

IMPROVING PLACES SELECT COMMISSION

- Date and Time :-** Thursday, 19 September 2019 at 1.30 p.m.
- Venue:-** Town Hall, Moorgate Street, Rotherham.
- Membership:-** Councillors Atkin, Buckley, B. Cutts, Elliot, Jepson, Jones, Khan, Mallinder (Chair), McNeely, Reeder, Rushforth, Sansome, Sheppard, Taylor, Tweed (Vice-Chair), Julie Turner, Whysall and Wyatt.
- Co-opted Member:-** Mrs. W. Birch. Mrs. M. Jacques.

This meeting will be webcast live and will be available to view [via the Council's website](#). The items which will be discussed are described on the agenda below and there are reports attached which give more details.

Rotherham Council advocates openness and transparency as part of its democratic processes. Anyone wishing to record (film or audio) the public parts of the meeting should inform the Chair or Governance Advisor of their intentions prior to the meeting.

AGENDA

1. Apologies for Absence

To receive the apologies of any Member who is unable to attend the meeting.

2. Minutes of the previous meeting held on 25th July, 2019 (Pages 1 - 10)

To consider and approve the minutes of the previous meeting held on 25th July, 2019, as a true and correct record of the proceedings.

3. Declarations of Interest

To receive declarations of interest from Members in respect of items listed on the agenda.

4. Questions from members of the public and the press

To receive questions relating to items of business on the agenda from members of the public or press who are present at the meeting.

5. Exclusion of the Press and Public

To consider whether the press and public should be excluded from the meeting during consideration of any part of the agenda.

6. Communications

To receive communications from the Chair in respect of matters within the Commission's remit and work programme.

7. Rotherham Employment and Skills Strategy - Update (Pages 11 - 46)

8. Urgent Business

To consider any item which the Chair is of the opinion should be considered as a matter of urgency.

9. Date and time of the next meeting

The next meeting of the Improving Places Select Commission will take place on 24th October, 2019 commencing at 1.30 p.m. in Rotherham Town Hall.

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25th July, 2019

Present:- Councillor Mallinder (in the Chair); Councillors Atkin, Elliot, Jepson, Jones, Khan, McNeely, Reeder, Rushforth, Sansome, Taylor, Julie Turner, Tweed, Whysall and Wyatt together with Mrs. W. Birch (Co-opted Member).

Apologies for absence were received from Councillors B. Cutts and Sheppard.

The webcast of the Council Meeting can be viewed at:-
<https://rotherham.public-i.tv/core/portal/home>

8. MINUTES OF THE PREVIOUS MEETING HELD ON 6TH JUNE, 2019

Consideration was given to the minutes of the meeting held on 6th June, 2019.

Resolved:- That the minutes of the meeting of the Improving Places Select Commission held on Thursday, 6th June, 2019, be approved as a correct record.

9. DECLARATIONS OF INTEREST

Councillor Sansome made a Personal Declaration of Interest on Minute No. 13 – Thriving Neighbourhoods Update Report – as he was a Member of the Neighbourhood Working Members Forum.

10. QUESTIONS FROM MEMBERS OF THE PUBLIC AND THE PRESS

A member of the public asked if they could be provided with an update with regard to the changing of the zebra crossing on Victoria Street, Kilnhurst, to a pelican crossing.

On behalf of the community she wished to thank the Ward Members for Swinton and Silverwood for their help in this matter.

The Democratic Services Manager reported that it was his understanding that a decision was due to be made by the relevant Strategic Director shortly. Discussions had taken place with the group who had submitted the petition calling for the change. Once the decision had been made the lead petitioner would be informed accordingly.

It was urged that the work be completed by the end of the summer so that it was in place for when the schools returned in September.

11. EXCLUSION OF THE PRESS AND PUBLIC

There were no agenda items requiring the exclusion of the press or public from the meeting.

12. COMMUNICATIONS

There was none to report.

13. THRIVING NEIGHBOURHOODS - UPDATE REPORT

Further to Minute No. 20 of 20th September, 2018, Councillor Watson, Deputy Leader, and Shokat Lal, Assistant Chief Executive, presented a summary of the delivery of the Thriving Neighbourhoods Strategy and the Neighbourhood working model.

The Thriving Neighbourhoods Strategy (2019-2025) had been approved by Cabinet in November, 2018 (Minute No. 55 refers) and an implementation plan developed which was constantly reviewed and refreshed on a monthly basis. The implementation plan identified the following drivers:-

- Engage and develop the workforce
- Councillors as Community Leaders
- Communication and engagement
- Asset Based Community Development
- Integrated Place Based Working
- Role of Parish Councils

There had been significant progress on implementing the Strategy since November 2018. The report submitted highlighted the work that had taken place under the above drivers.

Discussion ensued with the following issues raised/clarified:-

- Housing Revenue Account (HRA) – it was noted that any Ward base budget not spent by the end of the financial year would be returned to the main HRA budget. Was there some mechanism where, if a Ward Panel had been particularly busy and had projects on the shelf ready to go, that they could bid for funding before it went back into the central pot?

This was still under discussion and would be a political decision. The logic of the current policy was that all neighbourhood budgets would run for the term of office and when the Wards changed, if not spent, it was returned to the central pot.

- A Tenant may live in a Parish and pay a Parish precept. Was there a possibility of the Parish precept being used with the Ward base budget and the tenant feeling that they were paying twice?

Parish Councils were responsible for their own budget and had their own priorities which may coincide with those of the Borough Council. It was hoped that conversations would take place to allow smarter spending in the future and avoid duplication.

- What were the short term objectives and long term prospects for the Community Sport and Health apprenticeship?

The Apprenticeship Levy, in terms of funding, had very clear guidelines in terms of what apprenticeships you could have and how the training programme and funding was used to support apprentices.

These were apprenticeship placements very much linked to Public Health, sport and sporting activities that were fairly new and unique focussing on a particular area.

They were quite wide in their reach around looking at health-based activities, the whole focus of Public Health and community development and how you connected communities around particular areas of health activities. It was felt that they presented a wide scope of what roles the individuals could go into once they had completed their apprenticeships.

It was anticipated recruitment would take place in September. There was a proper infrastructure around the training and support for these particular roles and it was hoped they would have a number of career opportunities. The roles would not just focus on neighbourhood working or communicating development but also work actively with residents, dealing with some of the Council Plan indicators etc. across the Borough and working with partners.

They were quite unique in terms of what they offered and may in the future but there was confidence there would be roles for them.

- At the moment projects were supported on a majority vote; what would happen if there was a conflict when some of the Wards were reduced to 2 Members? Was there conflict resolution.

The guidance provided in April made it clear that the guidance was up until the 2020 elections. It was the intention to refresh the guidance early next year taking into account boundary revisions and how a dispute was to be resolved should one arise.

Dispute resolution would be a challenge for the Neighbourhood Working Forum.

- How would the campaign/Thriving Neighbourhood Strategy be promoted to different groups especially ethnic minorities and religious institutions?

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The Voluntary Action Rotherham (VAR) contract had been changed 18 months ago and included them embracing enhanced neighbourhood working and looking at capacity building. The contract was reviewed annually with VAR held to account on what work was taking place.

Work was underway looking at other authorities as to what they did around customer segmentation and the breaking down of Ward intelligence. It would help Ward Councillors to understand what was happening in their Ward and what resources they needed as well as identifying hard to reach groups.

With regard to communications, it was about knowing your residents and the different ways and channels to engage.

- Talked about staff and the Members working together but there were some issues that staff dealt with on a daily basis. Would it be an idea to report any serious issues to Members?

Yes that should happen. There were 21 Wards and every one would have a slightly different way of working.

- Multi-Agency Groups (MAGS) – if not working where was this going? What was happening with them.

There were different experiences in different Wards. The recently announced extra Police resources were to be deployed into the neighbourhoods. Each area would have more warranted Police Officers.

- The hardest thing to spend was Capital and more flexibility was required. It was easy to spend Revenue but Capital was a lot harder because of the rules.

Unfortunately there were strict accounting rules and it was not possible.

- Can we consider whether Members could give Ward update presentations to full Council rather than read from a script?
- Provision of public water fountains.

If a request for provision was submitted it would be costed.

- Did Purdah apply to Area Housing Panels and if so they needed to be made aware of it with regard to spend.

If the final decision on HRA money fell to an Elected Member then it would fall foul of Purdah.

The guidance was very clear. Councillors had been advised that they had to have allocated/committed their Ward budgets by 31st January 2020 and all budgets have to be spent by 31st March, 2020. Purdah would not commence until the beginning of the new financial year so should not affect the spending of the budgets.

- Last year there was an update on Ward statistics – would that be re-issued/updated?
- Spending approvals – could Members have a quarterly update?

The figures came from the Finance Department and only counted when the funding had been spent. The individual Ward's figures would always be more current because it would know what had been committed.

- Was the Strategy being delivered and was it working?

Yes it was.

- Asset Management – the report stated that a building was advertised for a month and 2 months to complete. Was that a tight timeline?

It was 2 months to complete a business case. Whilst it may not be long enough, there was an asset deteriorating while it was taking place.

Resolved:- (1) That the progress of the delivery of the Thriving Neighbourhoods Strategy and the Neighbourhood Working model be noted.

(2) That the Select Commission be supplied with the guidance with regard to Purdah and the spending of the devolved budgets.

