attracting major international firms, including Boeing and Rolls Royce, and we need to build on this asset through the development of the AMID, linking to Templeborough, Meadowbank Road and the town centre; as set out later in the Plan.

Whilst the AMP is important to Rotherham it cannot enable Rotherham to become a thriving economy on its own and we need to build on the experienced gain to develop new economic assets elsewhere in the Borough. Rotherham has experienced good levels of inward investment in other areas of the borough that was driven by a strong land supply with public funds for remediation and a supportive Local Authority with an effective business facing function; the Dearne Valley was particularly successful in the last growth cycle.

The land supply and public finance offer has changed significantly over the last 5 years to the extent that in order to replicate the development seen in the Dearne Valley, Rotherham now needs to adapt its offer to business so that the levels of inward investment of the last growth cycle can continue and increase in the next growth cycle.

The Voluntary/Community sector is a major employer in Rotherham, with over 4,000 employees in 400+ organisations, the vast majority of them Rotherham residents. They also provide support for people wishing to set up (social) enterprises as a route into self-employment

### Core Business and Enterprise Objectives

Rotherham needs to increase the number, size and quality of its business stock, there being three main ways this can be achieved:

- 1) Increase the number of start-up businesses in the borough.
- 2) Grow existing businesses.
- 3) Attract businesses to locate and invest in the borough.

Any growth strategy must include a mixture of all three of these in order for it to be both successful and sustainable over the longer term. The business focussed activities will support all aspects of business development, from the need to provide modern premises to supporting companies to access new markets and improve the skills of their workforce.

### Our Ambition

This theme is central to the success of the Growth Plan and to successfully deliver it Rotherham needs to:

- Increase the size and strength of the Rotherham business stock, closing the gap with the City Region and UK averages.
- Target support on those sectors in which Rotherham has an identifiable economic advantage
- Attract greater numbers of higher value businesses to start-up, invest or locate in the Borough.
- Provide support to those businesses with highest growth potential to maximise their performance
- Rebalance the economy through the creation of large numbers of new private sector jobs
- Increase the number of Rotherham businesses exporting and the value of export business they do.
- Build strong supply chains for those major companies that invest in or are located in Rotherham. Promoting local spend wherever possible
- Market Rotherham as a great place to do business; seeking to attract new inward investment, both from overseas and from elsewhere in the UK.

## Sectoral Perspective

We will seek to support any business with growth potential, whatever its sector, however there are certain “target sectors” where Rotherham possesses existing strengths and/or a competitive advantage to build on. These include:

- **Advanced Manufacturing** – The AMP is a world class facility and has already attracted blue chip companies including Rolls-Royce and Boeing. There is the potential for further expansion of the AMP on the back of the Innovation District; plus major supply chain opportunities
- **Business Process Services (BPS)** – There are a number of large BPS centres located in the Dearne and at Hellaby. Companies are looking to relocate contact centre operations to near shore and onshore centres, BPS remains a growth sector internationally and is becoming increasingly complex, utilising innovative technological solutions for outsourcing business administration functions.
- **Food** – Rotherham is currently home to 300 businesses and 4,200 employees in this sector. These businesses include KP Nuts, Greencore and the New York Bagel Co.

By understanding the characteristics of different sectors within Rotherham and the SCR we will identify those sectors that will have the greatest impact. Indirect jobs created through the supply chain of key investments can be significant but the multiplier effects are specific to sectors characteristics’ within geographies, which makes them hard to quantify.

The opportunities that Rotherham’s strongest sectors offer need to be taken advantage of; these can be influenced by the wider characteristics of Rotherham, such as housing and the town centre, to ensure that higher income households locate in Rotherham, whilst ensuring that there is sufficient provision for lower income households moving out of poverty, creating a balanced and sustainable economy. Maintaining this balance will be crucial to ensuring that the benefits of economic growth are available to all of Rotherham’s citizens. Supporting people by ensuring there are clear career entry points and a culture of self-improvement creating a sustainable flow of employment for progression and whole life careers, including for those that move in and out of employment at various points in life.

## Interventions

The following interventions are a priority for Rotherham:

- Agree those sectors where Rotherham has a distinct economic advantage and/or strong growth potential. Professional and Business Services, Advanced Manufacturing and Logistics, being identified as those with greatest growth potential (+6,450 over the next decade)
- Maximise the supply chain opportunities and multiplier effects in sectors of distinct economic advantage.
- Identify the Rotherham businesses with greatest potential for growth and the support they require to maximise this growth, including management training.

- Agree on the offer that Rotherham will provide to businesses looking to invest or start up in Rotherham. This will comprise a high quality investment service that draws on a menu of concessions/interventions for businesses, with a specific package being created on a case by case basis.
- Build on the success of the Council's BICs in supporting sustainable start-up businesses; including supporting companies as they move from the new start to growth phase. This will include the provision of suitable grow on space for those business growing out of the BICs, freeing up space for other new businesses..
- Build on success of Rotherham Ready and Rotherham Youth Enterprise supporting young people to start businesses and to be enterprising within their careers
- Create a "Rotherham Investment Product" which is supported by a business facing culture within RMBC; promoting the Local Authority as an organisation that works effectively with business. The product will set out a menu of options that will enable the Local Authority to be more receptive to business investment and negotiate bespoke deals to attract or retain businesses within the borough by removing barriers to investment and growth.

These interventions will be executed as new financial support and opportunities become available. This will include developing new initiatives in support of the SEP and the new ESIF strategy.

#### Priority Project:

- **Advanced Manufacturing Innovation District:** Located in Sheffield-Rotherham Economic Corridor including the AMP and Waverley.
- **Major Sites:** Thedraft Local Plan identifies a number of potential development sites for employment. These include Todwick North, Waverley, Dinnington and Hellaby
- **Increase the Business Incubation Network:** Continue to address the enterprise gap through increasing support to entrepreneurs and new enterprises

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## Theme 2 Skills for Employment and Progression

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### Current overview

*Employment* in Rotherham is continuing to show signs of recovery from the economic downturn, particularly with reducing numbers claiming Jobseekers Allowance.

*Higher skill levels* remain well below those of the national average and need to increase to support business growth and Rotherham's attractiveness to investors. *GCSE results* are improving year on year, they are above the national average and the best in South Yorkshire, this success at GCSE needs to be captured and built upon. Quality of provision is high, with all Rotherham post-16 schools and colleges judged by Ofsted as either outstanding or good.

Some funded provision for *up-skilling* in the workplace is currently available; we need to ensure that businesses and individuals are aware of the provision and that it meets the needs of both employer and employee.

### The Challenge

The continuing trend away from traditional manufacturing to high-tech industries and a service based economy requires a *well-educated local workforce* if companies are to continue to consider Rotherham as an investment location. To achieve this, the number of people *qualified to level 4* and above needs to increase.

Apprenticeships are good for the economy, we need to ensure the right number of suitably qualified people are seeking *apprenticeships* and that the apprenticeships are competed and contribute to the success of local businesses. Schools, colleges and providers need to provide *work ready young people*, with the skills required by Rotherham employers so the economy can achieve the value created by the excellent results of our GCSE school leavers.

Rotherham jobseekers must to be job ready and have the skills required by businesses that are recruiting.

### Our Ambition

Skills will underpin both further economic and employment growth, and support an increase in the employment rate of local residents. Rotherham partners will seek to undertake activities which:

- produce enterprising young people and jobseekers able to be economically self-sufficient and contribute to the nations' wealth
- create a University Campus within Rotherham town centre to increase higher level skills, at level 4 and above
- support businesses to source the training they require to unlock new jobs, new markets, and raise productivity.
- Produce confident and e-skilled residents and workforce
- broker close linkages between our growing companies and Rotherham schools, to provide the workforce of the future – including teacher/industry placements and business involvement in curriculum delivery.
- ensure we have a wide pool of job ready young people and adults who are supported to access new and higher level job opportunities, through targeted information, advice and guidance, and training and employment support programmes.

The Growth Plan, alongside the City Region plans, will develop new skills initiatives which help to ensure that young people and jobseekers have the skills to compete in today's job market and those in employment the skills to progress.

The skills theme also includes a commitment to working more closely with local employers to ensure that the needs of industry are reflected in local training provision.



## Interventions

The following interventions will be taken forward by DWP, Colleges, AMRC Training Centre, Rotherham Ready and other local partners:

- 1) **Careers Advice** Effective careers advice ensuring young people and job seekers take the right route to employment. Ensure that training provision and advice and guidance provided by schools and employability providers is relevant to the local job market and reflects the needs of employers.
- 2) **Skills at level 4 and above:** Increase the number of Rotherham residents who have higher level skills through the development of localised HE delivery, including the National Centre for Advanced Manufacturing.
- 3) **Rotherham Ready:** Build on the success of Rotherham Ready, widely acknowledged as an exemplar of best practice. Using it to ensure that linkages between employers and schools are maximised, to the benefit of all parties.
- 4) **Apprenticeships:** Increase the number of apprenticeships offered by Rotherham employers and suitable apprenticeship candidates seeking and completing apprenticeships.
- 5) **Accessible Learning and Targeted Support:** Provide targeted, effective support to overcome barriers to employment, including provision of key workers, supporting Rotherham residents to access learning to improve their chances of securing, retaining or progressing in employment.
- 6) **Workforce Skills Development:** Deliver in work skills development that supports progression and therefore addresses low pay and supporting the businesses to provide jobs that are good for health and wellbeing.

