

Town Investment Plan (attached) (Pages 2 - 79)



ROTHERHAM

TOWN INVESTMENT PLAN

July 2021



CONTENTS

INVESTMENT PLAN

Contents	3
Foreword Executive Summary	4

1 INTRODUCTION	6
Welcome to Rotherham.....	8
Rotherham in Context	10

2 THE STORY SO FAR.....	12
Timeline	14
Challenges.....	15
Strengths.....	22
Celebrating	24
Going Forward.....	31
A Prospectus for Rotherham.....	33

3 CREATING THE TOWN PLAN	40
Engagement.....	42
Project Prioritisation	47
Covid Impact Assessment	49

4 OUR TOWN INVESTMENT PLAN	50
Our Vision	51
Intervention Summary	52
Eastwood Housing & Connectivity....	54
Riverside Residential Quarter	55
Guest & Chrimes Heritage	58
Leisure & Cultural Quarter.....	62
Templeborough Business Zone.....	66
Main line Station	68

5 DELIVERY PLAN	70
The Plan for Delivery.....	72
Aligned Funding Our Partners	74
Aligned Funding Public Sector.....	75
Next Steps.....	76
Governance Structure	77

FOREWORD

EXECUTIVE SUMMARY



£25m

**DISTINCTLY
DELIVERABLE PROGRAMME**



£10m

**REGIONALLY SIGNIFICANT
NEW MAIN LINE STATION
HUB**

Our Town Investment Plan (TIP) tells the story of Rotherham's historical and continued ambition. It demonstrates that we are a town that can deliver and sets out the path before us as well as the one we have travelled. Our journey begins with the development of the Rotherham Renaissance Plan, the Town Centre Masterplan and today the TIP and the Rotherham Prospectus.

Throughout, our vision remains consistent;

Rotherham will be an attractive, desirable place to live, at the forefront of the new advanced manufacturing economy in the North, with high quality neighbourhoods connected to economic opportunities across the borough and the wider city-region.

Our challenges are clear to us and we set these out alongside Rotherham's many assets and strengths. In examining Rotherham's current status, the need for action and the potential for growth is clear; Rotherham is a town which has relied upon its industrial past and must now find a way to diversify to thrive. The Town Deal itself is one part of a jigsaw which enables Rotherham to achieve its ambitions. Utilising a cocktail of funding and opportunity the town can create a sustainable future which ensures not just the town centre, but the wider urban district has the opportunity to prosper and grow and contribute to the regional economy.

Rotherham embraces its history and celebrates its assets, but we are well aware of the journey before us.

Our challenge is significant, and this is reflected in the scale and the ambition laid out in the Rotherham TIP.

We focus our ask around 4 key themes;



PLACE MAKING

Creating places through integrated infrastructure which encompasses all aspects of life; more than just a building.



CELEBRATING

Protecting and enhancing heritage and cultural assets for future generations.



CONNECTING

Ensuring isolated communities truly benefit from central regeneration by creating fast, sustainable accessible travel networks.



DEVELOPING

Maximising opportunities for development and growth by securing a future for under utilised and derelict land

Each theme plays a vital role in securing a sustainable and successful future for the town.

FOREWORD

EXECUTIVE SUMMARY

The TIP sets out how a strategically aligned programme of regeneration will create change for generations to come.

In developing this plan, we have established a committed and strong Town Deal Board who have been integral in guiding our Town Deal ask. The Board, alongside our business and residential communities have shaped the TIP. We are confident our projects respond to the town's needs, identified through thorough engagement with our communities, the market and in response to the Town Deal objectives.

Rotherham's Town Investment Plan is ambitious and asks for a contribution from Town Deal of £35m.

Careful consideration has been given to whether the ask should exceed the £25m threshold. Taking guidance and understanding the additional level of challenge a plus £25m ask attracts, the Board propose a distinctly deliverable programme of £25m, which will set the foundations for the next stage of Rotherham's growth.

An additional contribution of £10m is requested to support the development of a new main Line Station, in parallel with a new Tram/Train station.

The Board feel strongly that this opportunity, supported by Transport for the North is game changing for Rotherham's economy and the surrounding regional transport network and for this reason a total plus £25m programme is proposed.

Programme Project	Achieve TIP Aims	Town Deal Funding
Project 01: Eastwood Housing & Connectivity	 	£5,136,286
Project 02: Riverside Residential Quarter	 	£4,500,000
Project 03: Guest & Chrimes Heritage	 	£4,500,114
Project 04: Leisure & Cultural Quarter	 	£4,286,468
Project 05: Templeborough Business Zone	 	£6,569,969
Project 06: Main Line Station	 	£10,000,000
Total		£34,992,837



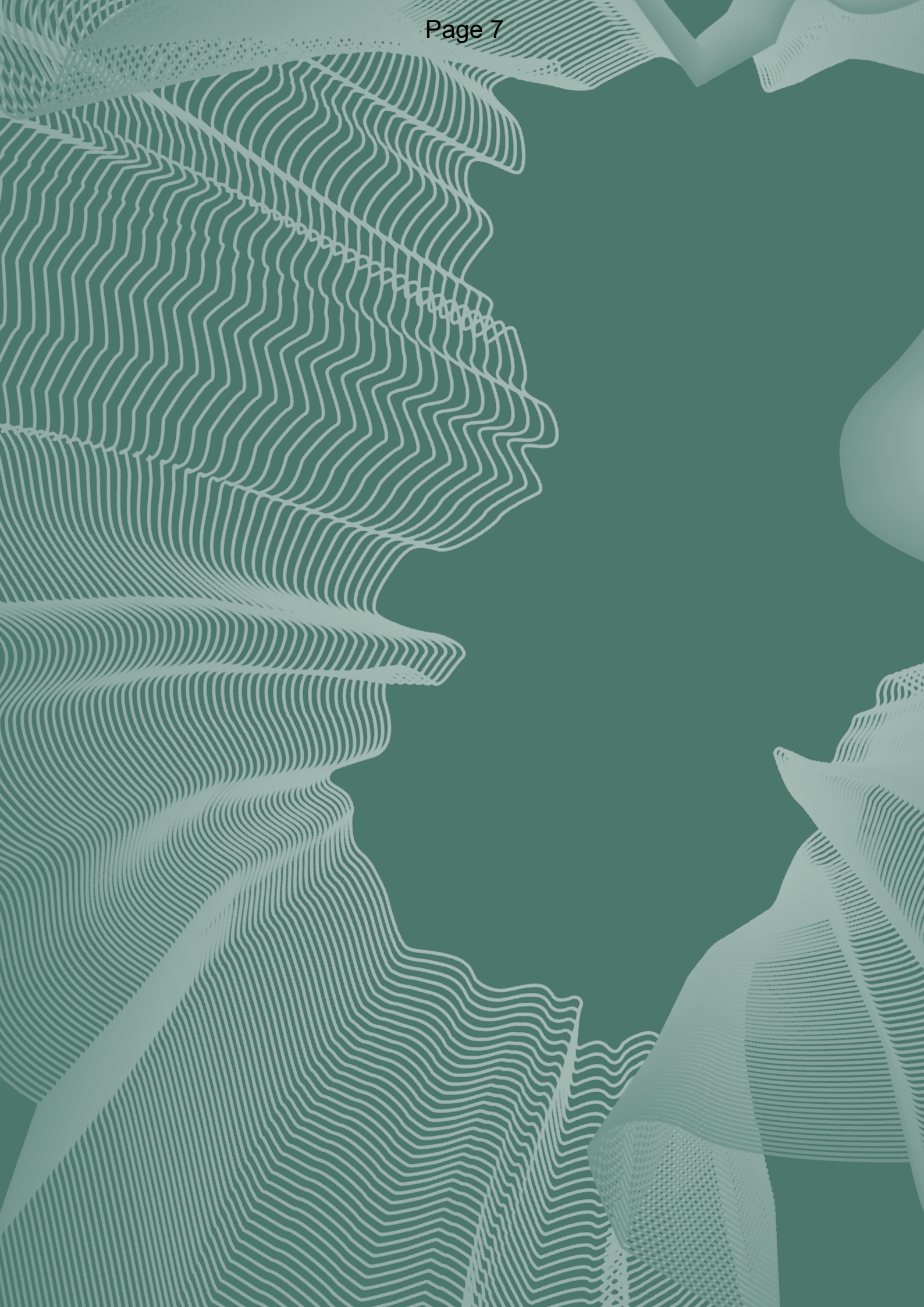
Councillor Chris Read

Leader of the Council,
Rotherham Metropolitan
Borough Council



Neil Baxter

Chair of the Rotherham
Town Deal Board



INTRODUCTION



INTRODUCTION

WELCOME TO ROTHERHAM

Rotherham's economy has continued to grow and diversify over recent years but still lacks the business density and critical mass necessary for long-term sustainable economic success and therefore remains vulnerable to economic shocks both internal and external.

Rotherham developed from a small market town into a major industrial centre based on coal and steel. Many of the challenges facing Rotherham stem from the legacy of its industrial past and the historical reliance of many communities on the steel and mining industries. In seeking to adapt to this change, sites no longer needed for traditional industries have been reclaimed to provide new jobs and homes, or for recreation and green uses, as demonstrated in the regeneration of the Dearne Valley. The town has diversified and is now recognised for its strengths in manufacturing and supply chains.

Like many towns there is an increasing and ageing population. Investment has taken place across the Borough to provide new and improved schools, customer service and leisure centres. Some parts of the Borough are clearly more deprived than others and require more support and investment to ensure they share the benefits of an improving local economy.

Rotherham's town centre is the Borough's principal retail and service centre although the centre itself has suffered from de-population and the loss of many high street stores, with the nearby Meadowhall and Parkgate out of town developments further exacerbating the high levels of retail competition.

Rotherham is proud to celebrate its culture, heritage and natural beauty. 70% of the Borough is rural, characterised by attractive villages and rolling countryside, there are numerous heritage

buildings and the town's natural assets can be found in its open green spaces and the river and canal networks which flow through the Borough. Yet participation in cultural activities is significantly lower than the national average. In response Rotherham aims to enable everyone in the town to "get active, get creative and get outdoors more often."

This central location means that Rotherham has by far the highest rate of commuting flows in the City Region and correspondingly high levels of car use.

The public transport network has seen improvements in recent times, but the rail network remains limited by the branch line station which serves the town and gives direct access to the local area only. Transport for the North (TfN), through development of the Northern Powerhouse Rail (NPR) programme has identified

Rotherham as an opportunity to create a new main line and tram/train stations thus releasing capacity elsewhere in the regional network and creating a nationwide rail link for the town. 'The delivery of the station is subject to government endorsement and funding additional to the £10m development funding contribution in the Town Investment Plan. Before the station can be constructed it needs to demonstrate a strong business case, and successfully complete required public consultation and planning processes'

Having a track record of delivery and a long-standing ambition for change Rotherham is open and primed for development. The TIP now provides the next phase in Rotherham's development and shows a clear route map and a confidence of future direction for Rotherham by identifying investment opportunities and setting out a clear rationale and delivery timetable.