14. EVALUATION OF THE TIME FOR ACTION INITIATIVE

Councillor Hoddinott, Cabinet Member, together with Tom Smith, Assistant Director, Community Safety and Street Scene, and Lewis Coates, Regulation and Enforcement Manager, presented an update in relation to the 'Time for Action' initiative which provided for a mechanism to deliver enhanced enforcement around enviro-crime particularly littering offences and parking offences.

The report set out Service delivery performance together with a number of challenges that were currently being addressed.

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Contract management arrangements were different for the delivery of enviro-crime and parking enforcement. For littering and dog fouling the contract was wholly managed by Doncaster Borough Council; for parking enforcement additional resources were provided through the contract, however, the processing of Parking Penalty Charge Notices and payments was managed within Rotherham Council's existing provisions.

The report set out updates relating to:-

- Delivery targets/Service Level Agreement
- Improving Places Select Commission recommendations
- Staffing
- Reporting
- Performance
- Cancelled fines, representations and complaints
- Prosecutions
- Parking enforcement

Discussion ensued with the following issues raised/clarified:-

- The money arising from a fine was split between Rotherham and Doncaster – if Doncaster was collecting a £80 fine and Rotherham only getting £7 that meant Doncaster was getting a larger cut of the profits?

The fine paid for the resource on the ground that issued the fine plus the cost of Doncaster to administer the control. The vast majority of the fine did go to those who actually issued it because that was where the cost was. Doncaster was not making a big profit out of the contract but was something mutually benefitting both authorities.

- Litter and dog fouling patrol locations – why was there such a disproportionate amount of patrols v fines in January as opposed to May? Who decided where the patrols would take place?

Councillors could submit requests from residents in terms of where the patrols should be. The column on the Appendix was the ratio of patrols v the number of fines issued.

One of the main objectives of the initiative was to get patrols into areas and have a visible presence. Work was taking place with the contractor regarding the spread of patrols.

- Could Members be informed of when there would be patrols in their area?

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Communications data and intelligence was one of the recommendations that was not up and running as yet. There was the ability to get data out for the reports but there was still work to be done on the systems to get it on a continuous basis.

There was a new supervisor in place now who would drive that information.

- There was a big issue with parked vehicles at night in certain areas of the Borough. The optimum time to catch them would be at the weekend.

Parking enforcement was carried out 7 days a week.

- Were there any figures on outlaying visits from officers?

Appendix 1 of the report set out the fines of patrols. It was still an area for development. Patrols had visited everywhere from a Ward perspective but there was agreement in the arrangement that there was more working out of the town centre than was currently reflected in the figures. Work was taking place with the contractor to increase that.

- When cases do not get paid they were taken into the Single Justice Court. Unfortunately these Courts had standard amounts for victim surcharge. Was there any data on what had been charged on how many Rotherham residents who probably could not pay?

The Single Justice System was brought in to deal with large number of cases. Feedback would suggest that the Court system were struggling with the number of cases given the cuts that had been introduced.

The Service had the full listing of each individual case and the cost to that individual. There was a standard fee, however, some were increased depending upon circumstances. Nothing had been received so far from the Citizens Advice Bureau stating that someone was facing hardship due to the fine.

- How would you treat vulnerable individuals who were repeatedly offending?

It was clearly set out within the arrangement that all staff issuing tickets were trained in Safeguarding and vulnerabilities. Where a vulnerable individual came to light after the fine was issued it was taken into account and the fine cancelled.

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One measure for the Council was the complaint figures which were compared to previous years; 2 complaints had been upheld in the first year of operation which reflected the slightly more measured approach being taken by the operator.

- Was there a bonus scheme for individuals for the issuing of fines?

It was difficult to comment upon the terms and conditions of staff employed by Kingdom, however, the Council would not encourage a contractor to have a bonus scheme in place.

- How simple would you say the appeals system was? Was it simple enough for people to approach and was it a quick process to turn round and if not could you look at it again and make it simple?

There was a quick appeal process.

Members of the public could submit a complaint into the Council. It could be via a telephone call from the individual/family member/friend and would then be passed onto the staff at Doncaster who would review that particular fine. When looking at the representations that had been made and the scrutiny that Doncaster had conducted into the fines, the number that had been overturned indicated that they were scrutinising them correctly.

- How did the contract managed by Doncaster MCB for littering and dog fouling link with the Public Space Protection Order (PSPO) and if so how did the public differentiate between them?

The contract did not enforce Rotherham's Public Space Protection Order; that was separate. The PSPO was currently enforced by the Police and Council Officers. It possibly could in the future but currently was not.

- The Select Commission had made some recommendations but nowhere did it state which you had agreed to be implemented and which were not and if not why not.

All the recommendations had been agreed and taken forward; the submitted report was the progress made against them. Not all the recommendations were completed particularly around Communications and talking to Councillors which was still progressing.

- How did the general public know who it was they were being fined by?

Any officer issuing someone with a Fixed Penalty Notice had to identify themselves and who they represented so the person receiving the fine would clearly know who it was issuing the fine. It was quite difficult for people to differentiate who it was (Kingdom or RMBC) but

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it was about visibility of people undertaking enforcement work. It was part of the Service Level Agreement that there was not too much differentiation because it was about public seeing someone undertaking enforcement.

- What was a patrol?

One officer that went to Anston and Dinnington would count as one patrol; if two officers went it would be two patrols. Each individual Officer's patrol would be counted against each individual area that that Officer visited.

- Who set the target for littering and why was it so high?

It had been drawn from the pilot. It would continue to be reviewed.

- Why was the loss of a patrol vehicle allowed to go on for so long?

This was an issue of the contractor and the resources available; it had taken sometime to source a new vehicle and had taken officer patrols out of the districts.

Resolved:- (1) That the update be noted.

(2) That the levels of performance be noted and the importance of enhanced enforcement and visibility agreed.

(3) That a further update be submitted in 6 months.

15. HOME TO SCHOOL TRANSPORT UPDATE

In accordance with Minute No. 27 of the meeting held on 1st November, 2018, the following update was presented on the Home to School Transport Policy:-

- The annual Transport Review process, to be undertaken at the same time as Education and Health Care Plans (EHCP) reviews to assess the suitability of existing transport, and the ability to partake in Independent Travel Training, was now in place
- The targeted uptake was to have 44 young people on Personal Travel Budgets (PTBs) by April 2019 and 69 on PTBs by September 2019. To date 56 young people were enrolled for PTBs. The targeted uptake was, therefore, on track for delivery and a significant increase from the 30 young people reported to the Select Commission in November 2018
- 'Train the trainer' had been delivered for Independent Travel Training providing the Council and partner schools with the ability to deliver training to young people

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- A meeting had taken place with SYPTE to identify possible ways to increase the visibility of travellers with disabilities and the awareness amongst bus drivers
- Whilst the Service appreciated that, on occasion, appeals may overturn decisions made within the Policy, the need for young people to apply each year was enshrined within the Policy. However, the appeals process had been reviewed and guidance would be issued to the Team that, at the point of application if the circumstances had not changed year on year, the Transport Manager or Head of Service could grant the pass on the basis of exceptional circumstances without recourse to the appeal process. Should any change in circumstances occur, a full reassessment would take place in accordance with the Policy

Demand for the Service continued to rise in line with national rises in EHCPs for young people. The current assessment was that demand for the Service would increase by approximately 12% between January 2019 and January 2022 with 96 additional pupils in receipt of transport over that period.

Resolved:- That the update be noted.

16. URGENT BUSINESS

There was no urgent business to report.

17. DATE AND TIME OF THE NEXT MEETING

Resolved:- That a further meeting be held on Thursday, 19th September, 2019, commencing at 1.30 p.m.

BRIEFING	TO:	Improving Places Select Commission
	DATE:	19 th September 2019
	LEAD OFFICER:	Simeon Leach Economic Strategy and Partnerships and Manager 01709 823828
	TITLE:	Rotherham Employment and Skills Strategy - Update

1. Background

1.1 Summary

The report provides an update on the development, approval and delivery of the Rotherham Employment and Skills Strategy, since the draft version was previously discussed by the Improving Places Select Commission on the 20th December 2018.

Since that date the Strategy has been approved by the Rotherham Together Partnership, endorsed by Cabinet and implementation has begun, overseen by the Employment and Skills sub-group of the Business Growth Board.

1.2 Background

Acknowledgement of the increasing importance of skills in attracting investment and growing indigenous businesses, as well as ensuring local residents can access employment opportunities, resulted in agreement by the Rotherham Together Partnership (RTP) that Rotherham required a specific Employment and Skills Strategy.

Responsibility for the production of the Strategy sat with Rotherham Investment and Development Office (RIDO), within the Council, supported by the Employability and Skills sub-group of the Business Growth Board (BGB).

The Employment and Skills Strategy builds on the existing Rotherham Economic Growth Plan (2015-25) and also seeks to link to and complement the Sheffield City Region's Strategic Economic Plan and its thematic priority on Skills, Employment and Education.

The Strategy was officially approved by the RTP Board on 17th April 2019 and endorsed by the Council's Cabinet on the 10th June 2019.

2. Key Issues

2.1 Subsequent to the approval, responsibility for the delivery of the Strategy sits with the BGB's Employment and Skills sub-group, although delivery of the required activities sits with a much wider range of partners.