Additional work to support this theme is documented in the Rotherham Health and Well Being Strategy.

### Priority Projects:

- **Create a Higher Education Campus in Rotherham and a HE Centre in the Dearne:** the town centre has the potential to accommodate a higher education campus, including student accommodation, as part of the Rotherham College site, and continued development of a HE Centre in the Dearne, as part of the Dearne Valley College site

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## Theme 3 Inclusion, Well-being and Employment

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### Current overview

There are too many people in Rotherham who are excluded, people face barriers relating to; skills and qualifications, ill-health, disability or language, financial exclusion and digital exclusion. To make inroads into tackling exclusion and the factors that underpin it, partners need a holistic, coordinated approach. Actions within this plan working alongside other strategies and initiatives, particularly Rotherham's Health and Wellbeing Strategy aim to ensure everyone can benefit from job and business growth.

Basic skills are crucial. People with *good English and Maths* skills are better able to secure and sustain employment. Basic skills, particularly in the long-term workless remain an issue for Rotherham, with 35% of people aged 16-64 having no qualifications or qualified to below NVQ level 2.

Another major issue linking employment and poverty is the high number of people not working due to *health reasons*, many of whom have been out of work for long periods of time and are likely to have limited skills. Around one in seven of the Rotherham working age population is unemployed or on long term sickness related benefits. Work, as well as better education and skills, has a great impact on health and reducing health inequalities.

The indices of deprivation 2010 showed that relative deprivation in Rotherham had increased, with the borough now ranked 53<sup>rd</sup> most deprived area in England, up from 68<sup>th</sup> in 2010. The highest levels of deprivation are concentrated in areas close to Rotherham town centre, with smaller pockets spread across the Borough. RMBC has identified 11 areas of greatest deprivation and are seeking to focus additional support in these localities. The same areas were most deprived 20-30 years ago and the gap to the most affluent areas has not decreased despite the large amounts of regeneration funding spent on them. In addressing exclusion, partners' efforts have tended to have a geographical focussing, targeting resources at the most deprived neighbourhoods. However, this approach risks ignoring other areas and types of inequality relating to gender, age or ethnicity.

*Child poverty* is high in Rotherham, approximately 13,000 Rotherham children; more than one in five live in relative poverty, with a much higher percentage in the 11 most deprived neighbourhoods. Tackling this issue is a major priority for all local partners.

While employment is fundamental to the causes and solutions of poverty, there is an increasing prevalence of in work poverty in the current climate of fiscal constraint and low earnings growth, which must also be tackled.

### The Challenge

A lack of financial resources is a fundamental aspect of poverty and exclusion, and the most sustainable way to overcome this is to help people gain reasonably paid and secure employment.

In Rotherham, the main challenges include:

- Around 23,000 people in Rotherham are unemployed or long term sick; one in seven of the working age population
- The number of unemployed people claiming benefit for over a year increased seven fold from 380 in 2008 to 2,660 in 2013, although it had fallen back to 1,740 by December 2014
- Child poverty figures reflect deep inequalities within the borough, averaging 50% in the 11 most deprived neighbourhoods, compared to only 3% in the least deprived.

We must be realistic about our ability to impact on exclusion and employment; with resources and responsibility for employment programmes still largely resting with central government, whilst wider economic conditions and national policy drivers (e.g. welfare reform) also have a significant effect. That being the case, part of our role is to ensure that government commissioned programmes achieve maximum impact in Rotherham, particularly for excluded or disadvantaged groups.

Good quality employment benefits those who are helped into work, but also boosts the local economy. Research in Leeds City Region suggests that for every out of work benefit claimant who moves into a job that pays the living wage, the local economy will benefit by an average £14,643.

To help achieve improved employment outcomes we will:

- Work with colleagues across SCR developing an employability “offer” to replace the Work Programme from 2017. The scheme must integrate with other provision (e.g. troubled families), be tailored to address specific local issues and be informed by knowledge of what works, utilising the expertise of the voluntary and community sector.
- Provide increased access to basic and functional skills support, in particular the essentials of literacy, numeracy and digital skills
- Work with businesses to reduce in-work poverty by supporting individuals in work to improve their skills and productivity

Improving skills is critical to combating poverty. Adults, who lack literacy and numeracy skills are less attractive to employers, tend to be less productive at work, earn lower wages and are more likely to suffer from ill health and experience social inclusion. Functional skills, including digital skills, are generally low in the workless and need to be addressed to improve employment prospects. Rotherham partners need to ensure jobseekers and the long term workless (including those who are sub entry level 3 and require ESOL) have access to support that develops *basic and functional skills*. ESOL provision is required to support some economic migrants and some target groups to enter work.

DWP benefit reforms are encouraging people to find employment, although the jobs market is very competitive and many find it a challenge to find suitable jobs. The pressure to find employment is likely to increase as welfare reforms take effect.

Deprived areas and areas with high levels of worklessness need to be physically linked to major areas of employment through effective public transport networks. Many of the new employment locations are geared towards people travelling by car, rather than public transport, and this reduces the ability of some local residents to access these new opportunities.

## **Our Ambition**

The Rotherham Growth Plan adopts the top down approach that ensures there are sufficient jobs across the spectrum of skill levels of local citizens, plus complementary activity takes place to ensure those seeking work are suitably skilled to secure this employment.

This plan will support the actions and investments of partner agencies (e.g. DWP) seeking to reduce poverty, by making more employment opportunities available and assisting those keen to improve their prospects by developing their skills and ability to secure this employment.

The Plan will:

- Provide inclusive economic growth that benefits all of the Rotherham communities
- Provide increased access to basic and functional skills support, in particular the essentials of literacy and numeracy
- Support local citizens to be work ready
- Work with health partners to address health barriers.
- Reduce in-work poverty.

Local partners will identify and work with disengaged groups where additional interventions are required to support people into employment focussed services, for example Community Work Placements, Ambition, Talent Match and the Work Programme.

## **Interventions**

The interventions focus on ensuring that people are engaged, can gain sustainable employment and link training to other support services to make it more accessible. The priority interventions are:

- Engaging residents and support them with acquiring the functional, financial and digital skills and experience to allow them to secure employment.
- Work with partners to ensure employment/training provision links to other “wrap round” support (e.g. housing, finance, health, misuse services) and enables progression into employability services.
- Support business to access or develop training packages and up-skill employees that are lacking in the skills needed to progress.
- The Rotherham Digital Inclusion Network - a community group working together to maximise opportunities for everyone to become able, confident and safe online and encouraging Rotherham’s citizens to take part advantage of the myriad opportunities that the Internet offers. Additionally, RMBC is working to tackle digital inclusion by helping people to get online through assisted transactions and the provision of wifi connectivity in more locations, including libraries and customer service centres.

## Priority Project:

- **Create a Higher Education Campus in Rotherham and a HE Centre in the Dearne:** the town centre has the potential to accommodate a higher education campus, including student accommodation, as part of the Rotherham College site, and continued development of a HE Centre in the Dearne, as part of the Dearne Valley College site
- **Major Sites:** The draft Local Plan identifies a number of potential development sites for employment. These include Todwick North, Waverley, Dinnington and Hellaby

## Theme 4 Employment Land and Business Premises

### Context

It is important that Rotherham continues to attract investment into the borough, which will require sufficient stock of industrial land / units / office space of the right quality and in attractive locations. Recent years have seen significant floor space construction on employment sites with almost a quarter of Rotherham's employment floor space being built within the last 10 years, supporting excellent rates of economic land uptake.

The immediate prospects for regeneration through the private sector are challenging in the current economic climate. We need to use major developments such as the AMP, Dinnington, Dearne Valley, council offices and library, community stadium and Tesco superstore over the last few years to act as the catalyst for wider private sector investment as the economic recovery continues.

The vacancy rate rose slightly in 2014, to 10.9%, the first rise in 4 years. We must make sure this figure starts to decrease again and that we have sufficient new building stock to meet demand. Consideration also needs to be given to areas that are less desirable and what can be done to make such areas more attractive for investment.

The Council is committed to the regeneration of derelict and degraded land and focusing new developments on brownfield sites - this will help protect green spaces and the diversity of natural habitats and wildlife. However, given the need to meet future housing requirements and ensure there is sufficient land for Rotherham's future employment needs, some extensions into the Green Belt will be required. The challenge is to ensure that these are kept to a minimum and to mitigate their impact on the environment by improving the attractiveness of brownfield sites to the private sector. Health impact assessments will also be considered.

The Growth Plan will go further, to identify 'Growth Zones' that encompass specific sites and seek to group them together into more meaningful developments that can attract new investment and grow existing businesses in the borough.

There are a number of EZ sites in Rotherham, located around the AMP at Waverley, but with the possibility of others at Dinnington, depending on the final route of the HS2 line. Businesses locating within an EZ receive either ECAs on major capital investment or reduced business rates for the first 5 years of operation.