**This town has
so much going for it,
and so much potential,
it just needs a little bit of
help.**

Quote from
Virtual Exhibition



ONE OF FOUR METROPOLITAN AREAS
WITHIN SOUTH YORKSHIRE:
SHEFFIELD TO THE WEST, BARNSELY TO
THE NORTH, DONCASTER TO THE EAST
AND NORTH EAST DERBYSHIRE AND
BASSETLAW TO THE SOUTH

**THE TRUE HEART OF
THE REGION**



8 ANNUAL
PEDESTRIAN
FOOTFALL OF
MILLION
IN TOWN CENTRE



ROTHERHAM STRIVES TO BE A CONNECTED
PLACE ENSURING AN INTEGRATED, SAFE AND
EFFICIENT TRANSPORT NETWORK



CURRENT POPULATION:
IN EXCESS OF 264,000

GROWN FROM 17,000 (IN 1801), 120,000 (IN 1901)

ROTHERHAM OCCUPIES AN AREA
OF **28,653** HECTARES



**1/4 METROPOLITAN AREAS
WITHIN SOUTH YORKSHIRE**

ROTHERHAM IS SITUATED AT
THE TRANSPORT HEART OF
SOUTH YORKSHIRE



BOTH THE M18 AND M1 RUN
THROUGH THE BOROUGH



**HOME TO 7,435
BUSINESSES
AND 114,000 JOBS**

AS WELL AS BEING HOME TO
INTERNATIONALLY SIGNIFICANT BRANDS
SUCH AS MCLAREN,
ROLLS ROYCE AND CAPITA

INTRODUCTION

ROTHERHAM IN CONTEXT

The Sheffield City Region covers an area spanned by the four local authorities within South Yorkshire.

The new Sheffield City Region Strategic Economic Plan (2020) (SEP) sets out a vision for:

Sheffield City Region to grow an economy that works for everyone. We will develop inclusive and sustainable approaches that build on our innovations strengths and embrace the UK's 4th Industrial Revolution to contribute more to UK prosperity and enhance quality of life for all.

The Council is currently working in partnership with the Combined Authority to develop an Economic Blueprint, a tailored document which forms the basis of a commitment between the Local and Combined Authority to deliver economic growth and target public sector investment.

To deliver this vision the SEP has three Overarching Policy Objectives:



GROWTH

Growing the economy for all



INCLUSION

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth



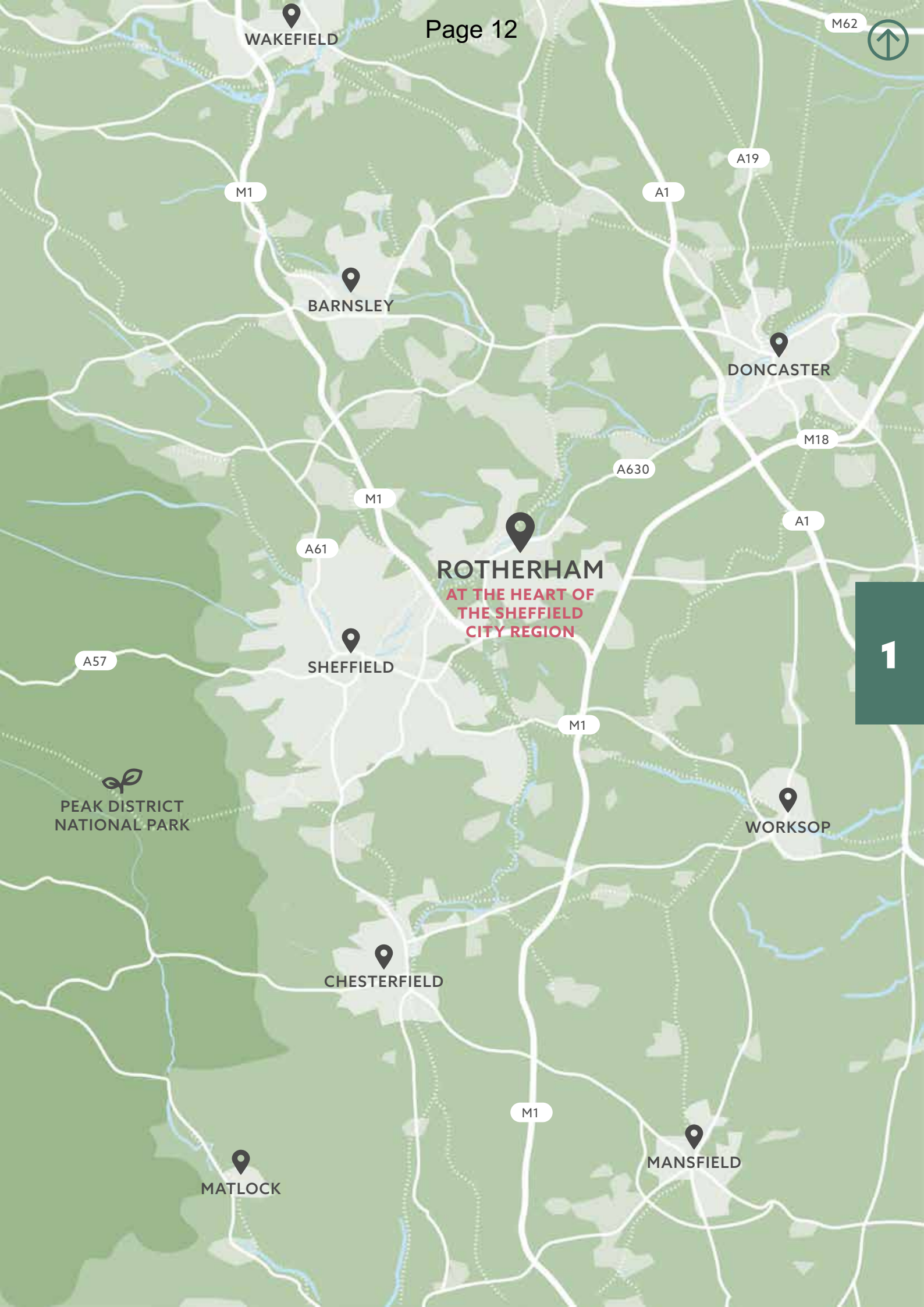
SUSTAINABILITY

Driving low carbon opportunities within the economy and driving net zero emissions.

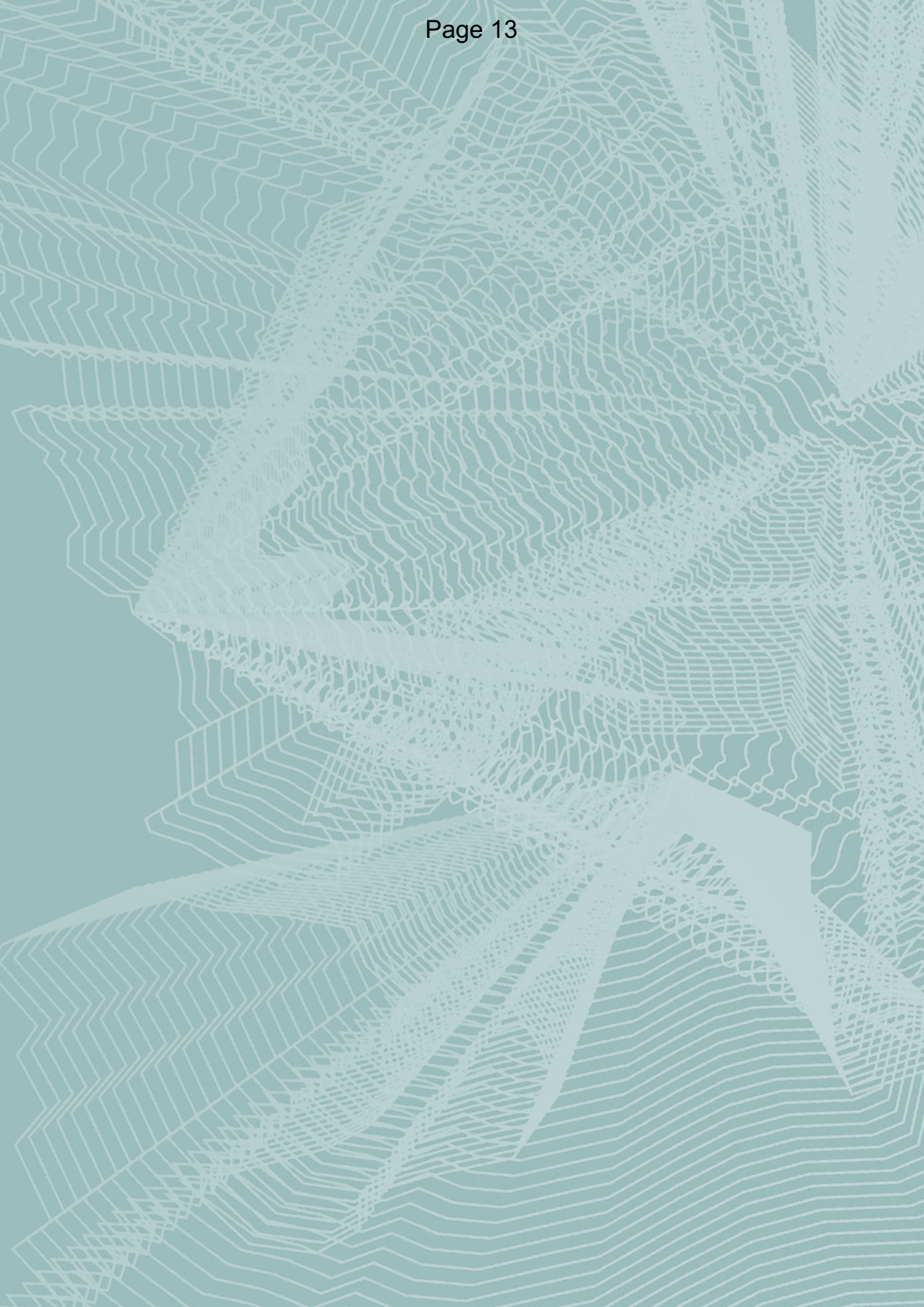
This document will include a pipeline of prioritised projects which will complement the delivery of the TIP and provide the basis for developing Business Cases to leverage in the additional funding which will support the TIP. A draft of the Rotherham Economic Blueprint is available on request.