2.2 The Strategy has four Strategic Outcomes:

- Motivated Young People have opportunities to access the guidance, learning and development they need to further their chosen career path.
- Employment provides opportunities for in-work health, well-being, skills progression and a decent level of pay.
- Those excluded from the labour market are able to overcome barriers to training and employment.
- Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce.

2.3

Progress to date

A number of work streams have been commenced since the Plan was approved by the RTP Board

- A mapping exercise is underway, identifying all existing employment and skills provision within the borough, how it can be better linked and where the gaps in provision are which require filling. This will drive forward the future work programme for the Employment and Skills sub-group in overseeing delivery of the Strategy.
- The Strategy includes a “delivery plan” setting out the actions needed to deliver against its priorities, with each action having an outcome and timescale, which will be monitored. These are currently high level actions, with partners working up further detail on how these will be delivered and by whom. For example the Local Integration Board (LIB) will take the lead on delivering activity under Outcome 3 – “Those excluded from the labour market are able to overcome barriers to training and employment.”
- Schools are now represented on both the BGB, through Head teachers, and the E&S sub-group through Career’s Leads. This further improves School-Business linkages and assists delivery of the Gatsby Benchmarks, especially benchmarks 5 and 6.
- Skills Bank 2 and Skills Support for the Workforce have both launched. These provide funding for businesses to train and upskill their existing workforce, assisting their growth and improving their long-term viability.

2.4

When the draft Strategy was presented to OSMB on 5th June 2019 a number of issues were raised by Members, these are set out below along with the responses/actions to them:

- *That Cabinet be advised that the recommendations be supported.* – This was done and the Strategy was endorsed by Cabinet on 10th June 2019
- *That consideration be given to the design of the document to ensure that it is accessible* – The document is predominantly meant to be accessed electronically. A number of hard copies have been printed and are handed out when required. Further hard copies will be printed as required, although numbers will be kept to a minimum as a cost saving exercise.
- *That consideration be given to what steps can be taken to address barriers to employment or training such as lack of photographic identification or access to bank accounts* - this has been passed to the Local Integration Board (LIB), who look at specific issues that impact on people securing training/employment opportunities.
- *That consideration is given to how meaningful work experience opportunities can be*

given to young people – Head teachers and School Career Leads are now represented on both the Business Growth Board and the Employment and Skills sub-group. These groups have identified improving the work experience offer as a priority, with it also linking to delivery of Gatsby Benchmarks 5 and 6. Current activity linking business and schools includes the Enterprise Adviser Network and the ESF funded Business Education projects.

- *That the Equality Impact Assessment (EIA) be reviewed to ensure that it reflects sex/gender inequality in the employment and skills market* - The EIA has been updated in line with the OSMB comments and the changes in the Rotherham economic statistics since it was originally produced. It will continue to be updated during the lifetime of the Strategy. The latest version of the EIA is attached as Appendix 2.
- *That a detailed action plan be provided with clear, targets, milestones and measures in three months' time to Improving Places Select Commission* – work is on-going to provide a more detailed Action Plan, although a timescale of Quarter 1 of 2020 now appears to be more realistic. Once the action plan is produced and agreed it will be monitored and reported on to the Business Growth Board, every 6 months.

3. Key Actions and Timelines

- 3.1** Implementation of the Strategy will be overseen by the Employment and Skills sub-group, part of the RTP. Activity to deliver the identified priorities in the Strategy will be the responsibility of partners, who will provide information on how this will be achieved and by when.
- 3.2** The Strategy covers the period 2019-25, with a review carried out halfway through this period. The Plan will be monitored on a 6-monthly basis, with the results reported to the RTP Board and the Council.
- 3.3** The successful delivery of this Rotherham Employment and Skills Strategy is dependent on the availability of external funding. The latest Employment and Skills Fund (ESF) funding call for the period 2020-2023 has funding of £23.57m available for the wider Sheffield City Region.
- 3.4** Partners are essential to the delivery of the identified activities, working together to ensure that Rotherham residents and businesses receive the highest possible level of support.

4. Recommendations

- 4.1** That IPSC agree the update report.
- 4.2** That any comments on the final Strategy and its implementation to date are fed back to RiDO officers and the Employment and Skills Sub-group

EXTENDING PROSPERITY TO ALL

Rotherham **Employment and Skills**
Strategy 2019–2025

YOUNG PEOPLE WITH ASPIRATIONS
AND OPPORTUNITIES

DECENT PAY AND PROGRESSION

SKILLS FOR A MODERN ECONOMY

TARGETED SUPPORT FOR THOSE
THAT NEED IT

ROTHERHAM
TOGETHER
PARTNERSHIP



Rotherham
Metropolitan
Borough Council



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FOREWORD

It is essential that Rotherham has a skilled and enterprising workforce if it is to attract, support and grow new and existing businesses, delivering long-term sustainable growth of the local economy. This starts with a healthy resilient population and in the education system, where strong links with local businesses are crucial in ensuring that young people are equipped with the tools and knowledge required to forge a career in a dynamic and constantly evolving economy.

Improving skills is a critical factor in combating poverty. Adults with poor 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 exclusion. 2011 Census data shows a clear correlation between qualification levels and employment. Fewer than half (44 %) of Rotherham residents (aged 16 – 64) with no qualifications were in employment, compared with 74.2 % with an NVQ Level 1 qualification and rising to 85.9 % with a Level 4 qualification or above.

With in-work poverty increasing significantly over recent years, quality of work is also important. The aspiration is for all local people to have access to employment that is stable and decently paid, enabling them to plan confidently for the future, as well as providing opportunities for them to progress and gain skills.

Good quality employment will not only benefit employees, but also boost the local economy. Research by the Leeds City Region suggests that for every out of work benefit claimant who moves into a job paying the living wage, the local economy will benefit by an average £14,643 per annum.

The implementation of this strategy alongside the Economic Growth Plan (2015-25) will see a transformation of Rotherham into a modern, high skill/high value economy. Businesses will invest in Rotherham, knowing that they will have links to facilities such as the Advanced Manufacturing Park and a supply of skilled, motivated and enterprising labour. Rotherham residents will know that with the right skills they can remain in the borough and secure long-term sustainable employment, with good progression opportunities.

“Work is good – unemployment bad – for physical and mental health, but the quality of work matters.

Getting people off benefits and into low paid, insecure and health damaging work is not a desirable option.”

(Marmot M. Fair Society, Healthy Lives: A Strategic Review of Inequalities in England. London: University College London, 2010)

ROTHERHAM'S ASPIRATION

The aspiration is for Rotherham people to be able to access good and well paid jobs that provide everyone with a decent standard of living.

The strategy brings together the actions of inward investment and job creation in Rotherham and the economic drivers of the Sheffield City Region strategic economic plan and emerging local industrial strategy; removing barriers to access the benefits of economic growth through skills development and targeted initiatives (e.g. the Working Win health-led employment support trial).

Critically, the strategy understands the changing nature of the local and sub-regional economy and the changing dynamics of working practices. The focus is on providing the skills needed today and in the future, as well as breaking down barriers to employment through agile working and physical access to jobs. It also recognises that skills development is ongoing rather than one-off.

This strategy will help partners in Rotherham to drive the key priorities and actions of the evolving strategies and plans of Sheffield City Region. The devolution deal and full alignment of economic policy with the wider skills agenda, offer new opportunities to benefit the people of Rotherham and can provide the resources needed to deliver lasting prosperity for the whole community.

THE AIM OF THE STRATEGY

The vision is for the Rotherham economy to continue to grow and to work with businesses, residents and wider partners to ensure that everyone in Rotherham has a good standard of education and equality of access to skills development leading to high levels of employment and decent levels of pay.

This strategy sets out how the private, public and voluntary sectors will work together to achieve a skilled and adaptable workforce, able to respond to the needs of the existing and future economy and enable the people of Rotherham to have a good quality of life.

The aim is to extend prosperity to all by:

- Actively and productively working with the Sheffield City Region to secure investment and resources to implement our strategic skills and employment outcomes
- Supporting and promoting the importance of investing in the existing and future workforce
- Building strong alliances between business, schools, educational institutions, apprenticeship and training providers
- Aligning partners' combined resources to address the strategic outcomes
- Addressing inequality in the economy and within communities.

NATIONAL AND REGIONAL CONTEXT

For the UK economy, the last ten years have been characterised by a long period of recovery following the major recession of 2008/09, where the economy shrank by 6%. By 2013, the private sector began to recover strongly whilst the public sector continued to decline as public spending reduced.

Recent years have seen sustained economic growth resulting in record levels of employment, but this has not been matched by improved productivity or wage growth. The value of wages fell by 10 % in real terms in the eight years to 2016. Unemployment fell to a 42-year low of 4.4 % in June 2017, but there has been rising concern about in-work poverty and insecure employment.

The recovery of the national economy has had an uneven effect across the country, with the Yorkshire and Humber region experiencing a longer period of economic stagnation and an above average increase in unemployment. The national recovery spread gradually to Yorkshire & Humber and came late to Rotherham, where the economy had contracted sharply after the recession.

However, since 2015, employment growth in Rotherham has outperformed national and regional averages, with the 2018 UK Powerhouse report (Irwin Mitchell) showing Rotherham with the fastest growing economy in the region. Despite recent strong performance, the outlook for the national, regional and local economies looks uncertain, influenced by the UK's withdrawal from the European Union and wider global economic conditions.