### The Investment Challenge

Rotherham must identify sites that can compete in the national/global market to attract investment to the borough and provide strategic inward investment sites. These will need to meet the following criteria:

- 30+ hectares,
- serviced (including superfast broadband),
- shovel ready,
- close proximity to Motorway,
- local facilities,
- public transport links

Providing a site(s) that meets the above criteria is a major priority for local partners

The 10 largest employment development sites identified within the draft Local Plan for Rotherham are:-

| Site                       | Size (hectares) | Settlement | Brownfield/greenfield |
|----------------------------|-----------------|------------|-----------------------|
| Todwick North              | 26.96           | Todwick    | Greenfield            |
| Maltby Colliery            | 24.01           | Maltby     | Brownfield            |
| Waverley/AMP               | 21.00           | Catcliffe  | Brownfield            |
| Monksbridge Road           | 17.08           | Dinnington | Brownfield            |
| North-east of Retail World | 14.30           | Parkgate   | Brownfield            |
| Highfield Commercial       | 13.24           | Catcliffe  | Brownfield            |
| Cumwell Lane               | 9.10            | Hellaby    | Greenfield            |

|                     |      |          |            |
|---------------------|------|----------|------------|
| Waleswood/Vector 31 | 8.85 | Wales    | Brownfield |
| Aldwarke Lane       | 8.75 | Aldwarke | Brownfield |
| Aldwarke Lane       | 8.62 | Aldwarke | Brownfield |

There is an issue with older stock not meeting market needs. At the end of 2014; 44% of the vacant floorspace has been continually vacant for 4 years or more, although this does only represent 4.5% of the total floorspace in the borough.

## Our Ambition

Rotherham partners wish to bring forward major development sites to allow additional inward investments to be accommodated within the Borough. There is also a need to take advantage of other opportunities which require high quality employment land in a number of locations. The main ambitions are:

- Bring forward suitable employment sites to deliver the borough's ambitious job growth target (10,000 net new jobs over 10 years)
- Identify a major investment site with the ability to host a significant, employment generating, development
- Deliver Growth Zones within the borough for major employment and/or housing development
- Ensure that Rotherham maximises the benefit it will receive from the location of an HS2 station at Meadowhall. This will include master planning of the Growth Zones that incorporate Lower Don Valley, Templeborough and Meadowbank Road.
- Build on the success of the AMP, develop and evolve the park to secure new high quality inward investment in manufacturing and technology and secure the AMP's future as the key site in the Lower Don Valley.
- Address issues of market failure and abnormal remediation and infrastructure costs to ensure Rotherham has a full range of business premises and employment locations.
- Ensure that businesses across Rotherham have access to fast and reliable broadband

### Priority Project:

- **Major Sites:** The draft Local Plan identifies a number of potential development sites for employment. These include Todwick North, Waverley, Dinnington and Hellaby

## Theme 5 Housing

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### Current overview

There are approximately 110,000 households in the borough, of which 20,886 are Council homes, with a diverse and vibrant blend of people, cultures and communities. The population is steadily increasing – currently 257,300 and expected to increase to 267,000 by 2022. As elsewhere in England, it is an ageing population, with an additional 20,000 residents over the age of 65 over the next 30 years, and a relative decline in the younger population

There is a large number of people on the Council's housing register – 14,760 in April 2012, and the vast majority of Council homes are classed as 'decent' but with significant decency issues in the private sector. In 2011, 18.2% of Rotherham's households were living in fuel poverty, in particular people renting privately. There is a low housing demand in some areas and an increasing housing affordability gap between the most and least deprived areas (overall affordability is around five times income levels)

The number of new homes built has improved year on year since 2010 but is still at a low level (2013 = 450 new build) and far short of the predicted need. This has implications for the delivery of sufficient affordable housing, the ability of young people to buy their own house as restricted supply exerts an upward pressure on house prices, and a potential restriction to the scale of future economic growth

### Strategic context

The Core Strategy sets out three objectives of particular resonance to the housing agenda. These are:

- Objective 4: Provision for housing – improving the quality and amount of housing available in all areas of Rotherham, and improving the choice of type, tenure and affordability.
- Objective 7: Local transport connections, including the development of live/work housing and mixed use schemes in appropriate locations.
- Objective 14: Design – contributing to the creation of safe, accessible, and well managed places, buildings and public spaces, and contributing to / enhancing the distinctive townscape and character of heritage features within communities.

Rotherham's Housing Strategy sets out the following vision:

- People living in high quality homes, whether in the social rented, private rented or home ownership sector
- Rotherham Council playing its part by delivering high quality services and support, and peaceful and well-managed neighbourhoods
- Reduce the gap between the most and least disadvantaged neighbourhoods, so that all of Rotherham's people can live in safe, healthy and vibrant communities
- No households living in homes that are poor in terms of energy efficiency

### The Challenge

Our target is to build around 1,000 homes per year in order to deal with the impact of an increasing elderly population. This has implications for future housing need, location of developments and accessibility to local amenities, and the impact on health and social care provision across the borough. Other factors include the increased housing demand and the implications for meeting the needs of local people and the need to improve housing quality to provide a choice of dwellings of different size, type and affordability.

Our target will be affected by the following challenges:

- Identifying and prioritising land and property to meet the target, while encouraging the effective use of land in the most sustainable locations, minimising the impact of any incursions into the green belt
- Land and property ownership; particularly where there are multiple owners
- Planning policy and lack of local control over development site location
- Balancing the mix of tenure over commercial viability to ensure that developments succeed

- Lead in time for developments, particularly for large strategic sites and small constrained sites and their impact on delivering the target number of properties
- Creating a strong strategy that land owners and developers can buy into in order to meet local aspirations
- Financial constraints – lack of grant funding / viability gaps

The lack of gap funding to encourage development and funds to address the additional costs of land remediation for brownfield sites will make a number of the sites very difficult to develop at the current time.

## Our Ambition

Rotherham partners have agreed the following ambitions for housing;

- To deliver 14,000 new houses by 2030 as set out in the Core Strategy
- To provide a wide range of high quality housing to meet the needs of all people, including those people who taking up the 10,000 planned new jobs
- To increase the number of people living in and around the Rotherham town centre; contributing to its economic vitality and economic sustainability
- To reduce the gap between the most and least disadvantaged neighbourhoods, so that all of Rotherham's people can live in safe, healthy and vibrant communities

## Interventions

The Council has a key role in promoting housing activity and ensuring delivery across all tenures. In order to deliver 1000 new homes each year, it is essential that they work collaboratively with the private sector to lever in private finance. RMBC have identified 130 HRA sites ready to be developed in the short to medium term, which are capable of delivering 1,500 new homes.

The Council will work in partnership with the private sector to accelerate delivery of three large sites.

**(a) Waverley:** Planning permission has been granted for the creation of a new community of 3,900 homes with supporting services and facilities. It is expected that 2,500 dwellings will be built on the site and approximately 45 hectares of employment land developed. Major Development Infrastructure Funding has been awarded. Delivery of this development has started and is currently contributing about 100 properties per year to the core strategy target.

**(b) Bassingthorpe Farm** Development will provide for around 2,400 new dwellings on site with around 1,700 new dwellings to be developed in the Plan period (13% of Rotherham's housing requirement) with a mix of housing tenures, types and sizes. Around 11 hectares (5%) of Rotherham's employment requirement will be developed in this area. Access to the site will be from the existing local road network and a mix of community facilities and services will be provided on site including a new primary school and health facilities.

A "Concept Framework" is currently being prepared to determine the size, form and layout of the overall development, including the mix and location of uses, pedestrian and vehicular access arrangements, the consideration of constraints including mitigation measures, and the timing of each aspect of development, including trigger points for the delivery of essential services and facilities.

**(c) Dinnington East** Development will provide for around 700 new dwellings (5% of Rotherham's housing requirement) in accordance with detailed masterplanning of this area to ensure the delivery of new residential development with appropriate supporting facilities and sufficient greenspace to meet the needs of new residents.

In addition, the Council will work in partnership with the private sector to bring forward new residential development in the Town Centre.

Rotherham town centre currently has a strong rental market which offers an opportunity to increase the number of people living in and around the town centre, with various sites that could support the delivery of



1000 new homes. This is a strategically important area within the Sheffield -Rotherham corridor and an application has been made for a Local Development Order which will help to remove some of the planning constraints and accelerate delivery across key sites which are currently struggling to progress.

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## Theme 6 Town centre

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### Current overview

Rotherham town centre is, and will remain, the borough's primary retail, leisure and service centre. The historic market town hosts over 400 businesses. The indoor market complex is home to around 80 permanent stalls and is complemented by themed outdoor markets, a Tuesday street-market, monthly Farmers' Market and weekly Asian Bazaar. Rotherham Interchange welcomes over 100,000 visitors per week.