Image above: Rotherham Minster and Minster Gardens



1



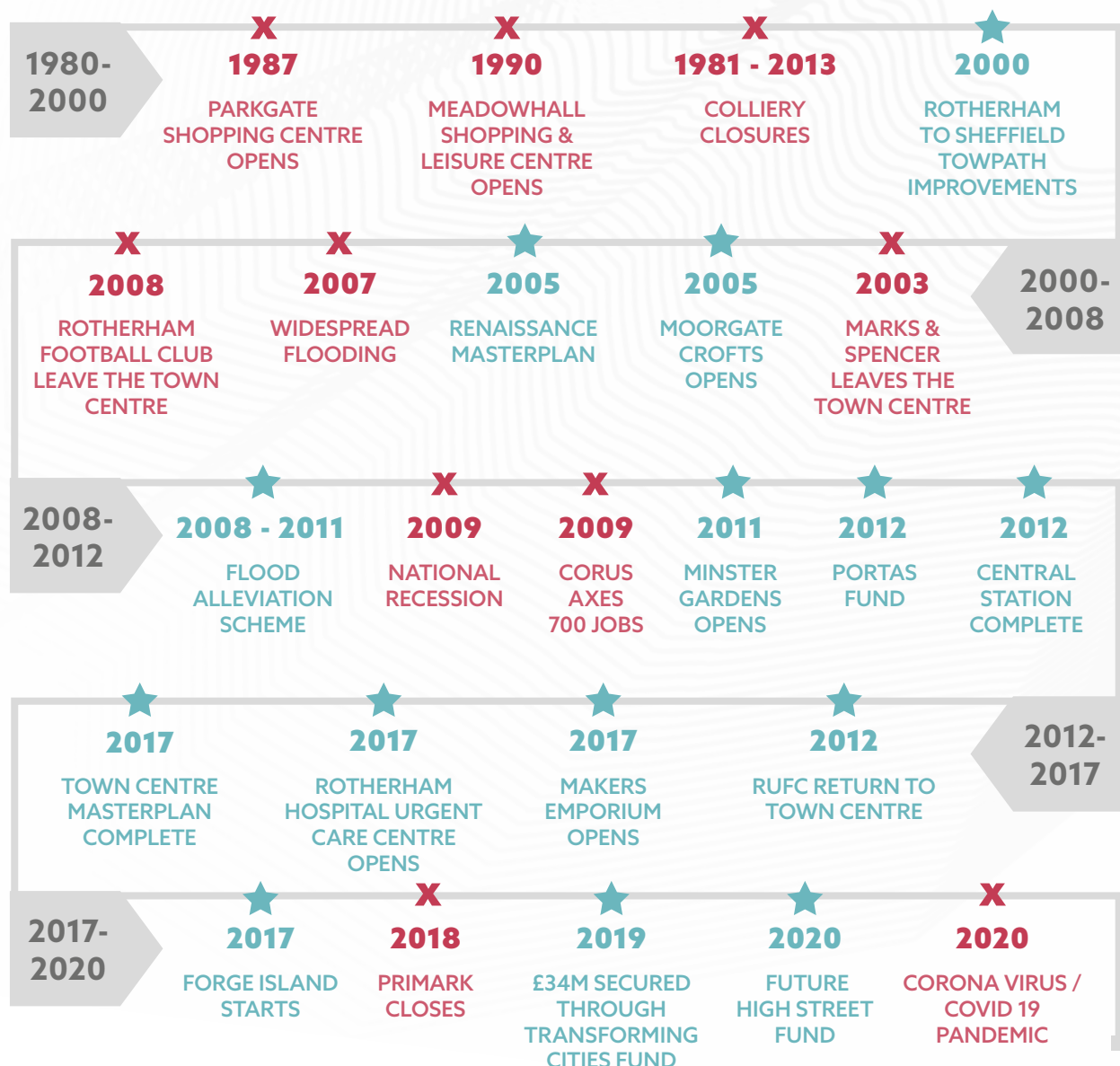


THE STORY SO FAR

THE STORY SO FAR

TIMELINE

The town is aware of its challenges and recognises its strengths. In recent years Rotherham embarked on a journey to create a sustainable and successful future. The goals iterated through the Rotherham Renaissance Plan and the Town Centre masterplan stand strong today, are replicated through the TIP and continue to be the direction of travel for the town.



THE STORY SO FAR

CHALLENGES

CHALLENGE 1 - DEPRIVATION

The impact of deprivation across Rotherham; in particular the need to encourage development and investment in those areas of greatest deprivation.

Rotherham was ranked the 44th most deprived local area nationally (out of 317 localities) in the Index of Multiple Deprivation (2019) (IMD), falling from 52nd in 2015. This places the borough in the most deprived quintile nationally, being ranked in the worst decile for employment and health. The majority of central Rotherham, including Eastwood and Templeborough, fall into the first or second decile nationally. The IMD 2019 shows that 57,560 Rotherham residents (22%) live in areas within the most deprived 10% of England.

Eastwood is ranked as the 4th most deprived Local Super Output Area (LSOA) in the country in terms of Education, Skills and Training and 1st when the Children and Young People's subdomain is applied to this indicator. 38.9% of LSOAs in Rotherham are in the most deprived decile nationally, compared to 21.4% in Yorkshire and the Humber.

In 2019, there were 12,000 reported crimes in Rotherham. Although the number of reported crimes has fallen in 2020, anti-social behaviour reports have increased, largely with respect to vagrancy and neighbourhood noise and rowdiness. These crime and Anti-social behaviour stats can be linked to increased time in the home and widespread loss of employment due to COVID-19 restrictions.



Image above: College Street



**ROTHAM RESIDENTS
IN MOST DEPRIVED 10% OF
ENGLAND**

IN 2007: 30,400, IN 2010: 44,170,
IN 2015: 50,370 IN 2015, IN 2019: 57,560

36,530 RESIDENTS (14%)

LIVE IN THE MOST DEPRIVED 5% OF LSOAS IN ENGLAND

IN 2019

27.3%

OF PEOPLE IN ROTHERHAM HELD
A LEVEL 4+ QUALIFICATION

COMPARED TO **34.2%** IN YORKSHIRE AND THE HUMBER
AND **40.3%** NATIONALLY.

THE STORY SO FAR

CHALLENGES

CHALLENGE 2 - HOUSING

Increased housing demand which has implications for meeting the needs of local people, encouraging the effective use of land in the most sustainable locations and limiting the impact of any incursions into the green belt.

The need to improve housing quality to provide a choice of dwellings of different size, type and affordability.

Although Rotherham's overall population is projected to increase only slowly, the number of households is predicted to increase at a faster rate.



IN THE 2011 CENSUS
ROTHERHAM HAD JUST OVER

108,000
HOUSEHOLDS

THIS NUMBER IS PROJECTED TO RISE BY
13%, TO 122,000, BY 2027

Smaller average household sizes will have implications for future housing requirements in the Borough, the types of property required and available building land. The current level of house completions falls short of the predicted need with housing market conditions impacting on the willingness of house builders to bring forward housing sites for development. This has implications for the delivery of sufficient affordable housing, the ability of young people to buy their own homes as restricted supply exerts an upward pressure on house prices and is a restriction to the scale of future economic growth.

A housing and economic offer that punches above its weight.

Quote from Town Deal Board



Image above: High Street, former Primark



Image above: Doncaster Gate

THE STORY SO FAR

CHALLENGES

CHALLENGE 3 - TRANSPORT

To create a step change in local transport activity by creating sustainable communities with a genuine choice of high-quality links to local, regional and national networks.

Rotherham, in common with the national trend, has seen a large increase in car ownership over a long period. High levels of commuting by car are likely to continue in the future unless there are significant improvements in the public transport infrastructure.

The 73,000 combined daily inward and outward commuter journeys present an obstacle to clean growth that requires sustainable, regionally important solutions. Better public transport links to Sheffield could be a partial answer to some of these problems given that 21.6% of Rotherham's working population currently work in Sheffield. Quicker and more frequent rail links to Leeds, connecting services to the east coast main line at Doncaster and to Meadowhall Interchange are also needed.

'I would like to see a less disconnected community'

Quote from Virtual Exhibition

IN 2011

27%

OF HOUSEHOLDS
IN ROTHERHAM DIDN'T
HAVE A CAR



**96.7% OF ROTHERHAM'S WORKING
POPULATION TRAVELLED
TO WORK IN 2011 - HIGHER THAN THE
NATIONAL AVERAGE OF 94.6%**

71%

OF PEOPLE IN THE
SHEFFIELD CITY
REGION COMMUTE
BY CAR

TRAVEL TO
WORK BY PUBLIC
TRANSPORT WAS
CORRESPONDINGLY
LOWER IN 2011 AT
10% COMPARED TO
THE AVERAGE FOR
ENGLAND OF 17%.



OF THE **113,600**
ROTHERHAM
RESIDENTS IN
EMPLOYMENT
BETWEEN 2015 AND
2017 ONLY **57%**
WORKED WITHIN
THE DISTRICT

35%

OF JOBS IN THE
ROTHERHAM
BOROUGH ARE
FILLED BY PEOPLE
WHO LIVE OUTSIDE
OF THE DISTRICT
BOUNDARIES

**THERE ARE AN AVERAGE OF 31,500 DAILY
OUTWARD COMMUTER TRIPS FROM
ROTHERHAM TO SHEFFIELD, BARNSELY AND
DONCASTER, WHILST ANOTHER 8000 TRAVEL
BEYOND SHEFFIELD CITY REGION**

27,500 PEOPLE COMMUTE INTO ROTHERHAM FROM
SHEFFIELD, BARNSELY AND DONCASTER EACH DAY
WITH ANOTHER 5000 FROM FURTHER AFIELD

THE STORY SO FAR

CHALLENGES

CHALLENGE 4 - ECONOMY

To develop and grow the manufacturing base and existing viable employment sites whilst providing sufficient employment land for the requirements of modern industry.

Despite recent improvements, Rotherham's stock of small businesses is far below the national average; this has led to an overreliance on large employers for local employment which presents a potential weakness in the local economy. It is important that Rotherham continues to attract companies into the borough, which requires sufficient stock of industrial land / units / office space of the right quality and in good locations. Recent years have seen significant floorspace construction on its employment sites with almost a quarter of the total floorspace being built within the last 10 years and excellent rates of economic land uptake. However, floorspace vacancy rates have started to rise during the current recession and it appears that some areas / properties are less attractive to the market, particularly in areas where there is a concentration of older outdated stock and a lack of recent investment.

CHALLENGE 5 - TOWN CENTRE

To support the regeneration of Rotherham town centre, creating pride and attracting greater footfall, by improving the quality and diversity of uses.

Town centre footfall fell by 8.8% in 2019, following a 7.0% decrease in 2018. Cushman & Wakefield's Retail Resilience Index ranked Rotherham 244 out of 250 towns clearly indicating under performance and highlighting the scale of the challenge.

Rotherham's Town Centre retail challenges are largely due to the competition of Parkgate and Meadowhall out of town shopping centres that draw people away from town centre shopping. Although struggling high streets span the nation, Rotherham's out of town offer places town centre retail in a uniquely difficult position. In September 2020, the town centre accommodated 293 premises, this is down from 331 in 2011. 92 of these premises are currently vacant (31.4%); while the data indicates that there has been a fall in the national average rate of unit vacancies, the rate in Rotherham has been increasing from 21% in 2018. These vacancies constitute 25% of the available floorspace. These issues would be partially remedied by an increase in town centre living and an increased leisure and cultural offer to draw people into Rotherham and consequently create an upward spiral for the town centre.

THE STORY SO FAR

CHALLENGES

CHALLENGE 6 - CULTURE & HERITAGE

To ensure that Rotherham's heritage assets are appropriately conserved and enhanced and that the distinctive character of its settlements and rural areas are reinforced.

Rotherham is proud of its culture and heritage and has much to celebrate with 523 listed buildings, 37 Scheduled Ancient Monuments, 5 Registered Parks and Gardens and 27 conservation areas within the borough. However, participation in cultural activities is well below the national average.

Definition	% Nationally	% Rotherham
Spent time doing a creative, artistic, theatrical or musical activity	34.7	27.4
Attended an event, performance or festival involving creative, artistic, dance, theatrical or musical activity	52.2	41.4
Used a public library service	35	27.5
Attended a museum or gallery	46.5	34.8

CHALLENGE 7 - CLEAN GROWTH

To ensure that the economic regeneration and growth of Rotherham contributes to the reduction of emissions and meeting zero carbon target by 2050.

Rotherham, as with most places, is already suffering the effects of climate change, the most extreme example of this being the floods of 2007. Work has already taken place to mitigate these impacts (i.e., the Town Centre Flood Alleviation Scheme), and this will continue with the developments proposed in the TIP.

Rotherham Metropolitan Borough Council declared a Climate Emergency on 30th October 2019. This sets a target for the Council to have net-zero carbon emissions by 2030, with the whole borough being net-zero by 2040. A Rotherham Climate Emergency Annual Report will be produced each year to show progress towards these targets.