Sheffield and Rotherham form a single travel to work area at the heart of the Sheffield City Region. 21.6 % of workers resident in Rotherham are employed in Sheffield, with a net outflow of 11,500 workers to the city. Rotherham provides a large number of lower skilled workers for Sheffield, whilst Sheffield provides a smaller number of higher skilled workers for Rotherham. 43 % of Rotherham resident workers are employed outside the borough, which means that the prosperity of the borough is strongly linked to that of the wider city region and in particular Sheffield.



KEY CHALLENGES

Insecure employment and affordability

Since the last recession, there has been a growing tendency for jobs to be temporary, to rely more on self-employment, to have variable hours and low pay. Self-employment in Rotherham has increased from 9.2% in 2007/08 to 11.9% in 2017/18, reflecting the growth of the “gig” economy. The proportion of men working part-time has increased from 8% to 10.5%. Estimates vary on the extent of zero-hours contracts, but ONS (Office for National Statistics) research showed a peak level of 2.1 million nationally in 2015 and an estimated 1.8 million in 2017. People on zero-hours contracts are more likely to be young, women, students or those in part-time employment. The combination of low or variable pay with insecure employment, added to rising house prices, has prevented many people from buying a house. Nationally, 49% of children were born to families who were renting in 2016/17, the highest level in nearly 60 years.

Employment deprivation

Despite a large reduction in unemployment, there are still 16,200 people in Rotherham who are either unemployed or long term sick; almost 1 in 10 of the working age population. A wider group of 26,800 people, around one in six of the working age population, are claiming benefits such as Employment and Support Allowance (ESA), Income Support, Universal Credit and Carers Allowance.

Long term sickness remains a particular concern, with almost 12,000 people claiming ESA, 76% of whom have been claiming for over two years. Sickness due to mental health conditions is a growing trend amongst younger workers,

affecting 71% of ESA claimants aged under 35. People who are long term sick tend to have low qualification levels and lose familiarity with the workplace. Rotherham also has a significantly higher proportion of disabled people than the national average and a higher unemployment rate with 13% of disabled people unemployed, compared with 8.5% in the UK. Currently only 3.7% of people with learning difficulties are in paid employment.

The number of working age people claiming Carers Allowance has increased by 87% over the last decade to almost 6,000, with 72% being women. Long term health problems and poor qualifications are the main barriers to finding work. Caring responsibilities for children or disabled relatives can also be a significant barrier to employment and/or lead to reduced hours.

Low skills and opportunities

Secondary school attainment in Rotherham is slightly below the national average. However, A-level performance is notably lower than average with only 8.2% achieving grades AAB or above, compared with 16.2% across England. Adult skills are also much lower, especially higher level qualifications, with only 25% of working age people educated to degree level or above, compared with 38.4% nationally and 41.7% in Sheffield. Participation in higher education is also below average at 36% (41% nationally). Graduates from Rotherham often leave the area to take up employment elsewhere and fewer graduates from elsewhere move into Rotherham, a trend which has perpetuated low adult skills.

The proportion of 16-17 year olds not in education, employment or training in

Rotherham is now slightly below average, while the proportion in vocational education is almost double the national average at 15%. Apprenticeships have declined from 3,290 in 2015/16 to 2,010 in 2017/18, partially due to the introduction of the Apprenticeship Levy. The 39% fall in Rotherham is larger than the 26% fall in England, larger still for those aged over 25, with a 43% reduction in numbers.

Structural vulnerability

Rotherham has a relatively high reliance on production industries, mainly manufacturing and construction, which have performed well recently but have proved vulnerable to recession in the past, both having declined by over 10% nationally since 2008. Manufacturing jobs have increased in areas around Manvers, Waverley and in the south of the borough, balanced by job losses elsewhere in Rotherham, especially the urban centre. High growth in construction employment creates vulnerability should the national economy start to contract and employment in the sector remains 13% below 2008 levels.

The private service sector offers the prospect for long term growth but is relatively weak in Rotherham; there are only 51 professional, scientific and technical businesses per 10,000 working age, less than half the national average. Growth in the number of businesses does not necessarily translate into employment prospects, as although business units have grown by 23% since 2010-12, the number of people employed has increased by only 6%.

Low Economic Participation

Although economic activity has risen in Rotherham, the economy is not always an inclusive one. Low levels of economic activity are particularly evident for some black and minority ethnic residents, especially in the

Pakistani community where 62% of women and 31% of men are economically inactive, about double the rates for white women and men. The local employment rate for white women is also notably lower than nationally. People aged 50-64 have lower than average activity rates which could indicate early retirement, long term sickness or greater caring demands.

Gender Pay Gap

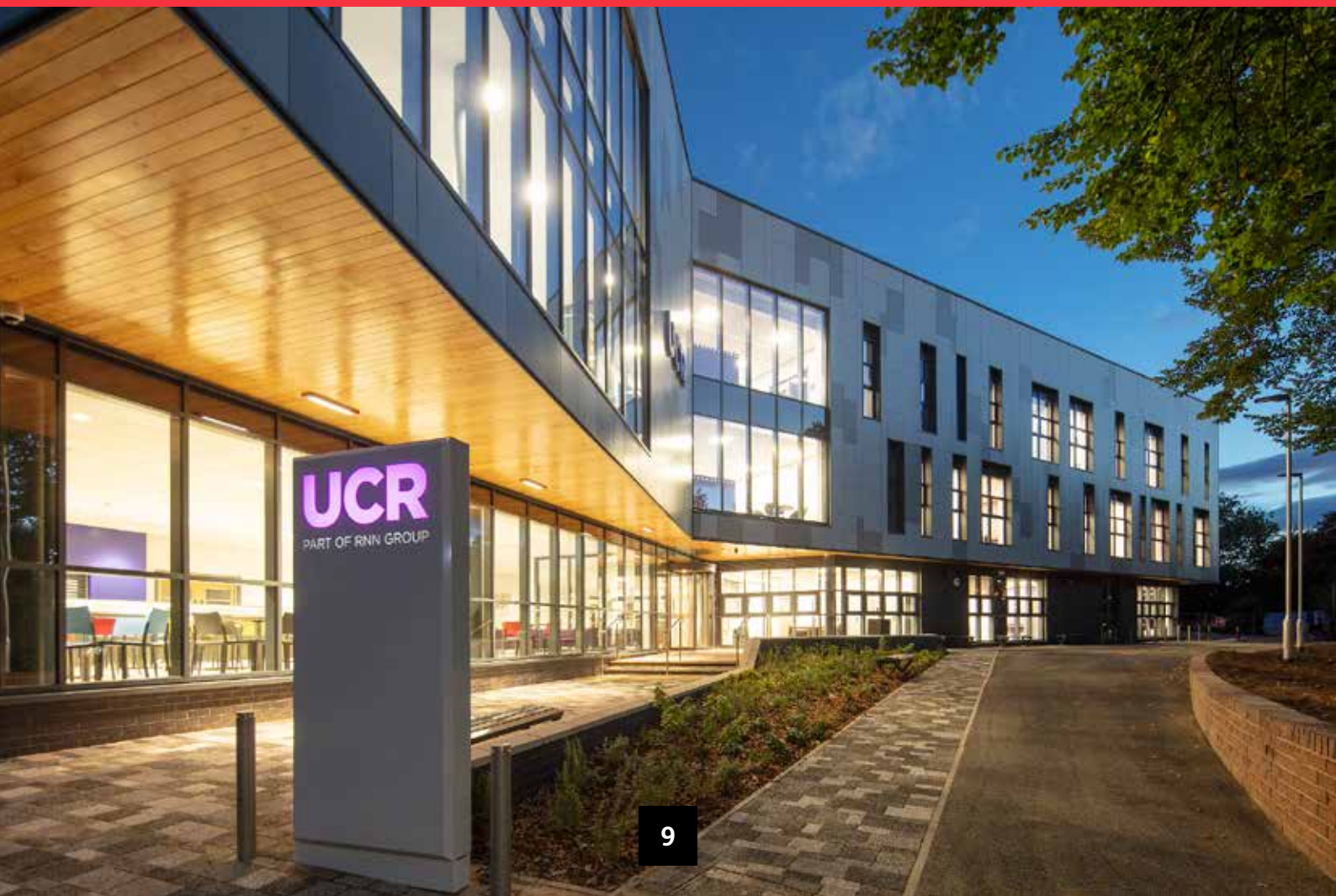
One of the reasons for lower economic activity can be low pay and in Rotherham, women's pay is notably low. Rotherham women earn on average just 61% of male pay, compared with 67% nationally. For low paid full-time workers (25th percentile), women earn 77% of male earnings compared with 85% nationally. 32% of women working full-time earn less than £350 per week compared with 10% of men. This imbalance and low activity rates may reflect the limited opportunities for women in Rotherham. Women working in Sheffield earn 15% more than women working in Rotherham, whereas men in Sheffield earn only 2.5% more than men in Rotherham, partly a reflection of a higher proportion of women working full-time in Sheffield.



OPPORTUNITIES

Rotherham has a number of unique selling points as an area for firms to locate and invest. These include:

- Located in the middle of the country, close to the motorway network and within an hour's drive of Doncaster, Manchester and East Midlands airports. The recently launched tram-train has also improved linkages to Sheffield, which may host an HS2 station
- As well as the University Centre Rotherham and a number of colleges located in the borough, the two Sheffield universities provide a source of degree level employees for local firms
- Large areas of development land allocated for both employment and housing in the recently approved Local Plan
- Large scale investment has commenced in the town centre, delivering the "town centre masterplan," including a major leisure/ culture development on Forge Island and a refurbished transport interchange
- The Advanced Manufacturing Research Centre (AMRC) provides a world class research facility for the advanced manufacturing and engineering sector
- House prices and the cost of living are very competitive compared to other parts of the country.