A 2010 study highlighted Rotherham as having the highest level of retail competition of the 200 centres reviewed, due to the close proximity of both Meadowhall and Parkgate Retail Park, which over time have taken many brand names that were previously represented on the High Street. In addition, like many others, the town centre felt the impact of the economic downturn; a number of the high street stores that ceased trading nationally were represented in Rotherham and long-term vacant units are evident on some of the primary shopping streets. With a limited property portfolio the Council's influence on the retail market is limited and with many absentee landlords plus properties held in investment trusts; progress in securing end-users can be slow.

Whilst Rotherham boasts a loyal customer base that make regular trips to the town centre, in understanding the profile of existing shoppers and that of residents of the wider borough, it was clear there was scope to reduce the significant leakage of expenditure of Rotherham's residents, particularly from those with a higher level of disposable income.

In 2001 Rotherham embarked upon a Renaissance programme to transform the town centre and has to date enjoyed some major successes including the delivery of over 31,000 sq. ft. of retail and leisure floor-space and more than 150 residential units. Recent completion of a £1.6m investment into the public realm in the town centre was followed by the completion of the Rail Station's £7.5m refurbishment, the opening of the Council's new civic offices, the development of a new 12,000 seat community football stadium and the location of a superstore on the site of the former Council offices. Not surprisingly some key elements of Rotherham's regeneration plans have faced set-backs due to Government cut-backs, public funding for planned schemes being withdrawn and private sector investors continuing to be cautious.

Evidence of the co-ordinated effort to regenerate the town centre, including the provision of direct financial incentives to target retail and leisure operators, is evident in falling vacancy rates, an encouraging number of new businesses opening their doors (86 in the period 2010- 2013) and increasing footfall (against the context of national decreases for the same period). In addition the retail offer has also led to increased satisfaction levels of shoppers and a changing shopper profile with a younger, more affluent shopper now visiting the town centre.

The highly successful THI Programme to revitalise the High Street, has brought a number of historic buildings back into use. This regeneration combined with the grants and other support to businesses has led to a strong and thriving independent retail offer within the town centre, including innovative ideas such as the "Maker's Emporium" located on High Street.

### The Challenge

Rotherham is located within 3 miles of both Meadowhall and Parkgate/Retail World, meaning it faces some of the highest levels of competition of any town centre in the country. Weak property prices for commercial and residential property mean that many developments require gap funding in order to proceed

The evening and night time economy is focussed around pubs and clubs, with no real family offer available and the overall culture and leisure offer is relatively weak.

Revitalising the town centre to build on recent significant investments in the public realm is one of Rotherham's most important regeneration priorities, with the potential to contribute to both economic growth and deliver new employment opportunities.

## Our Ambition

The ambition for the Town Centre is:

- To improve the perception of the town centre as a place to shop, live, work and visit
- The current Civic Theatre attracts significant numbers of visitors and remains a popular destination within the town centre. However, there are opportunities to further develop the culture/leisure offer, including a cinema with associated developments, a hotel and a more family-centric evening offer.
- To redevelop the Markets Complex as a shopping destination and as a link between Tesco and the retail core of the town centre.
- To deliver a major office or leisure development on Forge Island
- To improve the retail offer, building on our success to date and our designation as a Portas Pilot
- To increase town centre living which is critical to the vitality of the area and includes a major new retirement living development.

## Interventions

Continue to work with prospective town centre businesses to ensure that we provide a strong independent retail offer. This support will maintain business vitality grants and other support for new starts retail businesses within the town centre

Work with partners to deliver a number of identified infrastructure projects

- Redevelopment of Forge Island
- Redevelopment/refurbishment of Markets Complex
- Provision of a town centre hotel
- Provision of a town centre cinema
- Possibility of a "University Campus" as part of the Rotherham College site
- Identify/provide sites for 2,000 more residential units in the town centre

Consider the car parking requires needed to support current and future town centre developments

### Priority Project:

- 3. Town Centre Programme:** Deliver a number of projects to create a stronger more diverse offer within the town centre
- 4. Create an HE Campus in Rotherham:** the Town Centre has the potential to accommodate a higher education campus

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## Theme 7 Transport

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### Current Overview

Rotherham is centrally placed within the UK and easily accessible by road via the M1 and M18. Its central location is an asset in attracting new inward investments and the HS2 station planned for Meadowhall on the Rotherham border will increase its attractiveness to national and international businesses.

As the Borough grows it is essential to connect people to jobs, services, friends and family but the demand for travel needs to be balanced with a need to manage traffic congestion and to reduce the negative effects of vehicle use and emissions.

The majority of residents work within Rotherham or neighbouring boroughs, with large numbers travelling to Sheffield and vice versa. It is important that local services allow people to lifetime of the Plan.

### The Challenge

There are three major challenges which need to be addressed to ensure that local residents can access employment opportunities in the City Region. These are:

- Limited rail services – no mainline stops, limited platform length at Central Station and overcrowding at peak times.
- Declining bus usage due to availability of cheap or free parking at some locations.
- Making employment sites accessible to all residents of the Borough, especially those reliant on public transport or wishing to travel using sustainable travel choices.

Improved rail, tram and bus services over the next ten years will be important in ensuring residents can access these new job opportunities.

### Our Ambition

Our transport ambitions combine the need to ensure transport infrastructure supports new employment investment opportunities, while at the same time serving the needs of local residents to access new employment sites and existing centres. The ambitions are:

- To focus new development along key public transport corridors and in places adjacent to existing shops and services.
- To improve rail services and access to stations and to ensure Rotherham is well connected to HS2.
- To improve connectivity between major settlements, within and outside the borough, particularly Manchester and Leeds and the Humber Ports.
- To provide public transport and a sustainable transport network for walking and cycling that connects people to jobs and training
- To improve access to international gateways, notably Robin Hood Airport, East Midlands Airport and Manchester International Airport.
- Ensure excellent linkages between employment, sites, housing developments and other services.

The importance of sustainable transport is embedded within these ambitions and is reflected in activities to increase the use of public transport services and car parking policies. There is also a need to encourage more sustainable approaches to freight distribution, and this is an area where the Borough has investment potential given its central location.

## Interventions

The priority interventions will be extended as new financial support is made available through transport investment funds being transferred to the City Region. The initial interventions are set out below.

1. Works to Pool Green Roundabout to improve traffic flow in town centre and open up further development land.
2. Delivery of DfT funded Tram-Train pilot linking town centre to Sheffield and Parkgate. If successful then potential to expand further, but need to retain existing heavy rail line
3. Waverley Link Road to remove pressure on Junction 34 of the M1 and the Parkway, with the proposed developments at Waverley/AMP and Sheffield Business Park
4. Bus Rapid Transport (North) – limited stop bus service, travelling along a fixed route between Sheffield and Rotherham centres. North route will be built first, passing Meadowhall and Sheffield Hallam University
5. Improvements to Rotherham Interchange.

### Priority Project:

- **Meadowhall HS2 Station:** Will improve connectivity between SCR and London, acting as a catalyst for major economic growth around, the AMP, Waverley and Templeborough .

## Section 2, Delivery Plans and Performance Information

### 2.1 Grow existing and develop new businesses

#### Targets/impacts/outcomes

The following targets have been set for this Theme

|                                 | 2015*  | 2025    | %change |
|---------------------------------|--------|---------|---------|
| Numbers of new starts per annum | 975    | 1,200   | +23.1%  |
| Survival rates (three years)    | 55.6%  | 60.0%   | +7.9%   |
| Number of businesses (base)     | 5,505  | 7,250   | +31.7%  |
| Rotherham based jobs            | 92,300 | 102,300 | +10.8%  |

#### Delivery Priorities and Activities

| Priority   | Actions(s)   | Timescale   | Outcomes   | Lead organisation  |                               |
|--|--|---|--|--|-------------------------------|
| <b>Growth programme: identify those businesses in Rotherham with major potential for growth and the support they need to maximise this</b> | 1a   | Identify those companies with greatest growth potential   | Dec 2015   | Engagement of Rotherham firms to receive targeted support                                    | RiDO/Chamber                  |
|  | 1b   | Ascertain what is needed to maximise their growth   | Mar 2016   | A costed "menu" of interventions for companies to access, linking to the SCR Growth Hub      | RiDO/Chamber/<br>Growth Hub   |
|  | 1c   | Econometric Model for Rotherham / SCR with multipliers  | Mar 2016   | Agreed target sectors with greatest multiplier impact for growth and jobs in Rotherham / SCR | SCR / EDT                     |
| <b>Investor Package: Agree on the offer available to businesses seeking to invest in Rotherham</b>   | Identify business requirements and activity to be funded | Nov 2016  | Provide local Rotherham offer to underpin that provided through the SCR Team | RiDO   |                               |
| <b>Business start-up support</b>   | 1d   | Develop and deliver an enhanced and highly visible business incubation programme including Idea generation, start-up events, peer to peer mentoring, coaching and start-up accelerator programmes | Dec 2015   | Increased numbers of new start businesses and improved survival rates                        | RiDO/RYE/Chamber              |
| <b>Promotion:</b>  | 1e   | Develop a PR/marketing campaign for Rotherham as a  | Dec 2015   | Increased investment in Rotherham from rest of UK and overseas                               | RiDO<br>Chamber<br>RMBC Comms |

|                    |    |   |          |   |                    |
|--------------------|----|---|----------|---|--------------------|
|                    |    | place for business to come  |          |   |                    |
| <b>Procurement</b> | 1f | Develop a strategy to increase % of local spend by major organisations in borough | Mar 2016 | Increased retention of spend within the local economy | RMBC, NHS, Chamber |

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## Delivery partners

Local partners will work with public, private and third sector organisations to deliver this Theme. A high priority will be given to working with local business and representatives organisations to ensure support meets the needs of enterprises in Rotherham. The leading delivery partners are:

- RiDO
- Barnsley & Rotherham Chamber of Commerce
- Economy Board
- Rotherham Youth Enterprise
- Business Growth Service
- SCR LEP Growth Hub
- Rotherham Businesses
- VAR

Local partners in Rotherham will ensure that business support managed and promoted by SCR is made available to local businesses. This will include promoting and marketing initiatives organised by other partners.