This work will include development of a carbon action plan for the borough, with actions identified under seven themes: Energy, Housing, Transport, Waste, Built and Natural Environment, Influence and Engagement. These link to the priorities of the Sheffield City Region SEP for its Clean Energy and Net Zero theme:

- Reducing carbon emissions
- Generating low carbon energy
- Improving the energy efficiency and sustainability of buildings
- Accelerating the move to ultra-low or emission free transport

THE STORY SO FAR

CHALLENGES

CHALLENGE 8 - COVID RECOVERY: HOPE AND CONFIDENCE

To provide the people of Rotherham with hope and confidence in the future, through the physical re-building of the town and the stimulation of economic recovery.

The Covid-19 pandemic has seriously challenged an already struggling and deprived region.

Consumer spending has dropped dramatically in Rotherham since the start of the pandemic, as it has nation-wide. In an already precarious and fragile state, the town centre has suffered hugely from a drop in spending and lack of customers. Fundamental changes in patterns of behaviour cloud the future of Rotherham town centre in uncertainty, as such our plan must cater to changing demands in order to recreate a thriving town centre.

Eastwood is home to two areas ranked in the top 10 most deprived LSOAs in the country in terms of Education, Skills and Training. This extreme deprivation has only been worsened by a pandemic that has restricted educational opportunities and closed schools for many. Access to internet and other home learning capabilities is extremely limited for a large proportion of the Eastwood community meaning children and young people in the region are being left behind to a greater and greater extent as the pandemic continues.



Image above: High Street, Covid -19 Lockdown 2020

Although these figures are challenging, the pandemic has simply accelerated a growing trend in job insecurity and deprivation in the region, with younger people and those in lower paying jobs disproportionately affected. Yorkshire and Humber recorded the second lowest Gross Value Added between 2009 – 2018 and in April 2019, the RSA found that on average 25% of jobs were at risk across the region. Being one of the most deprived and left behind places in the UK has led to an exacerbated impact of the Covid-19 pandemic and it is still too soon to see the long-term effects this will have on the community going forward.

THE STORY SO FAR

CHALLENGES

COVID - STATS AS OF SEPTEMBER 2020

72%

of businesses accessed financial support during the first lockdown

19%

of businesses have been forced to implement redundancies (13% increase from June 2020)

ONLY
10.7%

of companies foresee an improving cashflow position

IN CONSTRUCTION

29%

of businesses in Rotherham have made staff redundant since March. In retail, 26% of businesses have made staff redundant since March

57%

of workers throughout the borough have been furloughed for some period of time since March (the highest percentage for any area in the Sheffield City Region)



RETAIL AND RECREATION IS CURRENTLY 54% BELOW THE BASELINE

AND WEEKLY FOOTFALL IN THE TOWN CENTRE IS DOWN 36.9% FROM LAST YEAR



UNSECURED DEBT PER HOUSEHOLD WAS UP TO £14,540 IN THE THIRD QUARTER OF 2019, WHICH WAS UP £430 ON 2018.

PAY IN YORKSHIRE IS DOWN
£5 A WEEK
COMPARED WITH 2010

THERE ARE APPROXIMATELY
16,000 CHILDREN
LIVING IN POVERTY IN
ROTHERHAM
(AN INCREASE OF 4.2% SINCE 2014)

ROTHERHAM IS CLASSIFIED AS
ONE OF THE MOST
LEFT BEHIND
PLACES IN THE COUNTRY BY THE IFS

THE STORY SO FAR

STRENGTHS

Rotherham has many assets to build upon and is proud to celebrate achievements made over the last few decades.



TOWN CENTRE

Townscape Heritage Initiative led to Mary Portas HIGH STREET OF THE YEAR award.

Secure a future for Forge Island through public and private sector partners.

Markets attract over 3.5m people per annum and will be part of a major redevelopment project as part of the Future High Streets Fund (FHSF) is due a major refurbishment in the next 2-3 years.



LEISURE, HERITAGE & CULTURE

MAGNA Science & Adventure Centre - Ground Breaking Millennium Lottery Project.

GRIMM & Co. Childrens Literacy Charity in the Town centre.

Rotherham Leisure Centre: APSE 'Excellent' award winner.



NATURAL ENVIRONMENT

Rotherham Borough is 70% RURAL.

Clifton Park awarded top 10 Green Flag People's Choice Award for 4th year running.



SKILLS AND EDUCATION

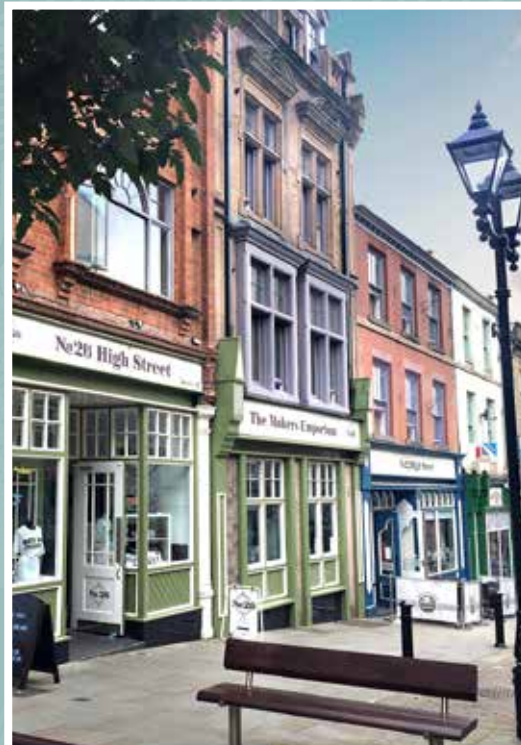
University Centre Rotherham - Opened in 2018 in the Town Centre.



INNOVATION

Internationally renowned ADVANCED MANUFACTURING RESEARCH PARK including Boeing and Rolls Royce.

RMBC Business Incubator Network.



**CELEBRATING
ROTHERHAM**

THE STORY SO FAR

CELEBRATING

Rotherham Council demonstrates a successful track record of delivery alongside its partners by leveraging public and private sector funding and working with ambition and drive to make good on its promises. An approach which will see Rotherham deliver on its Town Deal ambition. "We said" are the priorities from the Rotherham Renaissance Programme and the major community consultation this involved. More recent consultation for the Town Centre Masterplan, the Future High Street Fund and the Towns Fund have reiterated the continued relevance of providing this offer to the town.

2



Image above: Clifton Park

WE DID

- Delivery of Minster Gardens and public realm linking it to the Minster and High Street
- Moorgate Crofts Business Incubation Centre won a Green Apple Award for environmental excellence, for its sedum roof and geothermal heating/cooling system.
- Fusion Business Incubation Centre at Magna has "living walls"
- Along with key stakeholders developed a palette for public realm improvements and key linkage improvements across the town as part of delivering the Town Centre masterplan and recognising the importance of public open space.
- Delivery of the Townscape Heritage Initiative on High Street. Renovating buildings and improving shopfronts, using HLF, the Council and private funds. Supported by high quality public realm.
- Clifton Park awarded Green Flag status for 10 years in a row

WE WILL

- Implement a series of major public realm works throughout the town centre funded by the Council and through Future High Street Fund
- Continue to set a benchmark by applying high standards in design to all schemes undertaken by Rotherham Council and inspiring investors to do the same.

THE STORY SO FAR

CELEBRATING

“ WE SAID

Make the river and the canal a key part of the town's future. We want the river and the canal to become much loved parts of the town with public spaces and walkways lining their banks.

”

WE DID

- Upgraded the Rotherham to Sheffield canal towpath, to a high-quality route.
- Delivered a flood alleviation and high-quality public realm scheme to open up access to the canal, including new walkway and amphitheatre style seating.
- Major flood alleviation scheme (FAS), covering Templeborough to the town centre. Cost of £15M+, including European funds.

WE WILL

- Improve access to the river and canal towpath from the Town Centre and Eastwood.
- Continue the work alongside colleagues in the Canal & River Trust, the EA, and potential developers to ensure that future developments make the most of these assets.
- Through Town Deal and other sources of funding develop the Riverside area of the town centre in a way that will maximise and open up the canal and river to a new community.

2



Image above: River Don

THE STORY SO FAR

CELEBRATING

WE SAID

Establish a new civic focus that not only promotes a more open and accessible type of governance but also embraces culture and the arts.

WE DID

- Grimm & Co have secured Talbot Lane Church and are developing plans for a new National Centre for Folk & Fairy Tales subject to funding via the FHSF bid.
- Early work to determine a new home for Performing Arts and Music in the town centre has begun.
- Public Realm developments have been brought forward with consideration given to public art throughout.
- Rotherham Show, the North's largest free event, is held annually in Clifton Park.

WE WILL

- Implement the FHSF to support the development of Central Library & National Centre for Folk & Fairy Tales.
- Seeking funding to develop a feasibility study for a new centre for Performing Arts & Music.
- New Public Art commission funded by Gallery Town/Arts Council England will re-commence when lockdown eases.

WE DID

- Acquired and assembled the site, secured funding, a delivery plan and Planning permission for a major leisure scheme at Forge Island. Appointed a development partner and currently in advanced discussion with cinema and hotel operators. Enabling work has been undertaken and early development works are on site.

WE WILL

- Continuation of the creation of a Leisure Quarter through selected redevelopment of Forge Island and the surrounding areas.

WE SAID

Make Forge Island a major new piece of the Town Centre. Development of a central Mixed Use Leisure Hub at Forge Island

THE STORY SO FAR

DEVELOPING



WE DID

- Secured £100,000 through the Portas Pilot Fund which was matched by British Land to deliver Customer Service & Social Media Training, Marketing Grants, Business Development Grants and an award-winning Shop Local campaign and to introduce the first Pop Up Shops offering low costs flexible space to new start businesses, accompanied by mentoring and business advice.
- Secured £268k, the lion's share of the Government's High Street Renewal Fund, as a reward for progress and innovation in town centre regeneration. Opened No.26 The Makers Emporium in 2014, housing high quality products from over 30 local crafters, artists and makers. The Makers Emporium continues to trade and has so far supported over 120 independent businesses.
- Provided over £500,000 funding which enabled 20 quality specialist/ high-end retailers to open, attracting a new type of customer. A quarter of the businesses supported have expanded or taken on larger premises.
- Provision of business incubation centres (BICs) at Moorgate and Templeborough. Part of a network of 4 BICS, providing 210 offices and workshops, supporting 14 businesses.

WE WILL

- Continue the implementation of the town centre masterplan to create a vibrant mixed use and sustainable town centre concentrated around a new Leisure and Cultural Quarter and a consolidated Retail Quarter with help from the Town Deal.
- Major redevelopment of the Markets Complex through the Future High Street Fund, including co-location of the main library.
- Improves linkages between College and town centre, to maximise the use of it by the 5000+ students on the campus. Funded through FHSF.

THE STORY SO FAR

PLACE MAKING



WE DID

- £3.9m secured from the Sheffield City Region Housing Fund and £5.7m from Homes England to deliver 171 homes across three Council-owned sites, currently under construction, completing in 2022.
- Over 150 new homes delivered through the 3 buildings in the "Westgate Demonstrator" project. 62 apartments under construction in the former Westgate Chambers.
- A number of smaller LOTS schemes throughout the town centre.

WE WILL

- Continuation of the development of the Riverside area as the main focus for a new town centre residential community.
- Further residential development in the town centre focussed on the High Street and Corporation Street to complement the 24-hour economy in these areas.
- Remediation of key sites to bring further complementary residential to the town centre.