SWOT ANALYSIS FOR ROTHERHAM

Strengths

- Good record in attracting inward investment
- “Fastest growing economy” in Yorkshire & Humberside
- Strong partnership arrangements
- University Centre Rotherham (UCR)
- Advanced Manufacturing Park and AMRC (Advanced Manufacturing Research Centre), including state of the art training centre

Weaknesses

- Underperformance in skills for levels 4+ (13.2 percentage points below national average)
- High levels of health-related worklessness
- Aging workforce in certain sectors
- School leavers are slightly below average in GCSE attainment and also in terms of entry into employment, education or training

Opportunities

- Growing economy
- Number of major, high profile investors
- Implementation of the Town Centre Masterplan
- Enterprise Adviser Network linking businesses with schools/colleges
- A joint economy with Sheffield – the Advanced Manufacturing Innovation District (AMID)

Threats

- High levels of worklessness in specific groups/areas
- The impact on jobseekers of implementing Universal Credit
- Brexit - potential impact on the economy and the workforce
- Reduced levels of external funding to support economic growth



STRATEGIC OUTCOMES

The four outcomes set out below provide the framework around which activities and resources will be directed to respond to the challenges and take advantage of the opportunities outlined above. This will require partners to work together to build on existing good practice, develop new activity, and influence policy and resource allocation at a local, sub regional and national level.

1. Motivated young people have opportunities to access the guidance, learning and development they need to further their chosen career path

Young people are a vital part of Rotherham's economic future. Ensuring they get the best start in life and are able to fulfil their potential and realise their ambitions is a major priority.

School performance in Rotherham overall is good (only slightly below national average), but there are some groups that are falling behind e.g. white working class boys from poorer neighbourhoods and some BME groups.

At A-level and particularly graduate level, Rotherham falls behind the national average (13 percentage points), with lower average grades and lower participation in higher education.

Research shows that having meaningful encounters with employers makes a huge difference to young people's prospects and Rotherham has, over recent years, had a strong emphasis on vocational training, apprenticeships and work-based learning for 16-year olds. Whilst this is a strength, employees will need ongoing personal and professional development to maximise their potential and continue to progress throughout their careers.

Key activity: ensure all young people have access to good quality work experience and are made aware of the full range of career paths and progression routes available to them

2. Employment provides opportunities for in-work health, wellbeing, skills progression and a decent level of pay

The strategy aims to ensure people have a secure job with a decent level of pay, enabling them to plan confidently for the future and have a good quality of life. As well as helping people to develop the skills that employers need, it is important to recognise that employers have a key role in creating the right conditions for employees and places to thrive.

Travel to work patterns also show the importance of upskilling workers to take advantage of the wider choice of jobs across Sheffield City Region, not just within the borough.

Average full time pay is 89 % of the national average and below the city region average. Rotherham is a low pay area with a significant gender pay gap. Pay for women in Rotherham is 61 % of male pay. Low paid employment is often insecure and provides an unreliable income and workers are increasingly likely to have different jobs with different employers during their careers. Adaptability and resilience are therefore essential skills.

Key activity: work across the partnership to promote the importance of good quality employment and support organisations to play their part in creating an inclusive, progressive economy

3. Those excluded from the labour market are able to overcome barriers to training and employment

Whilst the aim is to provide opportunities for everyone in Rotherham to gain skills, get a decent job and progress in their careers, partners recognise that some people need additional, targeted help to ensure they are not left behind.

There is a correlation between ill health (physical and mental) and unemployment, with many Jobseeker's Allowance claimants having long-term (over a year) ill health and/or special educational needs and disabilities. The current health-led employment support trial, Working Win, is helping people with low level mental health or musculoskeletal problems to access or stay in work.

Similarly, having low level or no qualifications has a demonstrable impact on employment and career progression opportunities.

Gaining an ESOL (English for speakers of other languages) qualification demonstrates the good speaking, writing, listening and reading skills in English that many employers will require. However, it can currently be expensive to for those who do not qualify for support.

Key activity: create a co-ordinated employment support system that responds effectively to people's needs and helps them to progress

4. Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce

There are approximately 100,500 jobs based in Rotherham, with the economic growth plan targeting an increase of 1,000 per year. Of these jobs, 65,600 are held by Rotherham residents.

The targeted level of job growth requires both inward investment and growth within the indigenous business base, both of which need a suitably skilled and enterprising workforce for local business to recruit from. In order to ensure the number of jobs to Rotherham residents is maximised, local people must be equipped with the skills that businesses need.

The training provider for RNN Group has established "sector groups," linked to the UCR, to align the skills and qualifications offer with what local businesses require to grow. Schools, colleges and training providers must meet the requirements of Rotherham businesses to provide a steady supply of aspirational and work ready young people.

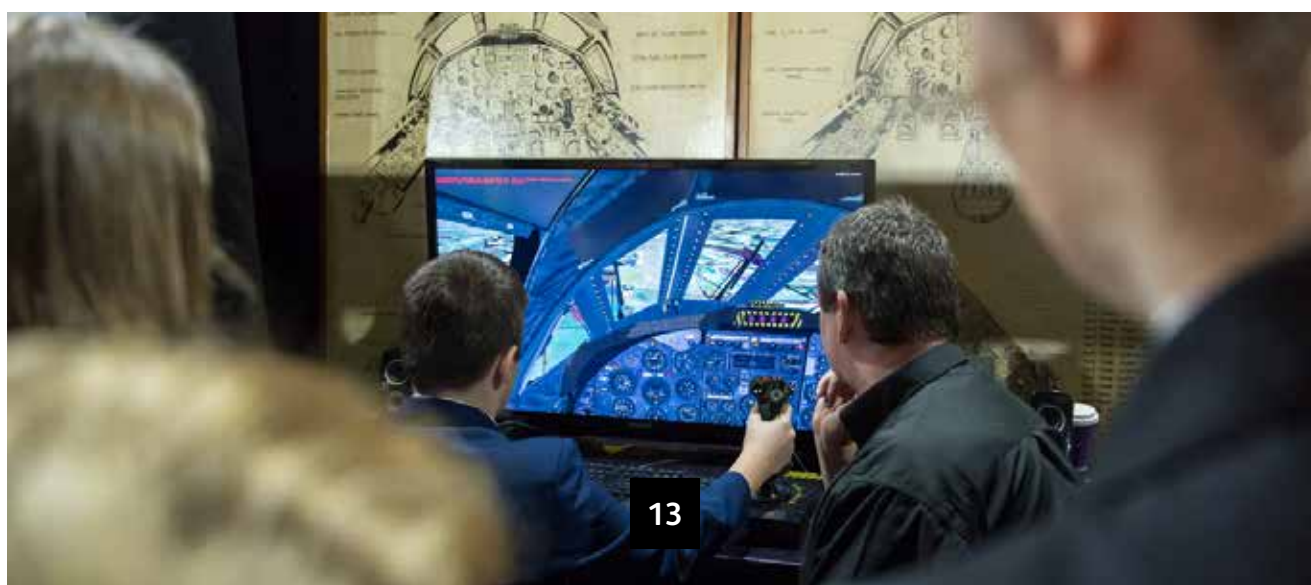
Key activity: strengthen the links between businesses and education and training providers, and support businesses to access the funding they need to invest in their staff



HEADLINE TARGETS

The success of the strategy will be reliant on monitoring and reacting to the changing employment and skills landscape in Rotherham. As well as the headline targets below, there will be a wider suite of indicators monitored and reported on regularly. These will help to update the strategy's Action Plan.

Indicator	Baseline	Target	Timescale
Number of jobs located in Rotherham	100,500	103,500	Mar 2022
Percentage of working age population qualified to Level 4 or higher	25.1 % <i>(13.2 percentage points below the national average)</i>	Increase year on year reduce gap to national figure over the lifetime of the Plan	Dec 2019 Mar 2022
Number of secondary schools, special schools, pupil referral units and college campuses with an enterprise adviser	19	25	Mar 2020
Number of apprentices within Rotherham businesses (2017/18)	2,010	Year on year increase	Dec 2019
Number of these which are higher level (2017/18)	260	520	Mar 2022
Number of Rotherham businesses employing an apprentice	TBC	TBC	
Rotherham claimant count (Nov 2018)	4,615	Year on year reduction	Dec 2019
Number of 16 year old NEETs in Rotherham (Dec 18)	65	Year on year reduction	Dec 2019
Number of 17 year old NEETS in Rotherham (Dec 18)	134		
Total	199		