## 2.2 Skills for employment and progression

### Delivery Plan

| Priority   | Actions(s)  | Timescale | Outcomes   | Lead organisation                              |
|--|---|-----------|--|--|
| <b>Ensuring that young people are prepared for the world of work after leaving statutory education</b> | Improved IAG for young people, including annual careers/leaf event and SCR Learn to Work  | Nov 15    | More young people enter and progress to sustainable work | Schools, colleges and providers                |
|  | Continue to embed enterprise and employment skills in the curriculum through Rotherham Ready and the SCR Enterprise Advisor Pilot.  | On-going  | Innovative and enterprising young people                 | Rotherham Ready and RYE                        |
|  | Provision of a 'minimum entitlement' statement that all young people in Rotherham can expect in relation to career development.   | Mar 2016  | Strengthen school – employer links                       | School Effectiveness                           |
|  | Ensure that businesses understand the importance of the role they play in fostering the employability skills of their potential future workforce, including providing high quality work placements. | On-going  |  | RYE, RMBC, Colleges, B&RCC, Business Community |
| <b>Apprenticeships</b>   | Ensure businesses are aware of the benefits of apprenticeship recruitment   | Ongoing   | Successful recruitment                                   | Roth College/DVC and provider network          |
|  | Better promote apprenticeship opportunities to young people   | Ongoing   | Increase in applications                                 | Schools / Colleges / NAS / Providers           |
|  | Providers to engage businesses who have the right 'type' of apprenticeship vacancy for those seeking an apprenticeship  | Ongoing   | Increase completions incl higher level                   | Roth College / DVC / Provider Network          |
|  | Grow annually the number of apprenticeships within the growth sectors and advanced apprenticeships  | Sept 15   | Increase apprentice numbers                              | AMRC TC / Roth College / DVC                   |
| <b>Jobseekers</b>  | Improve IAG and support for the under/unemployed - Deliver Ambition SCR 18-24 (Rotherham) and progress proposals for Ambition 24+ to provide key worker support to target groups                    | Dec 15    | Reduce the number of JSA claimants                       | RMBC / SCR LEP / DWP / the Source              |
|  | Increase the take up of good quality work experience opportunities and placements available   | Ongoing   | Jobseekers with relevant and up to date work experience  | DWP, Interserve, RMBC (Ambition)               |
|  | Support enterprising people by offering pre-self-employment support   | Ongoing   | Increase in business starts                              | RYE, B&RCC, DWP, Colleges                      |



|   |  |   |   |  |
|---|--|---|---|--|
|   | Promote volunteering as a route into employment and/or training  | On-going                                | More people taking up volunteering opportunities  | VAR, RMBC                              |
| <b>Improving the skills of people in work</b>       | Improve communications with businesses, including: <ul style="list-style-type: none"> <li>- Business briefings delivered in partnership</li> <li>- Connect individuals entering work with the appropriate brokers to provide in-work skills support</li> </ul> | Dec 2015                                | Well informed businesses taking on the services available to them – increase in take up of services | DWP & SFA funded providers / SMEs/RiDO |
|   | Improve digital skills for people in work  | Dec 2015                                | Improved work progression / sustainability  | SFA funded providers                   |
|   | Deliver a 'Skills Bank' that meets the needs of Rotherham businesses   | Dec 2015                                | Better skilled and productive workforce   | SCR LEP/RMBC                           |
| <b>Skills at level 4 and above</b>                  | Continue to grow the level of HE provision delivered in Rotherham and the Dearne. Develop a Rotherham HE Campus  | Sept 2017                               | Increase in the number of residents with higher level skills  | Rotherham College / DVC / TRC / RMBC   |
|   | Maximise the benefit to Rotherham residents and businesses of the National College for Advanced Manufacturing  | Sept 2017                               | Increase in Advanced Manufacturing skills   | AMRC TC                                |
| <b>Supporting good health and wellbeing in work</b> | To work with business to implement the Workplace Wellbeing Charter   | Launch, July 2015<br>Implement, ongoing | Improved workplace health, reducing sickness related benefits                                       | Health Partners/RiDO                   |

## Targets/impacts/outcomes

The following targets have been set for this Theme

|  | 2015           | 2025  | change                    |
|--|----------------|-------|---------------------------|
| Employment rate GCSE                                       | 67.4%          | n/a   | Reduce gap with UK figure |
| % achieving 5+ GCSEs at grades A*-C                        | 67.1%          | 72.0% | +7.3%                     |
| Unemployment rate (as % of economically active population) | 9.7%           | 8.5%  | -12.4%                    |
| Residents qualified to NVQ Level 3+                        | 47.3%          | 55.0% | +14.0%                    |
| Residents qualified to NVQ Level 4+                        | 23.1%          | 31.0% | +34.2%                    |
| Apprenticeship Starts, Intermediate                        | 1205 (2013/14) | 1600  |                           |
| Apprenticeship Starts, Advanced                            | 684 (2013/14)  | 900   |                           |

## Delivery partners

Local partners will work with public, private and third sector organisations to deliver this Theme. The lead delivery partners are:

- RMBC/RiDO
- RYE
- Jobcentre Plus
- Rotherham Schools
- Rotherham Colleges
- AMRC TC
- SFA
- Rotherham Ready
- NAS
- Rotherham businesses
- Learning Unlimited
- Rotherham Work and Skills Provider Group
- SCR
- Health partners
- Barnsley & Rotherham Chamber

Local partners will ensure that projects managed and promoted by SCR are made available to local businesses. This will include promoting and marketing initiatives organised by other partners.

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## 2.3 Inclusion, well-being and employment

### Targets/impacts/outcomes

The following targets have been set for this Theme

- To support adults to access learning to improve their chances of securing and retaining employment
- To reduce in work poverty by improving the skills of individuals giving them the tools they need to progress.
- Develop awareness raising and outreach activity that will support the increase of functional skill levels.
- Identify and support adults with below level 2 qualifications in English, Maths and ICT. Consult with the target group on perceptions, barriers, personal priorities and motivational factors.
- To increase take up of employability services in the 20% most deprived areas of the borough and groups experiencing high levels of worklessness.
- Libraries will act as a digital hub within communities, continuing to provide free access to computers and public wi-fi, digital skills training and support to access services online. In addition, working with partners, they will facilitate the community delivery of literacy and numeracy skills, including ESOL.

|  | 2015  | 2025  | % change |
|--|-------|-------|----------|
| Unemployment rate  | 9.7%  | 8.5%  | -12.4%   |
| % of working age population in 20% most deprived areas claiming out of work benefits | 23.4% | 19.0% | -19.1%   |
| Residents qualified to NVQ2+   | 65.7% | 73.0% | +11.1%   |

### Delivery Plan

| Priority  | Actions(s) | Timescale  | Outcomes  | Lead organisation                                      |   |
|---|------------|--|-----------|--|---|
| <b>Addressing Digital and functional skill levels and financial inclusion</b> | 3a         | Provide digital engagement activity within communities, linked to saving money as a hook to engage in job search   | Mar 2016  | Improved digital and financial management skills       | Community Learning, DWP   |
|   | 3b         | Continue to develop the <b>assisted digital service offer</b> from libraries and CSCs, ensuring that people who need the most help to access online service receive it | On-going  | Increase access to digital services for the population | Neighbourhoods, Community Learning, Library and Customer Services |
|   | 3c         | Establish digital community mentors/buddies to provide peer support and help upskill others.   | May 2016  | Improved engagement in employment services             | Community Learning  |
|   | 3d         | Deliver ICT development programmes to the low skilled  | Ongoing   | More employable individuals                            | Colleges  |
|   | 3e         | Increase the take up and use of credit union accounts and financial support  | Dec 2015  | Improved financial management                          | Laser Credit Union  |
| <b>Employability and progression</b>  | 3f         | Increase engagement of individuals to support steps  | June 2016 | Increase in economic activity                          | DWP, RMBC, SCR LEP  |

|                          |    |   |          |  |  |
|--------------------------|----|---|----------|--|--|
|                          |    | taken to gaining employment, including delivery of Disadvantaged Learner Pilot                              |          |  |  |
|                          | 3g | Develop awareness raising and outreach activity to support the increase of functional skills levels         | Dec 2015 | Adults with below level 2 qualifications in English, Maths and ICT improving their skills, employability and in work progression | Community Learning, Providers                        |
|                          | 3h | Learn lessons from the Ready Hubs to help support other communities.  | Dec 2015 |  | Rotherham Ready Private sector – in work development |
| <b>ESOL</b>              | 3i | Increase the percentage of people achieving ESOL E3 or L1 qualifications                                    | Mar 2016 | Improved language skills and improved employability  | DVC / Roth College                                   |
| <b>Maths and English</b> | 3j | Improve the functional Maths and English of the priority groups and those requiring pre-entry level support | Mar 2016 | Improved Maths and English skills and improved employment prospects  | Colleges and SFA Providers                           |