WE DID

- Delivery of University Centre Rotherham (UCR) providing degree level education within the town centre. Part funded by the Mayoral Combined Authority.
- Delivered major Council house building programme including 217 homes through the Wates Site Clusters programme.
- Provision of new Urgent and Emergency Care Centre at Rotherham Hospital (2017).

WE WILL

- Continue to invest in affordable housing provision with over £130m pledged through the Council's Housing Revenue Account.
- Continue to level up the town's most deprived areas with improved housing and access to services, facilitated in the Eastwood area by the Town Deal.



THE STORY SO FAR

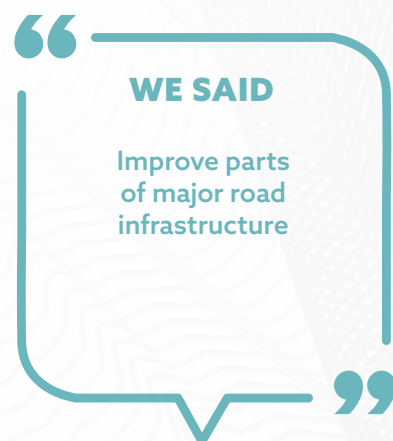
CONNECTING

WE DID

- Secured £34m for improvements through the Transforming Cities Fund.
- Improvements to the major arterial routes into the town at College Road Roundabout
- Junction of Main Street and Centenary Way
- Extensive town centre car park refurbishments, signage and new pay & display machines in the region of £385,000.
- Provision of Electric Vehicle charging points in a number of the town centre car parks

WE WILL

- Implement Transforming Cities Fund projects. Specific interventions including:
 - A segregated cycle route along Sheffield Road.
 - Improvements to bus journey time reliability on the A631 Rotherham to Maltby bus corridor.
 - Capacity Improvements to Parkgate/ Great Eastern Way (A633/A6123) roundabout.
 - A new access road to Parkgate Shopping with a park and ride facility.



WE DID

- Improved public realm around the train station and linking into Riverside House.

WE WILL

- Improve the infrastructure and environment for pedestrians and cyclists along Sheffield Road, Broom Road, Fitzwilliam Road and Car Hill/ Greasbrough Road.
- Public realm improvements on Frederick street outside the Bus Interchange and linking to Markets and College.

THE STORY SO FAR

CONNECTING

“

WE SAID

Put Rotherham at the centre of a public transport network.

”

WE DID

- Completed a £12 million refurbishment of Rotherham Interchange to create a high-quality environment with improved linkages to Rotherham Central Station.
- Improved accessibility and public realm improvements between Rotherham Interchange and Rotherham Central Station along Corporation Street and Bridge Street.
- Redevelopment of Rotherham Central Station in conjunction with South Yorkshire Passenger Transport Executive (SYLTE), £8M+ project
- Nationally regarded Tram/Train pilot connecting Rotherham town centre with Sheffield and Parkgate.

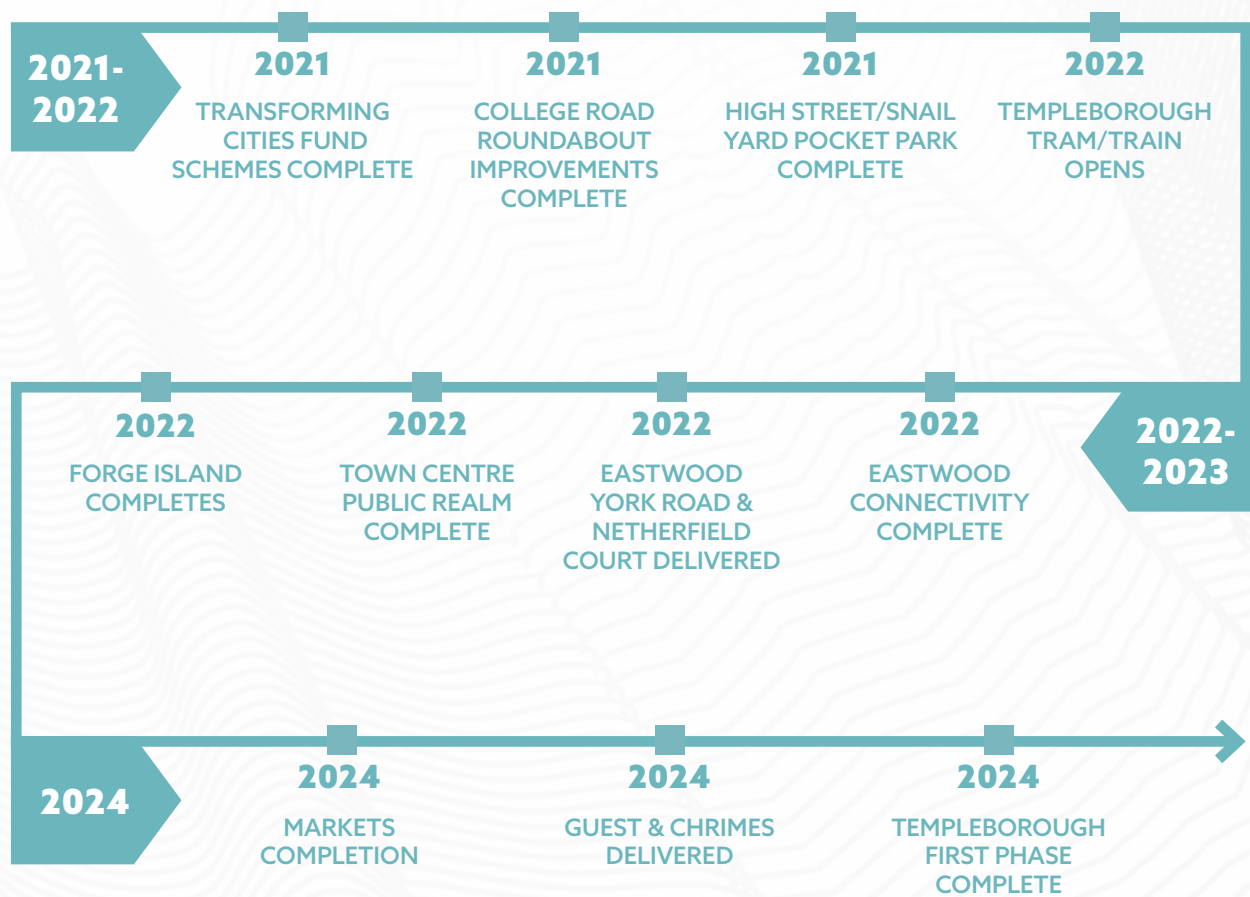
WE WILL

- Work with Northern Powerhouse Rail (NPR), a programme within Transport for the North (TfN) to bring a main line Station to Rotherham connected to a new tram/train station.
- Build a new Tram-Train stop and park & ride at Templeborough/ Magna – funded by Town Centre Fund.
- Ensure the main line and Tram/Train stations are connected into the wider network, accessible by active travel, car and public transport.



THE STORY SO FAR

GOING FORWARD



THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

The story of Rotherham's regeneration continues today and is told through a strategic regeneration framework focussed on 10 major ambitions.

This blueprint provides the route map to achieving transformation and the focus for public and private sector led interventions over a 20-year period.



THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

TOWN CENTRE LEISURE & CULTURAL QUARTER

Competition from the nearby out of town retail centres, such as Parkgate and Meadowhall has led to a need for Rotherham's town centre to redefine its offer. There is an identified need for an improvement in food and drink provision and a new leisure offer in the form of a cinema and theatre.

The new Leisure and Cultural Quarter creates a concentrated development zone for these provisions around the Corporation Street, Minster Gardens and Forge Island area.

Rotherham Town Centre is such a disappointment. Although there are some good bits, the overall feel is of dereliction and gloom.

-Quote from MyTown

Forge Island has a strong industrial heritage, more recently the site was developed as a food store for many years and was vacant for a prolonged period before its demolition in 2017. The development of Forge Island is a vital catalyst project for Rotherham Town Centre. Proposals focus on a new leisure destination featuring a cinema, bars, restaurants, and a quality hotel. Funding has been secured along with planning permission and work is now underway on site.

The Leisure and Cultural Quarter continues across the river to include Corporation Street, a cluster of underused buildings which will provide leisure and residential uses on a smaller scale catering for independent providers and contributing to a 24-hour presence in the town centre.

The High Street is a bridge between the Retail and Leisure and Cultural Quarters. Early works to diversify the town's offer through consolidation of retail has been facilitated by the Town Deal Accelerator Fund. This has enabled the purchase, demolition and repurposing of the former Primark building on Rotherham's High Street thus beginning the diversification of the former High Street, providing alternative uses to large format retailing. This approach will provide a sustainable future for Rotherham's consolidated retail provision and experience.

Together these uses will provide a new focus for activity and draw people into the town. The new developments will be well connected to the core Town Centre via a new landmark bridge, connect to the rail station and bus station close by, provide car parking and new public squares and green space.

THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

RETAIL QUARTER

Rotherham Town Centre's retail core has and continues to be impacted by competition from out of centre retail destinations, these destinations are near Rotherham's retail core and are readily accessible by a range of travel options. Rotherham's recent Future High Street programme will diversify uses, improve the leisure offer and capitalise on the unique offer of Rotherham Markets and a new Central Library.

The town centre retail core is presently spread over a wide area interspersed with vacant and underused spaces. **The consolidation of the main retail area will create a more focused retail core and primary retail footprint.** This will allow other uses to diversify the town centre. A more focused retail area will facilitate regeneration of land and sites suffering long term vacancy, particularly large format vacant retail buildings.

There are a few old buildings that don't get used in Rotherham Town Centre, could these get knocked down and turned in to something useful?

-Quote from MyTown

RESIDENTIAL QUARTER

The Riverside area of the town centre is the focal point for a new residential community.

It has long been a neglected area of the town centre having a predominantly industrial heritage, more recently replaced with vacant land and hardstanding car parking areas. The river itself is an attractive feature which provides a natural setting for new residential development. A vibrant mix of new dwellings and the creation of a lively residential area is underway on three sites, bringing a total of 171 two and three bed houses jointly funded by the Combined Authority and Rotherham Council, to be completed by 2022. The next phase will continue to develop the area, setting a residential community in a connected and pleasant environment, opening up the waterways and continuing the diversification of the town centre offer.

On the opposite bank of the river new developments have brought life to the area with the arrival of Rotherham United's New York Stadium and Riverside House, home to Rotherham Borough Council and currently the Central Library. However, the vacant and semi-derelict buildings at the former Guest and Chrimes factory, which is of significant historical importance to Rotherham, being Grade II listed, remain present and unused. An options appraisal has been completed and a solution which celebrates and retains the building's heritage, and its surrounding uses has been identified.

THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

ROTHERHAM MAIN LINE STATION

Rotherham Central Station, located in the town centre next to the Interchange, was redeveloped in 2012. The station sits on the Holmes Chord branch line and is served by local stopping services alongside the Tram/Train. Travel around the region and beyond is limited, with no direct main line services. The requirement for these local trains to cross the Main Line imposes timetable restraints and in between line and creates delays to the operation of national services and as such Rotherham has attracted the attention of TfN as a location for a new main line station.

Rotherham Council has formed a partnership with TfN, Sheffield City Region Mayoral Combined Authority and SYPTE to deliver this major piece of infrastructure.