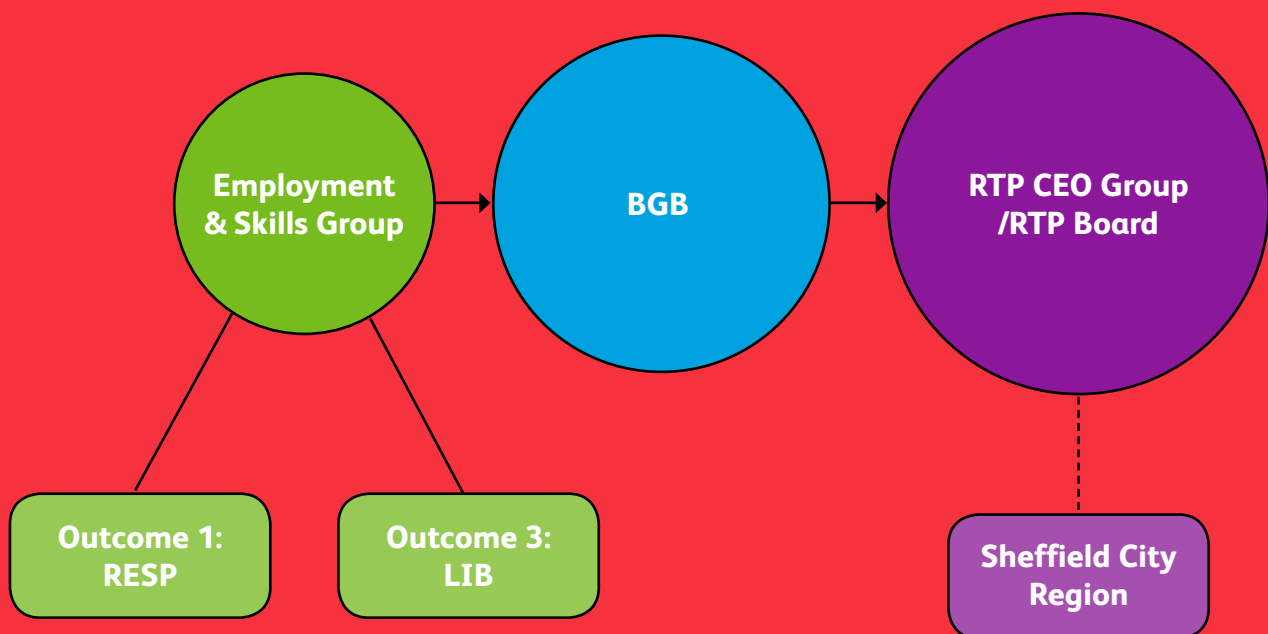
GOVERNANCE ARRANGEMENTS

Delivery will be overseen by the Business Growth Board’s (BGB) employment and skills sub-group, reporting to the board, and then to Rotherham Together Partnership’s (RTP) Chief Executive Officer (CEO) group. Updates will also be provided to quarterly RTP board meetings, as required.

Rotherham’s Local Integration Board (LIB) will have a key role to play, particularly in relation to outcome 3. The board will be involved in developing a more detailed action plan and mutual reporting arrangements will be established.

For outcome 1, there will be an important role for Rotherham Educational Strategic Partnership (RESP). Again, input will be sought in determining detailed actions and reporting arrangements will be established.

Finally, it will be critical to build on existing links with Sheffield City Region, as this will enable partners to effectively influence city region strategy and delivery to maximise the benefits for Rotherham and its people.



Appendix 1

ACTION PLAN

Action	Timescale	Responsible person/ organisation
Outcome 1: Motivated young people have opportunities to access the guidance, learning and development they need to further their chosen career path		
Increase young people's awareness of local job opportunities and the routes to accessing them by: <ul style="list-style-type: none"> - Developing a careers, education, information, advice and guidance (CEIAG) strategy for Rotherham - Producing a video for schools setting out local labour market information, including educational routes learning and career progression opportunities and showcasing local businesses - Delivering the annual LEAF and GUTS events 	Dec 2019 Sept 2019 Annual	E&S sub-group, RiDO, Schools
Engage with, and deliver careers advice and guidance to, NEETS aged 16-18, looked after children and young people with special educational needs or disabilities	Annual review	RMBC, Schools
Increase the number of meaningful encounters that young people have with employers, including a quality work experience offer for Rotherham young people (agree a minimum work experience offer, which young people will receive during their school years)	July 2020	E&S sub-group
Promote apprenticeships as a route into training/employment for all young people	Annual monitoring of impact	E&S sub-group Schools
Ensure school representation on the Rotherham Business Growth Board, representing both mainstream and special schools/pupil referral units	Sept 2019	E&S sub-group Schools
Each school to have a named enterprise adviser, working closely with the school's careers lead and senior leadership team	Dec 2019	RiDO & Schools/ Colleges
Outcome 2: Employment provides opportunities for in-work health, wellbeing, skills progression and a decent level of pay		
Work with major Rotherham organisations, through Rotherham Together Partnership, to develop and implement a social value policy, including maximising the benefit of procurement activity	Apr 2020	RTP
Promote the real Living Wage and its benefits to local employers	Ongoing	BGB

Action	Timescale	Responsible person/ organisation
Outcome 3: Those excluded from the labour market are able to overcome barriers to training and employment		
Ensure the effective coordination and delivery of programmes providing targeted support to excluded or disadvantaged groups. This includes initiatives such as Working Win, Pathways Skills Support for the Unemployed, Work and Health, Building Better Opportunities and Jobcentre Plus work coaches	Ongoing	E&S sub-group/ Rotherham LIB
Ensure learning and evaluation from targeted programmes informs the design of future programmes in Rotherham and the city region	Ongoing	E&S sub-group/ Rotherham LIB
Increase take up of community based adult learning courses, providing information and guidance on progression routes into higher level courses and employment	July 2020	E&S sub-group RNN
Outcome 4: Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce		
Ensure skills and training provision meets the needs of employers by establishing a forum for employers, training providers and schools/ colleges	Commence by Sept 2019	E&S sub-group
Support businesses to access funding for growth and skills development, through referrals to: <ul style="list-style-type: none"> - Growth Hub skills advisers - Skills Bank 2 - Skills Support for the Workforce - Apprenticeship funding 	Commence early 2019	RiDO
Work with companies delivering investment and local developments, to assist them to focus their recruitment in Rotherham, including developing sector-based work academies.	Annual review	DWP

Appendix 2

STATISTICS

Rotherham's employment rate is currently **78.5%** and now matches the national rate. This compares to a gap to the national rate of 3.2 percentage points in 2015

The number of Rotherham benefit claimants in November 2018 is 4,615 (a 36 % drop since 2010), of whom 950 are aged 18-24 (a 59 % reduction since 2010)

Around 15,850 people in Rotherham are unemployed or long-term sick, approximately one in ten of the working age population

Rotherham has a growing business stock, rising from 6,390 businesses in 2015 to **7,230** in 2017

Employment in Rotherham continues to increase, with **100,500** Rotherham based jobs in 2016-18 and **114,100** residents in employment (demonstrating relatively high levels of travel to work within the surrounding area, particularly with Sheffield)

Higher skill levels are increasing, with **25.1%** of Rotherham's working age population qualified to level 4 or higher, although there remains a sizeable gap to the national average (13.2 percentage points), which needs reducing

Rotherham's female economic inactivity rate (ages 16-64) is **32.6%**, against an average for England of 27.4%. For Pakistani and Bangladeshi women the inactivity rate more than doubles to **66%**

Research shows that a young person who has four or more meaningful encounters with an employer is 86 % less likely to be Not in Employment, Education or Training (NEET) and can earn up to 22 % more during their career

Child poverty figures reflect deep inequalities within the borough, averaging 41 % in the most deprived 10 % of neighbourhoods, compared to only 3 % in the least deprived 10 %

35.2 % of residents aged 16-64 have no qualifications or are qualified to below NVQ level 2

75 % of Rotherham secondary schools are judged to be "Good" or better, in line with national figures

Percentage of Rotherham adults with learning difficulties who are in employment is 4.1 %, compared wto a national figure of 7.4 %

Life expectancy at birth in Rotherham is 77.8 years for men and 81.7 years for women. This is around 1½ to 2 years lower than the England average

Healthy life expectancy at birth in Rotherham is 59.3 years for men and 57.4 years for women. This is 4 years less than England average for men and 6½ years for women

This means men in Rotherham are expected to live 18.5 years in poor health (England average (16.2 years) and women 24.3 years (England average 19.3 years)

Within Rotherham men living in the most deprived areas can expect to live nearly 11 years less than those in the least deprived areas; women can expect to live around 8½ years less

Level of qualifications as a percentage of working age population

	None	NVQ 1+	NVQ 2+	NVQ 3+	NVQ 4+
Rotherham	8.7 %	84.0 %	64.8 %	45.5 %	25.1 %
SCR	8.6 %	84.0 %	70.2 %	50.7 %	32.5 %
England	7.6 %	85.5 %	74.6 %	57.1 %	38.3 %

APS 2017

The gap with both SCR and England widens at the higher levels, with a 13.2 percentage point gap with England for people qualified to Level 4 or higher.

Sectoral growth projections

The table below, taken from the Sheffield City Region's Strategic Economic Plan, sets out expected sectoral job growth in Rotherham for the period 2013 -2024.

Sector	2013 jobs	2024 jobs	Increase	% increase
Financial & Professional Services	3,600	4,300	700	+19.4 %
Business Services	8,500	11,000	2,500	+29.4%
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 %
CDI	3,100	3,800	700	+22.6%
Logistics	3,600	5,250	1,650	+45.8%
Advanced Manufacturing	3,600	5,900	2,300	+63.9%
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 %
TOTALS	92,300	101,425	9,125	+9.9%

The main sectors with regard to the growth in actual numbers of jobs are:

- 1) Business Services (2,500)
- 2) Advanced Manufacturing (2,300)
- 3) Logistics (1,650)

Despite the current issues surrounding retail and the “High Street” it remains one of the borough’s biggest sectors and will continue to be an important source of employment.