## Delivery Partners

Local partners will work with public, private and third sector organisations to deliver this Theme. The leading delivery partners are:

- RMBC (Neighbourhoods/Community Learning)
- DWP/Jobcentre Plus
- Rotherham Schools & Colleges
- Skills Funding Agency
- Laser Credit Union
- VAR
- Rotherham Work and Skills Provider Group Members
- Rotherham Ready
- Businesses
- Health Partners

## 2.4 Employment land and business premises

### Delivery Plan

The delivery plan for this theme will be in part driven by the Housing and Growing Business themes as they will seek to develop and deliver the employment and housing sites identified in the Growth Zones. This Growth Plan needs to ensure that what is supported through these Growth Zones achieves the greatest strategic impact and maximises the natural advantages of the individual economies in the Growth Zones.

| Priority   |    | Actions(s)   | Timescale                              | Outcomes  | Lead organisation  |
|--|----|--|--|---|--|
| Identify priority sectors for each Growth Zone             | 4a | Undertake econometric review of growth zones   | Feb 2016                               | Target sectors for each growth zone   | RMBC EDT & Planning  |
| Assess current employment land availability in the borough | 4b | Complete an update of the Employment Land Review jointly with Sheffield  | Nov 2015                               |   | RMBC Planning  |
| Develop strategic packages of sites to maximise growth     | 4c | Work with landowners, public and private sector partners to develop site packages / phased regeneration plans for the growth zones                       | Plan lifetime                          | Detailed packages and projects identified   | RMBC EDS - BRIT, EDT, Planning, Transport, Neighbourhoods/Housing & Asset Management |
| Prioritise development packages                            | 4d | Review deliverability of development packages and prioritise delivery  | Phased activity over the plan lifetime | A major inward investment site identified and plan developed to maximise growth within the next growth cycle                      | RMBC EDT & Planning  |
|  |    |  |  | A number of smaller sites identified and packaged up to support growth across the borough   | RMBC EDT   |
| Invest in understanding the impact of HS2 at Meadowhall    | 4e | Commission a study that highlights the likely impact of the station at Meadowhall and what investment and support can be given to maximise the benefits. | Sept 2015                              | HS2 Meadowhall Investment plan that can be incorporated into the relevant Growth Zone masterplans                                 | RMBC EDT   |
| Secure the Future of the AMP                               | 4f | Continue to work with AMP partners to ensure that the necessary investments are made to keep the AMP at the forefront of AMM sector                      | Plan Lifetime                          | Maintain AMP as an international centre of excellence supporting future developments in the Sheffield Rotherham Economic Corridor | RMBC EDT   |
| Superfast South Yorkshire                                  |    | Work with BT to increase coverage on superfast broadband across the borough. Supported by grants   | 2015-17                                | 97.9% coverage of superfast broadband = 102,000 residential and business properties   | RMBC/SY LAs/ BT / SYFS   |

to businesses to boost  
their broadband  
services

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### Targets/impacts/outcomes

|   | 2015  | 2025           | % change |
|---|-------|----------------|----------|
| Hectares of land opened up and serviced for development | -     | + 100 hectares | n/a      |
| M <sup>2</sup> of industrial/commercial floor space     | 3.03m | 3.5m           | +12.9%   |

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Local partners will work with public, private and third sector organisations to deliver this Theme. The leading delivery partners are:

- RMBC
- SCR LEP
- Landowners
- AMP
- South Yorkshire PTE
- Homes and Communities Agency
- Developers
- HS2 Ltd

## 2.5 Housing

### Targets/impacts/outcomes

|                                  | 2015    | 2025    | change  |
|----------------------------------|---------|---------|---|
| Number of residential properties | 114,791 | 126,000 | 10% increase p.a. for first 5 years (to incrementally build up to 1000 p.a. target) |
| Affordable homes (25%)           | 25,875  | 28,625  |   |

### Delivery Plan

| Priority | Actions(s)  | Timescale            | Outcomes   | Lead organisation                                |
|----------|---|----------------------|--|--|
| 5a       | Complete Strategic Housing Market Assessment  | March 15             | Clear picture of housing need across the borough and joint report with Sheffield   | Housing / Planning                               |
| 5b       | Accelerate delivery on major sites (Waverley and Bassingthorpe Farm)  | Ongoing for Waverley | Housing growth accelerated on these key sites  | Housing/Planning/Asset Management/private sector |
| 5c       | Identify Council and other public sector land / assets for residential development and produce site plans                               | Ongoing              | Phased delivery plan outlining the number of properties to be built, that can be monitored against the Core Strategy target of c1000 properties per year and identify any shortfall. | Housing/Asset Management                         |
| 5d       | Town centre – identify key sites, create prospectus to accelerate development   | Ongoing              | Increased housing in town centre and across the proposed Sheffield / Rotherham housing zone  | Housing/ Planning/Asset Management               |
| 5e       | Utilise national growth tools at the local level, e.g. Housing Zone, build to rent, custom build, national affordable housing programme | Ongoing              | Increased housing across all tenures   | Housing/ Planning/Asset Management               |

There are various potential models depending on land ownership, who will project manage and build the homes and who will manage the homes once completed. It is essential that the Council takes an innovative and entrepreneurial approach to this delivery.

| Land ownership            | Project management                    | Construction                          | Management (rented and shared ownership) |
|---------------------------|---------------------------------------|---------------------------------------|--|
| Council – HRA land        | Council                               | Council                               | Council                                  |
| Council – Corporate asset | Housing association<br>Private sector | Housing association<br>Private sector | Housing association<br>Private sector    |
| Private                   |                                       | Individual – self-build               |  |

## 2.6 Town centre

### Targets/impacts/outcomes

|  | 2015  | 2025  | change |
|--|-------|-------|--------|
| Town centre residential units                      | 250   | 2,000 | +1,750 |
| Town centre residents                              | 500   | 4,000 | +3,500 |
| Vacancy rates ( <i>primary shopping frontage</i> ) | 13.7% | 11.0% | -24.5% |
| Shopper satisfaction<br>(3 yearly)                 | TBC   | TBC   |        |

### Delivery Plan

| Priority                                     |    | Actions(s)   | Timescale            | Outcomes   | Lead organisation                                 |
|--|----|--|----------------------|--|---|
| <b>Produce Masterplan(s) for town centre</b> | 6a | Agree boundary                                     | Nov 2015             | Masterplan for spatial development of town centre                          | RMBC/Economy Board                                |
|  |    | Identify strategic sites and owners                | Nov 2015             |  |   |
|  |    | Draft Masterplan                                   | Nov 2015             |  |   |
| <b>Deliver a cinema</b>                      | 6b | Select developer<br>Cinema opens                   | 2016<br>2018         | Town centre cinema with associated leisure developments                    | RMBC, private sector                              |
| <b>Deliver a hotel</b>                       | 6c | Agree site(s)<br>Contact operators/developers      | Nov 2015<br>Feb 2016 | Hotel within town centre or edge of town centre                            | RMBC, private sector                              |
| <b>Markets complex</b>                       | 6d | Agreed way forward<br>Works completed 2016         | Oct 2015             | Redeveloped Markets complex acting as a link between Tesco and town centre | RMBC  |
| <b>Continuation of vitality grants</b>       | 6e | Identify new funding<br>Identify target businesses | 2015<br>Ongoing      | Continue to grow the independent retail sector in the town centre          | RMBC, The Source, retail businesses and start-ups |
| <b>THI 2</b>                                 | 6f | Submit bid   | August 2015          | Further improvement to High St and surrounding area                        | RMBC, HLF, town centre property owners            |
| <b>Creation of a BID for the town centre</b> | 6g | Feasibility work to ascertain interest             | Dec 2015             | Deliver a sustainable financial model for town centre activity             | RMBC, Chamber, Retailers, Landlords               |



Local partners will work with public, private and third sector organisations to deliver this Theme. The leading delivery partners are:

- RMBC
- Retailers
- Developers
- HCA
- SYPTTE
- The Source

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## 2.7 Transport

### Targets/impacts/outcomes

|   | 2015 | 2025 | pa change |
|---|------|------|-----------|
| Reduce commuting distances                      |      |      |           |
| Increase % of journeys made by public transport |      |      |           |
| More reliable journey times                     |      |      |           |