On a regional scale, the station unlocks significant network constraints which currently impact the national and pan-northern network – access to the current branch line station in Rotherham requires numerous crossings of the main line, limiting train paths and significantly reducing the efficiency of the network.

By enabling the removal of trains from the local branch line, the new station would help unlock capacity and direct services to Leeds, Newcastle, Manchester, Hull and London, reducing journey times.

For the town, it has the potential to vastly alter the future of Rotherham's economy by opening the town up to UK-wide investment and business growth and bringing better quality and better paid job opportunities to its residents as the town becomes nationally connected. The replacement of local rail services on the branch line with higher frequency tram-trains, would provide a step change in connectivity across the City Region.

In October 2018 Rotherham piloted the award-winning Tram/Train service. The service now successfully operates local services between Sheffield and Rotherham, with plans to extend the network to Doncaster and beyond terminating at Doncaster/Sheffield Airport.

THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

ROTHERHAM MAIN LINE STATION - A CONNECTED STATION

The main line station will be integrated with other public transport and active travel infrastructure, including a new tram-train station on the branch line which runs parallel to the main line. The main line station will enable the interchange between pan-northern rail services and the new high-frequency local connections on the tram-train route. The station would therefore provide a genuine **step-change** and a direct impact on the town, linking all our Town Deal proposals in town centre, the deprived community of neighbouring Eastwood, the industrial area of Templeborough and the major new housing development at Bassingthorpe Farm.

Access to:	Increase in number accessible within 60 minutes of Rotherham by rail as a result of NPR (nearest 10,000)
Population	1,260,000
Jobs	290,000
Businesses	20,000



Image above: SuperTram

THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

TEMPLEBOROUGH

As a minimum, the Templeborough corridor provides an important transport and employment zone between Rotherham town centre and Sheffield, but more than this, it is a location for innovative, globally recognised industry and a primary focus for Rotherham's industrial economic growth. Templeborough also houses Magna, one of the two remaining UK Millennium projects.

Fusion Business Incubation Centre (BIC), home to 40+ Small and Medium sized Enterprises (SME) and 80+ employees, is located next to Magna. It is currently at full capacity and the Council are looking at the possibility of increasing the offer, through extension of the existing building or a second BIC in the area.

Connectivity is being improved with the arrival of a new tram/train stop and park and ride located at the rear of Magna and a new cycle route along the main arterial route, Sheffield Road, to the front of the Magna building. The Rotherham Heat Network project has recently secured £16m to provide Rotherham town centre and Templeborough with a low-cost renewable choice for their heat source. It will take heat from the Templeborough Biomass Power Plant which uses renewable waste wood fuel as its energy source.



To be successful as a centre for economic growth and innovation Templeborough must support its existing business community as well as enticing new businesses. A masterplan has been developed for Templeborough which will create new employment space and a heart of the business community and gateway to Rotherham from the motorway and Sheffield.

THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

EASTWOOD

Home to over 14,000 residents, Eastwood sits on the edge of Rotherham town centre and is one of the most deprived areas in the borough. The housing is predominantly private sector rented with the highest levels of disrepair in the borough.

Eastwood is also home to a trading estate with a number of vacant plots many of which are in disrepair and do not accord with the neighbouring residential properties.



As a long-term resident of Eastwood, I have seen the area go from highs such as good value property, lack of anti-social behaviour and cleaner streets to a more run-down area in the present time. I believe this will bring Eastwood back to its hey-day.

-Quote from Virtual Exhibition

Despite these clear challenges the area has a strong identity, is located near to the canal, town centre, Parkgate retail park and the Town's main leisure centre. It is a conduit for surrounding townships to access the town centre, Parkgate shopping centre and the new main line station. A masterplan has been created which sees a long term, 10-15-year, intervention to create a sustainable future for the area, bringing a more diverse and better-quality housing offer for existing and new residents, improved connectivity to the local assets of a new main line station and the Parkgate shopping centre and maximising green spaces.

THE STORY SO FAR

A PROSPECTUS FOR ROTHERHAM

BASSINGTHORPE FARM

Located next to the town centre and accessible from the proposed new main line station, Bassingthorpe Farm was confirmed as a strategic residential allocation and the site removed from the Green Belt when the Core Strategy was adopted by the Council in September 2014. The strategic allocation is for 2,400 houses (approx. 76 hectares), 11 hectares of employment land, local centre, new primary school and community facilities. Bassingthorpe Farm has the potential for high built and landscape quality that respond sensitively and positively to the unique historic and natural landscape, townscape and topography within a green infrastructure that enables connectivity and integration of the new development with existing communities. The two landowners are working in partnership to consider how the site could be brought forward.

**An Easily accessible and modern/
current place that is a 'destination'
for people in South Yorkshire.**

-Quote from Town Deal Board

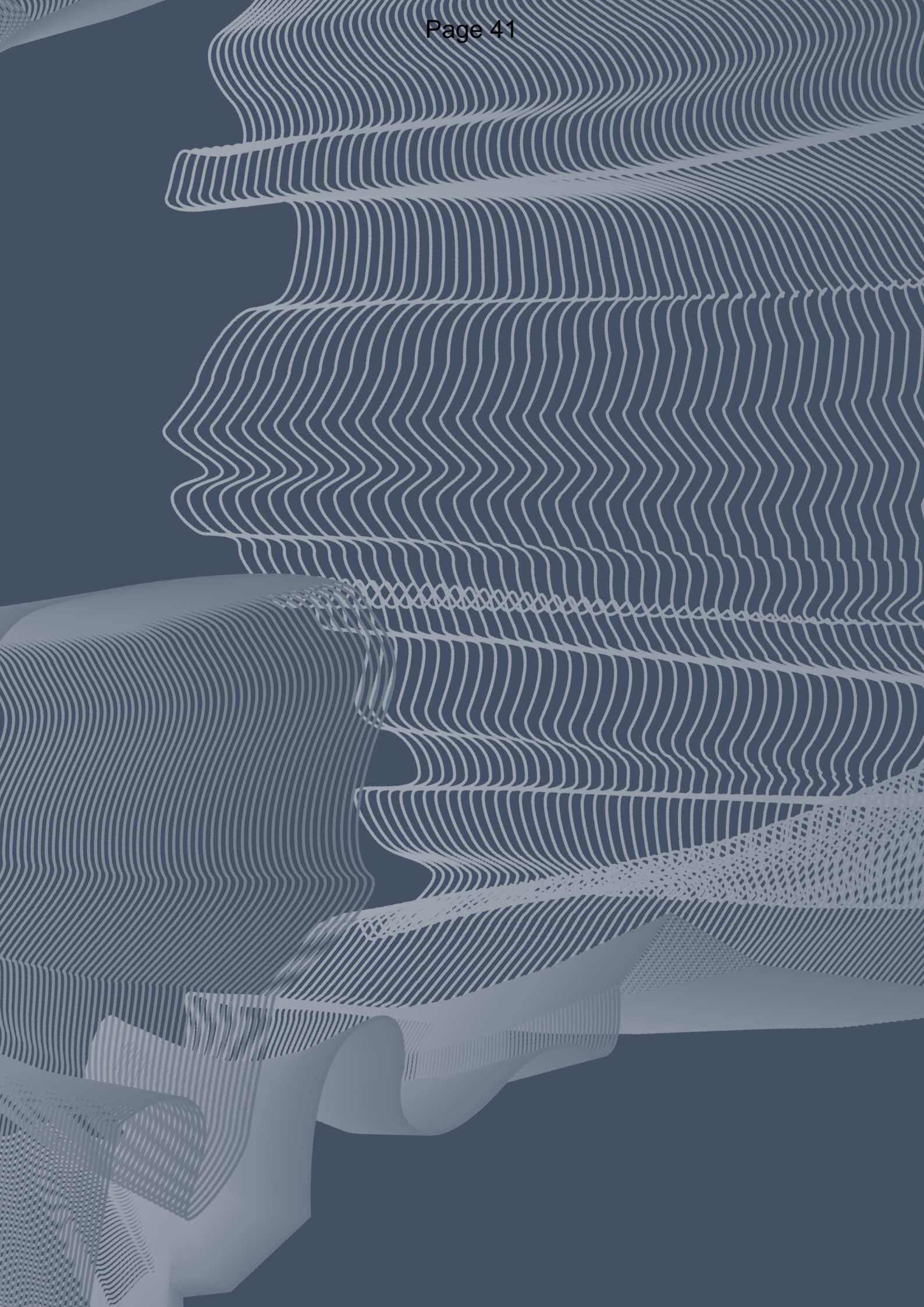
CONNECTIVITY

Rotherham now has the chance to secure a major step change in its transport connectivity by enabling the development of a new connected main line and tram-train stations.

The town has led the way in the development of the pilot tram/train, opening the Sheffield to Parkgate connection in 2018. Seen as a key component to support urban centres and key growth sites the tram train connects communities to opportunities in a sustainable way. Rotherham continue to strive to expand the Tram/Train network with a new stop planned at Magna alongside accompanying park and ride facilities.

Active Travel will continue to be a priority across the Borough facilitated by the Active Travel Fund to make the transport network safe and attractive for walking and cycling.

The existing transport network must remain efficient and safe and with £34m now secured from the Transforming Cities Fund Rotherham will make significant improvements to the transport infrastructure.



The background of the page is a dark blue-grey color. It features an abstract graphic design consisting of numerous thin, light grey lines that form a series of overlapping, wavy, and undulating shapes, creating a sense of depth and movement. In the bottom right corner, there is a large, semi-transparent, light grey number '3' that serves as a chapter or section marker.

CREATING THE TOWN PLAN

CREATING THE TOWN PLAN

ENGAGEMENT

3

Rotherham's history of development and delivery has a basis in widespread consultation. Historical regeneration proposals have been built upon years of consultation with the Rotherham community, starting with the Rotherham Renaissance Plan in 2008, the development of the Town Centre Masterplan and the Future High Street Fund, as well as on-going discussions with stakeholders, such as "The Voice" (a regular forum, pre-Covid, for town centre businesses and residents).

In developing the TIP, it was clear that some areas, particularly Templeborough and Eastwood had never been part of targeted consultation. To tackle this and to ensure thorough and fair consultation a Strategic Engagement Plan was developed.

Stage 1 of our Strategic Engagement Plan saw the establishment of The Rotherham Town Deal Board in January 2020 which retains oversight of the TIP. Further information on the Town Deal board can be found here.

<https://moderngov.rotherham.gov.uk/mgCommitteeDetails.aspx?ID=1192>

The middle stages of our plan saw the development of various communication methods to reach as many people as possible across Rotherham.

In summary,

COMMUNITIES: The MyTown portal was used to initially engage the wider community in understanding the town's needs. Questions were posed and the answers collated, responses can be seen in Appendix 1c. As the TIP was developed it was clear a more targeted approach was required, one which would allow the public to comment directly on proposals. Considering the restrictions enforced by Covid-19 lockdowns a virtual exhibition was developed by partners TetraTech. The presence of the platform was promoted through social media and Council newsletters.

STAKEHOLDERS: Individual consultation sessions were held with specific project stakeholders, dedicated community groups and local businesses. During these sessions our team examined and assessed the need in the area, the successes and challenges and openly explored options to address identified issues.

The Town Deal Board were consulted at each of the monthly meetings and a number of individuals contributed directly to the stakeholder meetings. Alongside the Town Deal Board, the Business Growth Board and Town Centre Sub-group, were also consulted.