Medium-Low Tech Manufacturing and Public Administration are both expected to shed over 1,000 jobs and planning is needed for how to help any employees affected by this to stay in employment, possibly through retraining for different work.

Female Economic Inactivity 2015-17 (average of 8 rolling quarters)

Females	Barnsley	Doncaster	Rotherham	Sheffield	England
Total aged 16-64	77,190	94,290	79,440	184,210	17,318,690
Economically Inactive	28.7%	29.3%	32.6% (25,910)	30.0%	27.4%
Student	3.0%	3.8%	4.2% (3,310)	7.9%	5.7%
Looking after home/ family	10.0%	12.6%	13.5% (10,710)	11.1%	10.0%
Long term sick	7.7%	7.5%	6.3% (5,030)	5.2%	4.7%
Retired	4.0%	3.3%	3.6% (2,850)	2.9%	3.6%
Other	3.2%	1.6%	4.3% (3,400)	2.7%	2.8%
Inactive but want a job	28%	26%	21% (5,500)	27%	23%
Inactive and don't want a job	72%	74%	79% (20,410)	73%	73%

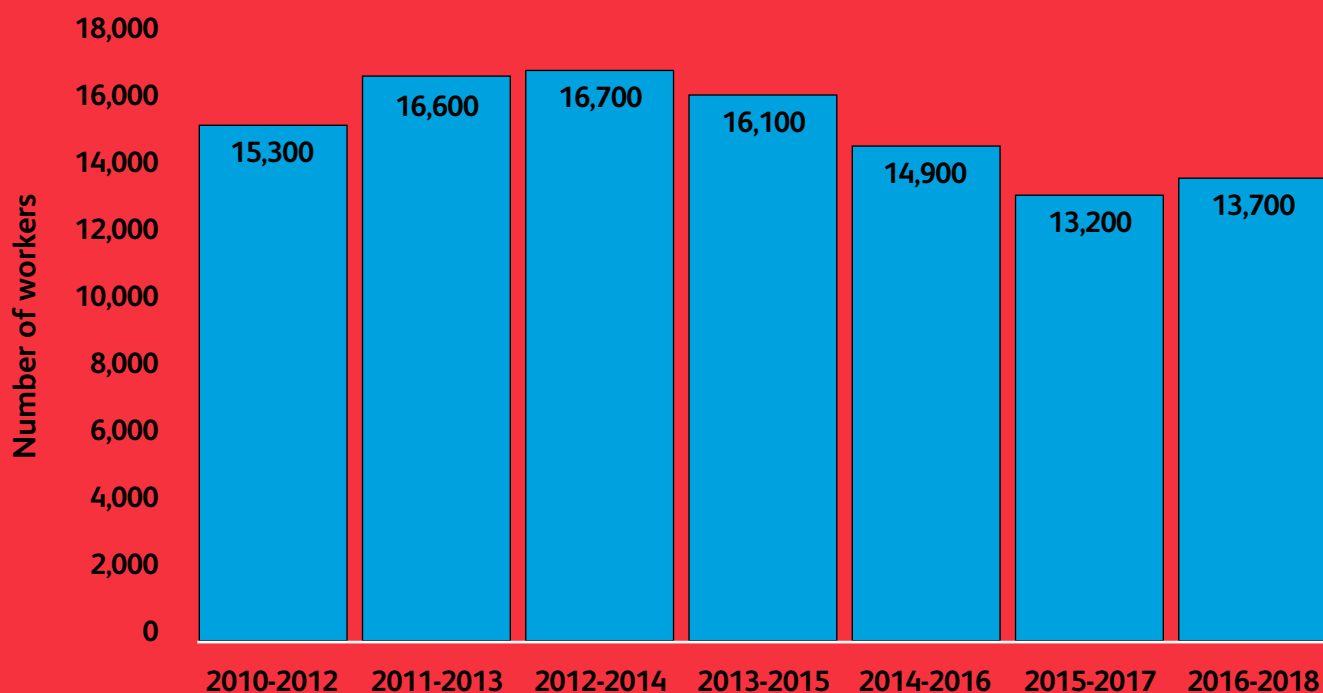
Female Economic Inactivity by Ethnicity

Females Aged 16-64	Rotherham	Sheffield	Region	England
Employment Rate - White	65 %	70 %	70 %	72 %
Employment Rate – Non-White	37 %	47 %	48 %	55 %
Econ. Inactivity Rate - White	31 %	27 %	26 %	25 %
Econ. Inactivity – Non-White	60 %	43 %	46 %	39 %
Econ Inactivity Rate – Pakistani and Bangladeshi	66 %	46 %	60 %	58 %

Source: Annual Population Survey (ONS) 2015-2017
(allows for small sample size of non-white females in Rotherham)

The overall employment rate for women is below the average for both England and the region. However, for non-white women the statistics are much worse, with the inactivity rate for Rotherham being 17 and 21 percentage points worse than the Sheffield and England figures.

Net out commuting from Rotherham



Source: Annual Population Survey

Employment rate in Rotherham, 2010-2012 to 2016-2018

	Employment rate, all 16-64 year olds		
	2010-2012	2016-2018	Difference
Doncaster	65.6	71.9	6.4
Rotherham	66.7	71.8	5.1
Barnsley	65.9	70.8	4.9
Sheffield	65.1	69.7	4.6
Combined Authority	65.6	70.7	5.1
Sheffield City Region	67.0	71.9	4.9
Yorkshire and Humber	68.2	72.9	4.7
Great Britain	70.2	74.4	4.2

Source: Annual Population Survey

Apprenticeships in Rotherham 2014/15 to 2017/18

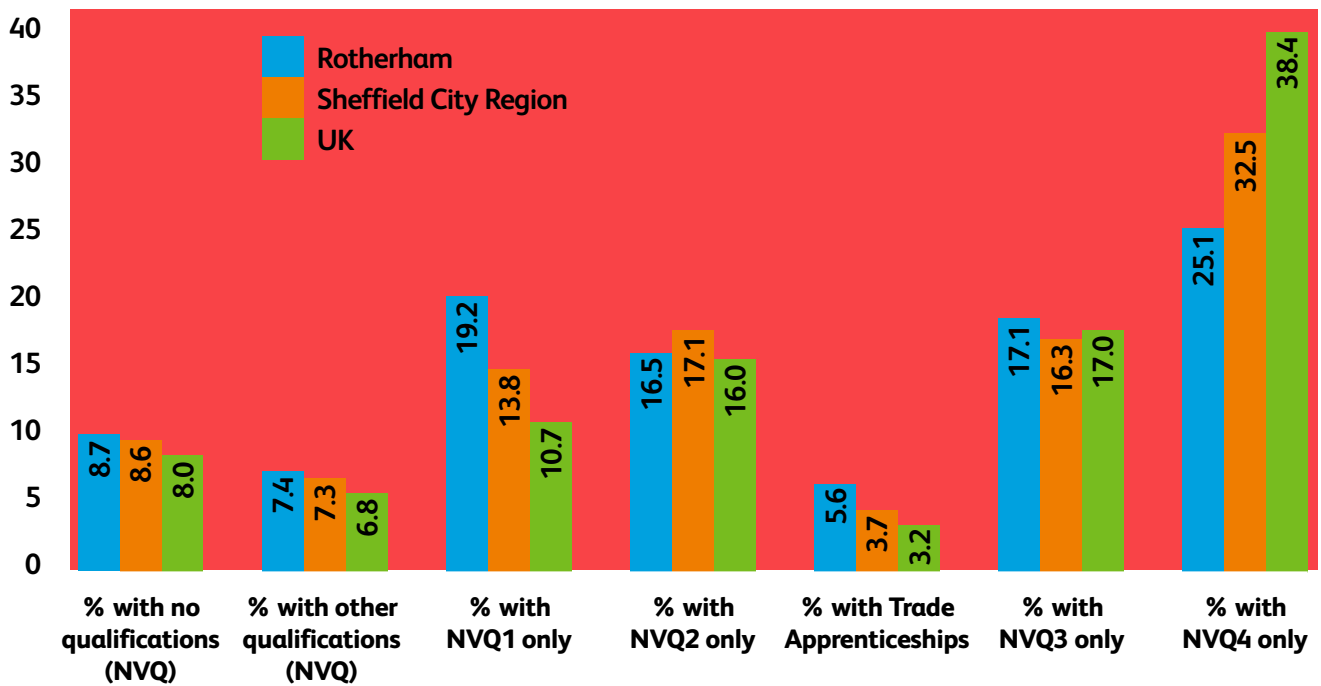
	2014/2015	2015/2016	2016/2017	2017/2018
Rotherham				
Intermediate Apprenticeship	1,990	2,040	1,700	850
Advanced Apprenticeship	1,100	1,090	1,180	900
Higher Apprenticeship	110	160	240	260
Totals	3,200	3,290	3,120	2,010
Intermediate Apprenticeship	62%	62%	54%	42%
Advanced Apprenticeship	34%	33%	38%	45%
Higher Apprenticeship	3%	5%	8%	13%
Totals	100%	100%	100%	100%