### Delivery Plan

| Priority                                      | Actions(s) | Timescale   | Outcomes                                  | Lead organisation  |                                  |
|---|------------|---|---|--|----------------------------------|
| <b>Deliver works to Pool Green Roundabout</b> | 7a         | Complete works  | June 2015                                 | Improved access and traffic flow within town centre.<br>Open up land for development                         | RMBC                             |
| <b>Tram – train pilot</b>                     | 7b         | Money secured from DfT  | Opens early 2017 for initial 2 year pilot | Improve linkages between town centre and Sheffield and Parkgate  | DfT                              |
| <b>Waverley Link Road</b>                     | 7c         | Agree route with SCC  | On-going                                  | Route approved, allowing us to secure scheme funding   | RMBC                             |
| <b>Widening of the Parkway</b>                | 7d         | Included as part of SCRIF bid   | Completed 2016                            | Improve access to major employment/housing developments at Waverley and around the HS2 station at Meadowhall | RMBC                             |
| <b>Improvements to existing road network</b>  | 7e         | Infrastructure works to cope with increased traffic from economic and housing growth  | Ongoing                                   | Improved access to employment sites and linking of residents to employment opportunities                     | RMBC                             |
| <b>Active travel</b>                          | 7f         | Increase active travel opportunities through infrastructure improvements and promotional projects such as “Sky led bike rides.” | Ongoing                                   | Reduced health inequalities<br>Improved air quality<br>Reduced congestion                                    | RMBC - Public Health & Transport |

Local partners will work with public, private and third sector organisations to deliver this Theme. The leading delivery partners are:

- RMBC
- SYPTE
- Rotherham Public Health
- DfT
- Combined Authority

## Appendix 1

**SWOT analysis**

While Rotherham faces a number of challenges, it also has a number of strengths, including its manufacturing and engineering expertise, as well as a number of new opportunities with the potential to generate new investment and employment.

| <b>Rotherham</b>   |  |
|--|--|
| <b>Strengths</b>   | <b>Weaknesses</b>  |
| <p>AMP – nationally significant centre of excellence and Waverley more widely as a business location.</p> <p>Rotherham at centre of country and with good access to motorway network</p> <p>Historical manufacturing and engineering base</p> <p>Meadowhall, one of the largest retail centres in England.</p> <p>GCSE attainment – A*-C above national average</p> <p>Post 16 provision very strong – colleges and sixth form</p> <p>Excellent HE provision in Rotherham – RCAT &amp; DVC QAA reports</p> <p>Good place to start a business, with strong incubation support</p> <p>Enterprise education – Rotherham model rolled out in other areas</p> <p>Pro-business local authority - RiDO</p> <p>Affordable house prices</p> <p>Affordable place to live and do business</p> | <p>Workforce skills, including skills of new arrivals.</p> <p>Workforce attainment at L3+ (post 19)</p> <p>Primary school attainment</p> <p>Lack of HE presence</p> <p>Lack of sites and premises that are attractive to markets</p> <p>Skills – supply and demand – recruitment difficulties (e.g. engineers)</p> <p>Town centre performance</p> <p>Weak property market (counter to affordable strength)</p> <p>Perception of Rotherham – internal and external image and perception – linked to image of town centre</p> <p>Core city economy – weak private sector in Sheffield</p> <p>Dependency culture – welfare to work and business grants</p> <p>Long standing pockets of multiple deprivation</p> <p>Inequalities in health</p> |
| <b>Opportunities</b>   | <b>Threats</b>   |
| <p>Town Centre – work, residential and entertainment offer (updating masterplan)</p> <p>HS2 – connectivity, station location, increase values along corridor to town centre</p> <p>Sheffield Rotherham corridor</p> <p>Flagship leisure development site at Rother Valley</p> <p>Higher Education Centres; presence – town centre and in the Dearne</p> <p>Single public estate – rationalisation of public sector buildings</p> <p>Outsourcing – logistics – serving different markets</p> <p>UTC in Sheffield – employer led skills agenda</p> <p>Influence skills agenda/delivery through SCR Skills Hub</p>  | <p>Social exclusion – resources required to address very challenging issue</p> <p>Businesses located in old, out of date premises</p> <p>Medium / large companies where decisions are made at HQ outside Rotherham</p> <p>Business mobility - local business choose to leave Rotherham due to shortage of business accommodation</p> <p>Negative publicity regarding Child Sexual Exploitation.</p> <p>Uncertainty regarding the current political situation</p>   |

We need to ensure that we maximise the benefits Rotherham achieve from this activity and that there is a framework of support and activities in place to provide solutions to specific local issues not picked up at an SCR Level. This will be provided through the **Rotherham Growth Plan**.

Some of the economic challenges currently facing Rotherham are:

- Remaining competitive in a global economy, particularly important to the manufacturing and engineering sector.
- Lower numbers of businesses and jobs compared to the national average, although Rotherham's new enterprise record is improving.

- A lack of large development sites that are attractive to the market, needed to host large numbers of jobs created in the next growth cycle (i.e. Dearne Valley in 1998-2008).
- Below average numbers of residents qualified to NVQ Level 3 or higher, although school results have been improving, with GCSE attainment above the national average
- High retail competition for Rotherham town centre.
- Delivering over 14,000 new residential units in the next 15 years to meet housing demand.

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## Appendix 2

### Rotherham's Core Strategy – key areas for the Growth Plan

The Rotherham Growth Plan should be read alongside the Rotherham Core Strategy, key areas are detailed below.

#### Vision

Rotherham will be prosperous with a vibrant, diverse, innovative and enterprising economy. It will fulfil its role as a key partner in the Sheffield City Region recognising the close economic, commercial and housing links with Sheffield and other neighbouring authorities.

The largest proportion of growth will be focused in the Rotherham Urban Area including major new development at Bassingthorpe Farm which is key to delivering growth in the heart of Rotherham. Regeneration of Rotherham town centre will enable it to fulfil its role as the borough's primary retail, leisure and service centre.

Considerable development will take place on the edge of the urban area at Waverley, with the development of a major residential scheme and consolidation of the Advanced Manufacturing Park. Significant development will also take place in Principal Settlements for Growth: in the north around Wath, Brampton and West Melton, on the fringe of Rotherham Urban Area at Wickersley, Bramley and Ravenfield, and in the south-east at Dinnington, Anston and Laughton Common.

New development will also take place in the borough's principal settlements and local service centres. Throughout Rotherham development will aim to create self-contained communities which support a network of retail and service centres, where the need to travel is reduced and communities enjoy good access to green spaces and the wider open countryside.

Rotherham's Core Strategy has set out the following aims:

- a) To implement a long-term spatial strategy that steers new development to the most sustainable locations.
- b) To create and secure sustainable communities that are as self-sufficient as possible in terms of employment, retail and local services.
- c) To reduce the borough's contribution to, and adapt to the effects, of climate change.
- d) To safeguard and enhance those elements which contribute to the distinct identity of Rotherham and to secure the highest-quality design achievable
- e) To ensure that the necessary new infrastructure is delivered to support the Plan's spatial strategy.

#### Proposed distribution of development

The Core Strategy also sets out the hierarchy of settlements, with the town centre as the principle town centre, with Dinnington, Maltby and Wath upon Dearne, followed by a number of district centres. .

| Hierarchy             | Centre   | Strategy  |
|-----------------------|--|---|
| Rotherham Town Centre | Maintain and enhance role as the principal town centre | Principal Town Centre   |
| Town Centre           | Dinnington   | Improve the range of retail and service provision, reduce vacancies and improve townscape and landscaping           |
|                       | Maltby   | Improve pedestrian mobility / accessibility, the quality and range of comparison shopping outlets, and environment. |
|                       | Wath-upon-Dearne                                       | Maintain the range of retail and service provision  |
| District Centre       | Kiveton Park   | Improve the quality and range of retail and service provision, and environmental quality                            |
|                       | Parkgate   | Maintain the quality and range of retail and service uses,  |

|               |                                    |  |
|---------------|------------------------------------|--|
|               |                                    | improve comparison goods provision   |
|               | Swallownest                        | Maintain the quality and range of retail and service uses  |
|               | Swinton                            | Improve environmental and physical quality of the shopping precinct. Improve retail provision and pedestrian movement. |
|               | Wickersley                         | Maintain the range of retail and service provision, improve convenience retail provision                               |
| Local Centres | To be defined on the Proposals Map | Encourage developments which improve convenience and comparison goods and service facilities provision.                |

The proposed distribution of housing land and new housing, and employment land and provision of new retail space is set out in the table below. Waverley is particularly important with regard to both housing and employment.