CREATING THE TOWN PLAN

ENGAGEMENT

1



STAGE 1

Creation of a Town Deal Board to develop a Stakeholder Engagement Plan. Consultation with Existing Town Centre subgroup.

STAGE 2

MyTowns portal and consultation meetings allow public to make their voice heard.



2

3



STAGE 3

Virtual Exhibition set up showcasing proposals and asking for feedback. Proposals have been adjusted in light of comments.

STAGE 4

Testing of proposals with businesses, public, community and voluntary groups through various methods. Secure letters of support. Refinement of proposals for submission of final Town Investment Plan.



4

5



STAGE 5

Showcase final Town Investment Plan. Continue to consult and engage with stakeholders through production of business cases and implementation and delivery of proposals.

3

CREATING THE TOWN PLAN

ENGAGEMENT

Stages 1 to 4 of our strategic engagement plan placed the people and businesses of Rotherham at the forefront allowing them to make their voices heard. The town investment plan has been designed to meet their needs and renew their sense of pride in the town.

The following list details the various ways in which we consulted with the Rotherham community.

3

- MyTowns
- Virtual Exhibition
- Newsletter
- Social Media
- Websites
- Email
- Town Deal Board
- Business Growth Board
- Town Centre Subgroup
- Wayne Hemingway event (2018)

AGREEMENT ON PROPOSALS

TOWN CENTRE
86%
strongly agree with the proposals

TEMPLEBOROUGH
87.5%
agree strongly or somewhat with the proposals

EASTWOOD
70%
agree strongly or somewhat with the proposals

We will continue to take on board the opinions of the Rotherham Community as we move into the development stage of the Town Deal projects as detailed in the following section on future consultation.



3

CREATING THE TOWN PLAN

ENGAGEMENT

FUTURE CONSULTATION

The consultation to date has been invaluable to ensure the projects proposed for Town Deal meet the needs of the town, its business and residential communities, however this is only the start of the process.

As projects develop through the Business Case process further consultation will be carried out through both virtual and, as allowed, face to face communications. Specific Steering Groups will be established for each project, building on the existing business and community forums. As appropriate, events will be held and existing public events, such as the Rotherham Show, will widen our reach.

Following submission of the TIP the Town Deal Board will be reviewed considering its alignment to the Business Growth Board and its Town Centre sub-group and ensuring the Board can continue to shape and support the projects as they develop.

A marketing and communications plan for the town centre has been produced which is regularly updated to reflect new projects that are agreed.

Alongside this, a narrative for the town centre is provided, to bring people along the journey with us. This focuses on the vision for the town centre and the redirection for the town, and is included as the opening narrative on the town centre website. Moving forward, communications plans will be developed for each of the three key projects (Templeborough, Eastwood, and the four town centre projects) as well as an overarching plan to pull the separate elements together into one narrative.

Post submission, the TIP will be made public to as wide an audience as possible. The local press, business and community networks will be utilised and a link distributed, through the same channels used during stages 1-4 of the Strategic Engagement Plan.

CREATING THE TOWN PLAN

PROJECT PRIORITISATION

PRIORITISATION PROCESS

In consultation with its advisors a long list of projects was developed by the Town Deal Board. The long list focused on potential transformation projects in the three core locations of the town centre, Eastwood and Templeborough. The masterplan studies for each of these areas played a part in this long list process. The initial long list totalled in excess of £100m. A project appraisal process agreed by the Board was implemented to narrow down the town's ask

Critical Success Factors were applied as follows:

CSF	Assessment	Measurement
Town Deal strategic alignment	Urban regeneration planning & land use. Skills & enterprise infrastructure. Connectivity.	Small/medium/major contribution
Local/Regional/National strategic alignment	• Sheffield City Region Energy Strategy • NPPF • Local Plan • Rotherham Core Strategy • Rotherham Sites and Policies Document • Affordable Housing Policy • Cultural Strategy • Rotherham Economic Growth Plan • Rotherham Transport Strategy • Rotherham Town Centre Masterplan • Rotherham Housing Strategy • Sheffield City Region Transport Strategy • SCR Strategic Economic Plan • Local Industrial Strategy • Northern Powerhouse Strategy	Small/medium/major contribution

CREATING THE TOWN PLAN

PROJECT PRIORITISATION

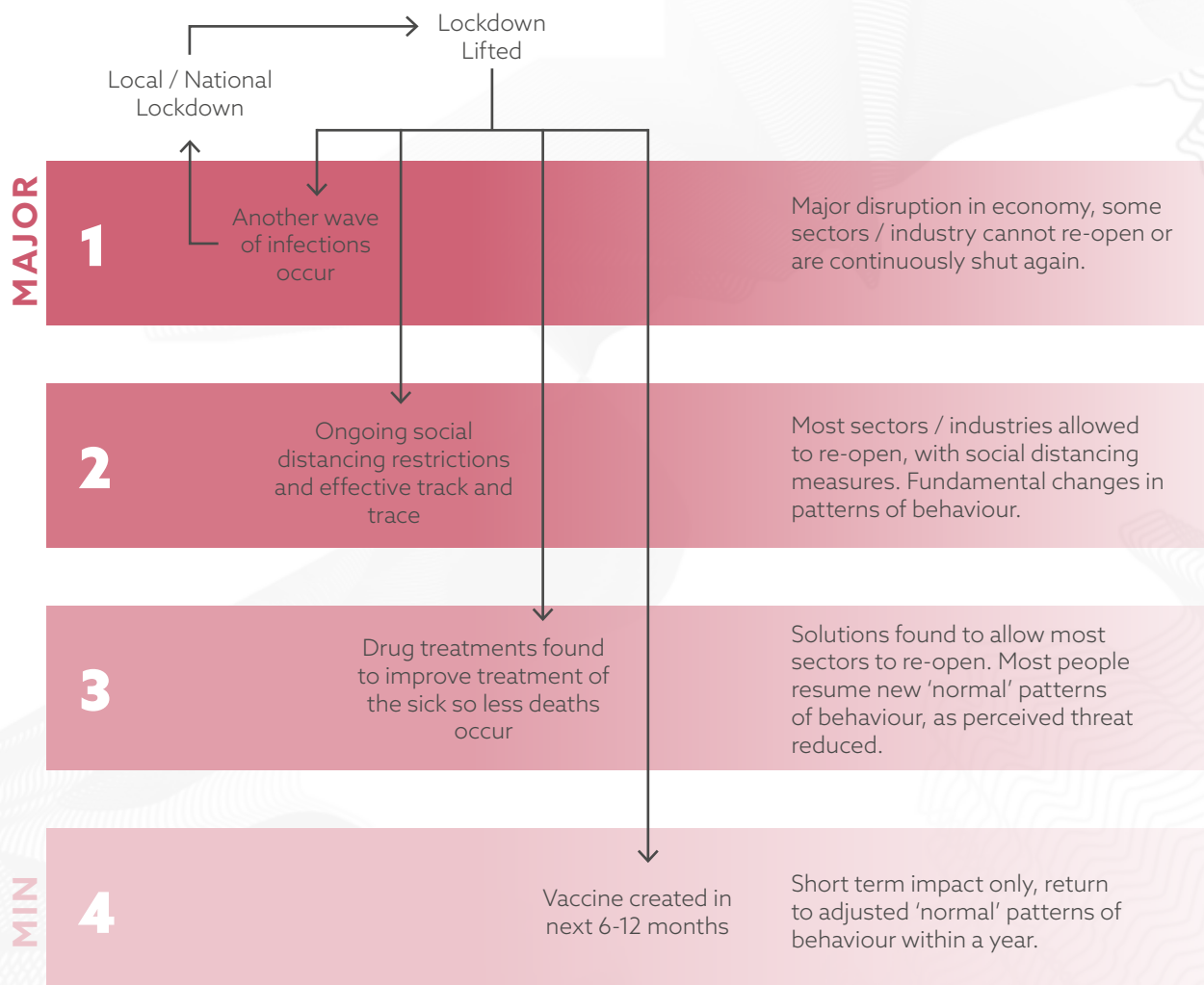
PRIORITISATION PROCESS (CONTINUED)

CSF	Assessment	Measurement
Clean Growth	Does the project contribute to the principles of clean growth?	Small/medium/major contribution
Economic growth potential	What is the increase in local footfall: tourist, shopper or worker. What is the increase in jobs? What is the increase in housing?	Small/medium/major contribution
Responsiveness to consultation	Does the project contribute to the achievement of the desires of Rotherham residents/workers/visitors as identified through the consultation process?	Small/medium/major contribution
Co-funding	What is the co-funding/ complementary funded levered in?	Small/medium/major contribution
Deliverability	Is the project deliverable within 5 years Dependencies on other funding/ projects Risks to delivery	5 years plus/2-5 years/0-2 years Major/Acceptable/Minor
Long term financial sustainability	Is the project viable in the long term/ post Town Deal intervention?	Requires ongoing, unidentified financial support, requires ongoing identified financial support, self sufficient

CREATING THE TOWN PLAN

COVID IMPACT ASSESSMENT

Covid-19 as a critical success factor was given particular focus given its current relevance. Consideration was given to the impact of Covid-19 when assessing which projects should be put forward for Town Deal funding. The projects were tested to see what extent they stand up to and are still relevant and deliverable in an uncertain future and whether they positively contribute to tackling the impact of Covid 19. A scenario was envisioned, and each potential project assessed against this matrix.



This exercise produced the £35m programme which is now presented.



TOWN INVESTMENT

TOWN INVESTMENT

OUR VISION

Delivery of our vision will be via four themes which link together each of the projects presented:



PLACEMAKING

Drive forward placemaking in all projects to deliver more than just a building project and to make a lasting improvement in the environment.

Securing a future for our business and residential communities with access to services and a chance to level up.



CELEBRATING

Focussing development around Rotherham's heritage and natural assets, ensuring they are retained, restored and relevant and accessible to future generations.



CONNECTING

Physically connect by active travel / green travel and capitalise on public transport - especially rail and tram train.



DEVELOPING

Create development opportunities for the regeneration of land and buildings to better meet the needs of the town and its residential and business communities. Focusing on prominent vacant and derelict land and buildings to transform the image of Rotherham and make its regeneration highly visible.

4

Rotherham will be an attractive, desirable place to live, at the forefront of the new advanced manufacturing economy in the North, with high quality neighbourhoods connected to economic opportunities across the borough and the wider city-region.

TOWN INVESTMENT

INTERVENTION SUMMARY

Projects & Interventions	Town Deal Intervention outcomes	Address Rotherham's Challenges of	Achieve TIP Aims	Costs Town Deal
Project 1 Eastwood Housing & Connectivity	- Improved affordability, convenience, reliability, and sustainability of travel options to and from places of work - Improved affordability, convenience, reliability, and sustainability of travel options to and from places of interest (especially shops and amenities) - Reduced congestion within the town	Deprivation, Housing, Transport Covid Recovery, Clean Growth	   	£5,136,286
Project 2 Riverside Residential Quarter	Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors	Housing, Town centre, Culture & Heritage, Covid Recovery, Clean Growth	   	£4,500,000
Project 3 Guest & Chrimess Heritage	- Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors - Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access	Town centre, Culture & Heritage Economy, Clean Growth, Covid recovery	   	£4,500,114
Project 4 Leisure & Cultural Quarter	Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors	Housing, Town Centre, Culture & Heritage, Clean growth, Covid recovery	   	£4,286,468
Project 5 Templeborough Business Zone	- Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access - Increased number of enterprises utilising high-quality, affordable and sustainable commercial spaces - Increased number of start-ups and/or scaleups utilising business incubation, acceleration and co-working spaces	Transport, Economy, Culture & Heritage, Clean Growth, Covid recovery	   	£6,569,969
Project 6 Main line Station	- Improved affordability, convenience, reliability, and sustainability of travel options to and from places of work - Improved affordability, convenience, reliability, and sustainability of travel options to and from places of interest (especially shops and amenities)	Transport, Economy, Clean growth, Covid recovery	   	£10,000,000

Total- £34,992,837



4

Image above: Rotherham Minster and Heart of Steel

TOWN INVESTMENT

TOWN DEAL PROJECTS EASTWOOD HOUSING & CONNECTIVITY

TOWN DEAL OBJECTIVES

Connectivity | An important strategic connection from Eastwood to Parkgate, the tram/train stop and further to the new main line station. An upgraded integrated pedestrian and cycle bridge is proposed over the canal and tram train line, which is inclusively designed to minimise the use of steps. Connectivity within and out of Eastwood will be improved. Securing Eastwood as a key gateway to the town.