Source: Annual Population Survey

Reasons for economic inactivity in Rotherham, 16-64 year olds, 2015-2017

		Rotherham	SCR	Y&H	England
Economically Active	Employee	63	62	64	64
	Self-employed	10	9	9	11
	ILO Unemployed	4	5	4	4
	Economically active: Total	76	76	77	78
Economically Inactive	Seeking employment	1	1	1	1
	Not seeking employment	23	23	22	21
	Not seeking - student	3	7	6	6
	Not seeking - looking after home or family	6	6	6	5
	Not seeking - temporary sick/ injured	1	0	0	0
	Not seeking - long-term sick or disabled	6	6	5	5
	Not seeking - does need a job	1	1	1	1
	Not seeking - retired	3	3	3	3
	Not seeking - other reason	3	2	1	2
	Economically Inactive: total	24	24	23	22
Total	100%	100%	100%	100%	
Total N	159,000	719,400	3,374,100	34,518,100	

Highest level of Qualifications (% population aged 16-64)



Source: ONS APS December 2017



Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

<p>Under the Equality Act 2010 Protected characteristics are Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity. Page 6 of guidance. Other areas to note see guidance appendix 1.</p>	
<p>Name of policy, service or function. If a policy, list any associated policies:</p>	Rotherham Employment And Skills Strategy
<p>Name of service and Directorate</p>	RiDO, Regeneration and Environment
<p>Lead manager</p>	Simeon Leach – Economic Strategy and Partnerships Manager
<p>Date of Equality Analysis (EA)</p>	5 th February 2019
<p>Names of those involved in the EA (Should include at least two other people)</p>	Simeon Leach, Economic Strategy & Partnerships Manager Jenny Lawless, Senior Economic Initiatives Officer Tim O’Connell, Head of RiDO Zaidah Ahmed, Corporate Equalities and Diversity Officer
<p>Aim/Scope (who the Policy /Service affects and intended outcomes if known) See page 7 of guidance step 1</p> <p>The Rotherham Employment and Skills Strategy has four strategic outcomes</p> <ul style="list-style-type: none"> • Motivated young people have opportunities to access the guidance, learning and development they need to further their chosen career path. • Employment provides opportunities for in-work health, well-being, skills progression and a decent level of pay • Those excluded from the labour market are able to overcome barriers to training and employment • Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce. <p>These outcomes will feed into an Action Plan, which set out the actions needed and the organisation/individual responsible for them, in order to tackle these issues and improve the employability chances of Rotherham residents.</p>	
<p>What equality information is available? Include any engagement undertaken and identify any information gaps you are aware of. What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics? See page 7 of guidance step 2</p> <p>SHU have provided a wide range of information/data on inequalities within the Rotherham</p>	

Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

employment market this includes:-

Links between ill health and economic inactivity

- 70% of JSA claimants aged 50+ have a long term health problem

Links between low/no qualifications and economic inactivity

- 1 in 5 benefit claimants have no qualifications, compared to 1 in 20 of those in employment

High local economic inactivity for certain groups

- 6% of 16-24 year olds are long-term sick or disabled, 3 times the national average.
- A higher proportion of Rotherham 50-64 year olds are economically inactive than nationally; 31% compared to 27%.
- The rate of labour market participation amongst women (70%) lower than the national average (73%) and the region (72%).
- 20% of whites aged 16-64 are economically inactive compared to 39% of working age residents of Pakistani or Bangladeshi origin. The gap for females is even larger at 29% against 62%.
- Of economically inactive women aged 16-64, 41% are looking after family/home and 23% are long-term sick/disabled.

Language skills can have a major effect on gaining/retaining employment

- 36% of ESOL JSA claimants find that language difficulties cause problems in finding and/or keeping a job

Engagement undertaken with customers. (date and group(s) consulted and key findings) See page 7 of guidance step 3

- SHU undertook consultation with a range of partners from public, private and vol/comm sectors to provide information for the Plan.
- The RTP Board discussed the Plan at its meeting on 16/01/19 and approved it on 17/04/19.
- It has been taken to to SLT, CYPS DLT, SLT/Cabinet and Improving Places Select Commission (20.12.18) for discussion/input
- Meeting with RNN (01.02.19) to discuss Adult Community Learning and how the Plan can assist in taking it into the more deprived communities, specifically Roma, who are proving hard to engage.

Engagement undertaken with staff about the implications on service users (date and group(s) consulted and key findings) See page 7 of guidance step 3

Discussions held with colleagues in CYPS – DLT on 14.02.19
Partnership and Policy Team have been heavily involved in the development of the Strategy and its impacts/linkages on hard to reach groups.
HR, Finance, Legal and Procurement were consulted on the various reports during the Strategy's development, which will continue during its delivery and monitoring.

Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

The Analysis	
<p>How do you think the Policy/Service meets the needs of different communities and groups? The Plan identifies those groups and areas most affected by economic inactivity and barriers to employment. This is based on the work and data provided by SHU, which included interviews with a range of Rotherham partners and stakeholders</p> <p>Race – the plan will promote working in a variety communities, using existing links to maximise impact and identifying those gaps which require further support. For example, building on the Adult Community Learning delivery with BAME and identifying better ways to engage with the Roma community.</p> <p>Gender</p>	
<p>Analysis of the actual or likely effect of the Policy or Service: See page 8 of guidance step 4 and 5</p> <p>Does your Policy/Service present any problems or barriers to communities or Group? Identify by protected characteristics Does the Service/Policy provide any improvements/remove barriers? Identify by protected characteristics</p> <p>The Employment & Skills Plan will help to remove barriers to employment for Rotherham residents, as well as providing Rotherham businesses with a suitably skilled and qualified workforce to allow them to invest and grow.</p> <ul style="list-style-type: none"> • Race/ethnicity (BME and non-BME communities including Refugees and Asylum Seekers, Gypsies and Travellers etc.) – a focus on including the Roma community in the Adult Community Learning provision provided by RNN • Sex (male, female) – ensuring that the support is in place to allow women to remain in work or to return to work after having families. This will include providing the relevant skills and training, but also ensuring flexibility in the jobs, plus provision of support, such as affordable childcare • Disability (using the Social Model of Disability – see Glossary) – Embedding support such as the Working Win project within the employment and skills support offer available to local residents • Age - The Strategy considers the needs of both older and young people, for example the 6% of 16-24 year olds in Rotherham are long-term sick or disabled, compared to only 2% nationally. • Younger people – Approximately 19% of households in the Sheffield City Region are workless, a figure that has remained constant in recent years, while dropping in other 	

Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

regions.

- The Strategy will look in depth at the issue of carers in employment and how we can work with their caring duties and the benefits they receive for these.

What affect will the Policy/Service have on community relations? Identify by protected characteristics

By increasing the economic activity rates and engagement with employment /training for the most hard to reach groups and residents of the most deprived areas, this will improve their economic outlook and contribute to community cohesion.

Race – There is a major deficit in the employment in the employment rates for the Pakistani and Bangladeshi communities, compared to the rest of the borough. This is true for both males and females, although economic inactivity rate for women is exceptionally high at 66%

Gender – With the current high levels of employment, it is essential that support is given to those groups who wish to work, but face barriers to employment. Statistics seem to show this is true for women across a range of gen

Disability/illness – men living in the most deprived areas of the borough will live on average 11 years less than those in the least deprived. Provide the opportunity for long-term quality employment will play a major in tackling this problem.

Carers – The Strategy will identify how carers can be helped to access employment, that fits with their caring duties and doesn't financially disbenefit them

Younger people – The Strategy will help ensure that young people are aware of the full range of career options available to them and are supported to help chose the one most suitable to them, be this higher education, apprenticeships or even self-employment.

Please list any **actions and targets** by Protected Characteristic that need to be taken as a consequence of this assessment and ensure that they are added into your service plan.

Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

Website Key Findings Summary: To meet legislative requirements a summary of the Equality Analysis needs to be completed and published.

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RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

Equality Analysis Action Plan - See page 9 of guidance step 6 and 7

Time Period 2019-22

Manager: Simeon Leach

Service Area: Planning, Regeneration & Transport

Tel: 01709 823828

Title of Equality Analysis:

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic.

List all the Actions and Equality Targets identified

Some of the first work on implementing the Plan by the Employment and Skills sub-group of the Business Growth Board will be to set targets for the implementation and monitoring of the Plan, including those relating to

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
To map out the current provision of employment and skills support in the borough, including by protected characteristics	A, D, S, RE, PM, C, O	31/12/19
The Local Integration Board are looking at specific barriers to people accessing employment and what assistance can be developed for the individual cases, before being rolled out further	All	On-going

Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

Name Of Director who approved Plan		Date	
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***A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups**

Website Summary – Please complete for publishing on our website and append to any reports to Elected Members SLT or Directorate Management Teams

Completed equality analysis	Key findings	Future actions
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Appendix 2

RMBC - Equality Analysis Form for Commissioning, Decommissioning, Decision making, Projects, Policies, Services, Strategies or Functions (CDDPPSSF)

Completed equality analysis	Key findings	Future actions
<p>Directorate:</p> <p>Function, policy or proposal name:</p> <p>.....</p> <p>Function or policy status: (new, changing or existing)</p> <p>Name of lead officer completing the assessment:</p> <p>.....</p> <p>Date of assessment:</p>		

Appendix 3

Benchmark	Description
1. A stable careers programme	Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.
2. Learning from career and labour market information	Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.
3. Addressing the needs of each pupil	Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.
4. Linking curriculum learning to careers	All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.
5. Encounters with employers and employees	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.
6. Experiences of workplaces	Every pupil should have first-hand experiences* of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.
7. Encounters with further and higher education	All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.
8. Personal guidance	Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.