| Settlement   | Housing Provision                 |                             | Employment Provision     |                          | Retail Provision   |
|--|-----------------------------------|-----------------------------|--------------------------|--------------------------|--|
|  | Percentage of Borough Requirement | Approx. number of dwellings | % of borough requirement | Approx. hectares of land | Gross square metres of floor space   |
| <b>Main location for new growth</b>                                      |                                   |                             |                          |                          |  |
| Rotherham urban area (including Bassingthorpe Farm Strategic Allocation) | 38%                               | 5,471                       | 30%                      | 71                       | 7,500 sqm convenience goods<br>11,000 sqm comparison goods (Rotherham town centre) |
| <b>Principle Settlements</b>   |                                   |                             |                          |                          |  |
| Maltby and Hellaby   | 5                                 | 600                         | 2                        | 5                        | 0  |
| Aston, Aughton and Swallownest   | 4                                 | 450                         | 8                        | 19                       | 0  |
| Swinton and Kilnhurst  | 4                                 | 450                         | 0                        | 0                        | 0  |
| Wales and Kiveton Park   | 2                                 | 300                         | 4                        | 9                        | 0  |
| <b>Local service centres</b>   |                                   |                             |                          |                          |  |
| Waverley (with significant potential for growth)                         | 20                                | 2500                        | 19                       | 45                       | 0  |
| Catcliffe, Treeton and Orgreave  | 1                                 | 150                         | 5                        | 12                       | 0  |
| Thorpe Hesley  | 1                                 | 150                         | 0                        | 0                        | 0  |
| Thurcroft  | 2                                 | 250                         | 3                        | 6                        | 0  |
| Todwick  |                                   |                             | 0                        | 0                        | 0  |
| Harthill   |                                   |                             | 0                        | 0                        | 0  |
| Woodsetts  |                                   |                             | 0                        | 0                        | 0  |
| <b>Other villages</b>  | 1                                 | 150                         |                          |                          |  |
| Laughton en le Morthen   |                                   |                             | 0                        | 0                        | 0  |
| Harley   |                                   |                             | 0                        | 0                        | 0  |
| <b>Green belt villages</b>   | 0                                 | 0                           | 0                        | 0                        | 0  |

## Appendix 3

### Growth Zones

Growth zones are those areas within the borough identified as having greatest potential to deliver the growth in jobs and housing we are seeking.

The Zones will possess “oven ready” employment sites, with strong links to their local communities and a holistic package of support for new and existing businesses, to ensure their growth potential is maximised

Housing development will include local services and public transport links to major employment areas; to ensure the sustainability of the new stock

### Dinnington/A57

- Dinnington is currently home to 650 businesses, employing approximately 6,800 people
- Development of the Colliery site has proved very successful, with Phase 1 fully occupied and Phase 2 filling up quickly. This offer will be further enhanced by the location of Enterprise Zone sites within the development.
- Works to turn the A57 into a dual carriageway along with the provision of a roundabout at Todwick have significantly improved access from Junction 31 of the M1. This has allowed the inclusion in the Local Plan of a major employment site to the south of Dinnington at “Todwick North”
- A high level of new residential development has taken place at Laughton Common in recent years, The Local Plan identifies a number of new development sites to the East of Dinnington which will provide up to 700 new residential units
- RMBC’s “Matrix” Business Incubation Centre is situated in Dinnington Business Park, providing support and space for new start-up businesses

### Dearne Valley

- The Dearne has undergone major redevelopment over the last 20 years on back of the colliery site reclamation and previous EZ status; funded by large amounts of European and government money.
- Land for 1,860 new houses is proposed in the draft Local Plan, located in Wath, Brampton, Swinton and Kilnhurst
- DVC a major FE College is located in the Dearne and provides Vocational courses for young people, adult courses, Higher Education and apprenticeships
- There has been a long history of Partnership working, originally through the DVP and now through the creation and implementation of the Dearne Valley Eco-Vision
- Currently the Dearne plays host to 660 businesses, employing approximately 18,900 people. This includes some major employers, including Capita, Garnett Dickinson and Next
- Swinton is on the Doncaster- Rotherham rail line, but overall public transport in the area is overly reliant on car and bus travel

## **Rotherham Urban Centre**

- Meadowbank Road is a key gateway into the town centre and will become of major economic importance if the South Yorkshire HS2 station is located at Meadowhall.
- Delivery of the Advanced Manufacturing Innovation District around the AMP identifies this area as providing the business space for the SMEs that will provide the local supply chains to the District's large OEMs
- Area contains a lot of existing business space, although much of it is in need of modernising/ refurbishing

## **Bassingthorpe Farm**

- Located to the north of the town centre, Bassingthorpe Farm is a 200 hectare site with ownership shared between RMBC and the Wentworth Estate Identified as a strategic housing site, there is a proposal for 2,400 houses and 11ha of employment land, plus primary school and a health centre.
- Construction likely to commence in 2018 and last for up to 15 years.
- The site has been confirmed as a Strategic Allocation in the Local Plan allowing it to come forward ahead of other sites in the Sites & Policies document. This means it will be removed from the Green Belt once the Local Plan is adopted.

## **Rotherham-Sheffield (Economic) Corridor**

- Home to the AMP a world class facility for the AMM sector. Provides approximately 750 direct jobs, plus numerous indirect jobs in the local supply chain. A high proportion of the direct jobs are higher skilled, with the challenge being to ensure they are secured by local people.
- Just under 4,000 new houses at the Waverley Community
- RMBC, SCC and the University of Sheffield are working on a Masterplan for the area; seeking to develop an "Innovation District" based around a core of R&D capacity and advanced manufacturing firms, but including mass transit links, housing, retail and culture & leisure in the overall offer.
- An HS2 station at Meadowhall will provide a catalyst for economic growth, allowing refurbishment/replacement of older buildings and driving major growth in the BPFS sector.

## **Appendix 4**

### **Funding**

Funding will be essential for the successful delivery of the Growth Plan. Although the amount of public funding has reduced considerably over recent years there is still funding available for certain economic activity

### **Sheffield City Region European Structural Investment Fund (ESIF)**

The European Structural Funds Operational Programme 2014-2020 will be delivered regionally through the ESIF, which is part of the SEP. There is approximately £177m available for South Yorkshire for the programme period which is expected to become available during 2016 following calls for proposals in 2015. The Rotherham Growth Plan has been aligned to the SEP in order to maximise opportunities to be awarded funding for projects that will deliver business start-up, growth and inward investment activity within the borough.

### **Growth Deals**



National Growth Deals with the SCR will see Government commit resources to enable the City Region to deliver its SEP, as the Rotherham Growth Plan has been aligned with the SEP it is likely that some of that resource will be used to deliver economic growth activity in Rotherham alongside the ESIF projects and programmes.

This will be a broad range of activity from business growth and skills development to infrastructure and land development.

### **Integrated Infrastructure Plan (IIP)**

The IIP will be used to identify and prioritise the infrastructure needs of the Sheffield City Region and will enable Rotherham to put forward projects that meet those priorities for funding. This will include a spatial assessment of the City Region that includes the housing and employment land allocations.

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**Appendix 5**

**Governance**

The Rotherham Growth Plan is jointly owned by Rotherham MBC and the LSP.

Day to day ownership of the Plan sits with the Economic Development Team of the Council. The Plan will be overseen and monitored (with stakeholders held to account) by the Rotherham Economy Board who will receive progress reports at their meetings, held 2-monthly throughout the year

Reports will be made to appropriate Council structures and the Chief Officers Group of the LSP on an annual basis.

A major review of the Growth Plan will be undertaken 12-months after approval to ensure alignment with the refreshed Community Strategy and the 'fresh start' for Rotherham. Subsequently major reviews will take place on a 3-yearly basis ensuring the document remains fit for purpose.

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**Appendix 6****Proposed employment growth by sector**

The LEP team have commissioned work to identify the likely growth required by sector and local authority area, if the target of 70,000 net new private sector jobs by 2024 is to be achieved. This is assuming “policy on” with major spend on infrastructure to ensure suitable developments are delivered.

The Rotherham figures are set out below:-

| <b>Sector</b>                     | <b>2013 jobs</b> | <b>2024 jobs</b> | <b>Increase</b> | <b>% increase</b> |
|-----------------------------------|------------------|------------------|-----------------|-------------------|
| Financial & Professional Services | 3,600            | 4,300            | 700             | +19.4%            |
| <b>Business Services</b>          | <b>8,500</b>     | <b>11,000</b>    | <b>2,500</b>    | <b>+29.4%</b>     |
| Health                            | 12,000           | 12,700           | 700             | +5.8%             |
| Education                         | 9,700            | 9,875            | 175             | +1.8%             |
| Retail                            | 9,300            | 10,300           | 1,000           | +10.8%            |
| Construction                      | 5,600            | 6,250            | 650             | +11.6%            |
| Sports, Leisure & Culture         | 6,600            | 7,400            | 800             | +12.1%            |
| <b>CDI</b>                        | <b>3,100</b>     | <b>3,800</b>     | <b>700</b>      | <b>+22.6%</b>     |
| <b>Logistics</b>                  | <b>3,600</b>     | <b>5,250</b>     | <b>1,650</b>    | <b>+45.8%</b>     |
| <b>Advanced Manufacturing</b>     | <b>3,600</b>     | <b>5,900</b>     | <b>2,300</b>    | <b>+63.9%</b>     |
| Med-Low Tech Manufacturing        | 9,000            | 7,500            | -1,500          | -16.7%            |
| Public Admin                      | 5,800            | 4,500            | -1,300          | -22.4%            |
| Low Carbon                        | 2,100            | 2,500            | 400             | +19.0%            |
| Other Sectors                     | 10,500           | 10,850           | 350             | +3.3%             |
| <b>TOTALS</b>                     | <b>92,300</b>    | <b>101,425</b>   | <b>9,125</b>    | <b>+9.9%</b>      |

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