Land Assembly of vacant or underused sites for remediation and development

Demonstrator | Selected acquisition and refurbishment of houses within residential terraced blocks will deliver homes converted from 2 properties into 1. The identified blocks have the poorest quality housing and the most antisocial issues with accommodation unsuitable and cramped for the larger families which currently reside in the area. Groups of 2 x 2-bedroom properties will be converted into 1 x 4-bedroom homes, with general refurbishment and fit out. Private back gardens can be transformed into communal shared gardens, maintained under a separate management agreement, with small semi-private areas immediately behind units, solving issues around rights of access and anti-social behaviour in the alleyways.

TOWN DEAL OUTCOMES



0.4 ha acquired



14 terraced dwellings acquired



7 refurbished units



Enhanced connectivity

COMPLEMENTARY OUTCOMES



60 housing units



1.49 ha of land remediated

TOWN INVESTMENT

TOWN DEAL PROJECTS RIVERSIDE RESIDENTIAL QUARTER

TOWN DEAL OBJECTIVES

Create a new residential community through the provision of quality housing in a range of formats on land alongside and close to the river and waterways. The Riverside masterplan focusses on the creation of a new mixed-use community for the town centre, bringing footfall and activity 24 hours a day. This includes a major drive to repopulate this area by creating a new vibrant community with excellent connectivity links set in a pleasant environment.

Accelerate the regeneration of vacant and underutilised brownfield land addressing market failure. The first phase of the residential project is being delivered by Rotherham Council in partnership with Wilmott Dixon and will see 171 new homes and £24m of investment brought to the town centre. A land assembly strategy will see the Council taking ownership of three further sites along the river to continue the creation of this new community.

Maximise the natural assets of the river and canal providing better access and enjoyment of the waterside and increased overlooking of pedestrian and cycle routes.

OUTCOMES

Development facilitated on underutilised sites to continue the creation of a new residential quarter

Even more modern looking residences for families (preferably no higher than 3 storey) in the Central area particularly along the canal and riverside.

Quote from Resident,
via virtual exhibition

4

RIVERSIDE RESIDENTIAL QUARTER



4

TOWN INVESTMENT

TOWN DEAL PROJECTS

RIVERSIDE QUARTER – GUEST & CHRIMES HERITAGE

The Riverside area was traditionally industrial, and a remnant of the town's history can be seen in the Grade II listed Guest & Chrimes building, which currently sits derelict overlooking the new housing. This is a longstanding vacant heritage building complex, desperately in need of regeneration. The new solution has now been developed in partnership with Rotherham United Football Club, creating complimentary leisure uses and outstanding public realm. The key heritage feature of the building is retained and incorporated into a vibrant new leisure-based scheme.

The project comprises the development of a new building and public realm, providing space for the expansion of successful local businesses into the town centre. There is demand for this space as evidenced by consultation with local businesses, including a micro-brewery, football club fan-zone.

Urban Regen – Focus on bringing derelict buildings into use – some really good heritage buildings are in decline/unused.

Quote from Town Deal Board Member



TOWN INVESTMENT

TOWN DEAL PROJECTS

RIVERSIDE QUARTER – GUEST & CHRIMES HERITAGE

TOWN DEAL OBJECTIVES

Secure refurbishment of the landmark water tower and completion of 'light-box' landmark feature. This capitalises on the new RUFC football stadium and council buildings, regenerating the area as a whole.

Telling the international story about Guest & Chrimes through branding and public art to raise ambitions and aspiration of young people. This will help to secure a future for the wonderful heritage asset.

Public Realm space including interactive New York style interactive Fire Hydrant water features for children's play - reflecting the product that was designed and manufactured here. This will help to maximise the natural assets of the river and canal.

Large format branding monogram explaining the New York connection and international reach of the works.

Bring in local partners

4

OUTCOMES



0.5 Ha vacant land redeveloped



Secure heritage protection / celebration water tower G&C



1,500 sqm commercial space



0.26 Ha new public realm

4



RIVERSIDE QUARTER - GUEST & CHRIMES HERITAGE



TOWN INVESTMENT

TOWN DEAL PROJECTS

LEISURE & CULTURAL QUARTER

Plans for the diversification of the town centre's offer focus around bringing in new leisure and cultural uses specifically centred in one area of the town close to the interchange and riverside.

Forge Island is the first phase in the delivery of this new offer and a long-standing ambition for the Council. Development is now underway with support from the Council's development partner, Muse. This development will bring a cinema and hotel along with food and beverage uses.

The Leisure & Cultural Quarter extends across the river to incorporate outstanding public realm and the Corporation Street area. Corporation Street occupies a prime position linking the town centre to the Forge Island development, which currently acts as a barrier between the town and its riverside. It is

comprised of tired, derelict and underutilised buildings.

This is an ambitious transformation which will require a phased approach and working in partnership with private sector owners to bring the buildings back into use and provide high quality design reflective of the Conservation Area status. New uses will see residential and ground floor leisure uses complementary to the Forge Island development and new public realm.

The town's High Street forms a bridge between the Leisure & Cultural Quarter and the Retail Quarter. Early works have been funded through the Town Deal Accelerator in the acquisition of a prominent, long term vacant unit on the High Street to create a pocket park and complementary residential units.

**A 'living'
town centre
re-purposed as an
attractive place to
live with recrea-
tional, leisure and
cultural facilities
on the doorstep.**

**Quote from Town Deal
Board Member**



TOWN INVESTMENT

TOWN DEAL PROJECTS

LEISURE & CULTURAL QUARTER

TOWN DEAL OBJECTIVES

Provision of bespoke residential and high quality leisure uses. This site incorporates derelict heritage buildings and provides a visual gateway from the Minster Gardens across to Forge Island and opens out to planned public realm improvements. The Council have worked in conjunction with private sector owners to develop a mixed use and residential scheme which is capable of retaining the heritage features of buildings within the conservation area but requires some public sector funding. The Council also owns land and will contribute this to create a fundable and comprehensive scheme. This scheme will contribute to the diversification of town centre provision, opening up new cultural, leisure and residential uses that will increase footfall and regenerate vacant brownfield assets.

Acquisition and demolition of the former Primark building on the town's High Street through the Accelerator programme. This project is well underway and will see this long-term vacant building brought into the public sector, demolished and prepared for residential development alongside a pocket park.

4

TOWN DEAL OUTCOMES



45 apartments



1,000sqm commercial



0.22ha land remediation

COMPLEMENTARY OUTCOMES



Forge Island 8 screen cinema



70 bed hotel



1,421sqm food & beverage space



340 space car park

4





4

LEISURE & CULTURAL QUARTER

TOWN INVESTMENT

TOWN DEAL PROJECTS

TEMPLEBOROUGH BUSINESS ZONE

Templeborough is a thriving business community straddling a corridor between Sheffield and Rotherham. It is home to innovative and globally significant companies (e.g., Liberty Steel) alongside heritage and the Magna Science Adventure tourism attraction. A masterplan has been developed for Templeborough which creates a new heart for the business community and distinct gateway to Rotherham from the motorway and Sheffield. The area will also soon benefit from a new park and ride linked to the tram train at the rear of the Magna attraction.

4

Templeborough needs shops and services to become a real community.

Quote from Town Deal Board Member



Image above: Sheffield to Keadby Canal, Templeborough



Image above: Magna, Templeborough

TOWN INVESTMENT

TOWN DEAL PROJECTS TEMPLEBOROUGH BUSINESS ZONE

TOWN DEAL OBJECTIVES

Deliver the first phase of the Templeborough masterplan which will bring forward underutilised sites and create new opportunities for businesses within accessible and pleasant public realm.

Creating a connection between Sheffield Road and the tram/train stop at the rear of Magna. Underutilised land will be reconfigured to provide better public realm and new business uses. The public realm will bring greater pedestrian priority and environmental quality to the Sheffield Road frontage. This will create a new heart for the business community and a gateway to Templeborough and Rotherham beyond including uses to support existing business for example improved hospitality and meeting spaces. Improved linkages will connect to the wider business community for cyclists and pedestrians. This scheme will also reinforce Magna as a focal point with a physical setting befitting its destination status.

Later phases will see **enhancement to access and infrastructure** in Templeborough to facilitate more direct access to the tram train and park and ride and to better access available employment land. This will include the servicing of a number of vacant land parcels by better road, cycle and pedestrian connections. This will help to enhance the marketability and developability of a range of development sites in Templeborough to support economic growth.

4

TOWN DEAL OUTCOMES



1.2 Ha of regenerated underused and redundant land



0.27 Ha of public realm



1,675 sqm of new employment space in managed-workspace building



210m upgraded linkages to / from tram train stop to wider businesses

COMPLEMENTARY OUTCOMES



4,315 sqm of additional employment space supported / facilitated



New Tram/train stop and park & ride facility

TOWN INVESTMENT

TOWN DEAL PROJECTS MAIN LINE STATION

TOWN DEAL OBJECTIVES

Creation of a new main line station. Subject to the government's awaited Integrated Rail Plan, Rotherham has the chance to secure a major change in its transport connectivity by enabling the development of a new main line station. The delivery of the station also is subject to government endorsement and funding additional to the £10m development funding contribution in the Town Investment Plan. Before the station can be constructed it needs to demonstrate a strong business case, and successfully complete required public consultation and planning processes. With TfN and as a committed partner as committed partners, direct rail connectivity to the UK wide network is now possible and an ask of £10m from Town Deal is proposed to support the development of the station. Delivery of this station is proposed as a key part of local and regional plans for economic recovery, aiming to realise benefits across the region and work towards delivery of a key NPR corridor between Sheffield and Leeds

Offering efficiencies to the operation of the rail network across the North, this regionally significant project has support from both the Sheffield City Region and Transport for the North.

The main line station will be near and accessible to a new tram-train station on the branch line, which in the longer term would enable the replacement of local train services with much higher frequency tram-trains that will benefit all our proposed Town Deal projects. This enables the removal of slower-moving local trains from the rail network, removing the significant timing constraints the numerous crossings of the main line require, and enabling more faster trains to operate to destinations across the region. The new station is therefore of both regional and local significance.

The town is opened up to UK wide investment and business growth, and will also bring better quality and better paid job opportunities to its residents as the town becomes nationally connected. A gateway will also be created which connects the station site to the wider transport network.

COMPLEMENTARY OUTCOMES



New, revived, or upgraded train and tram lines and stations



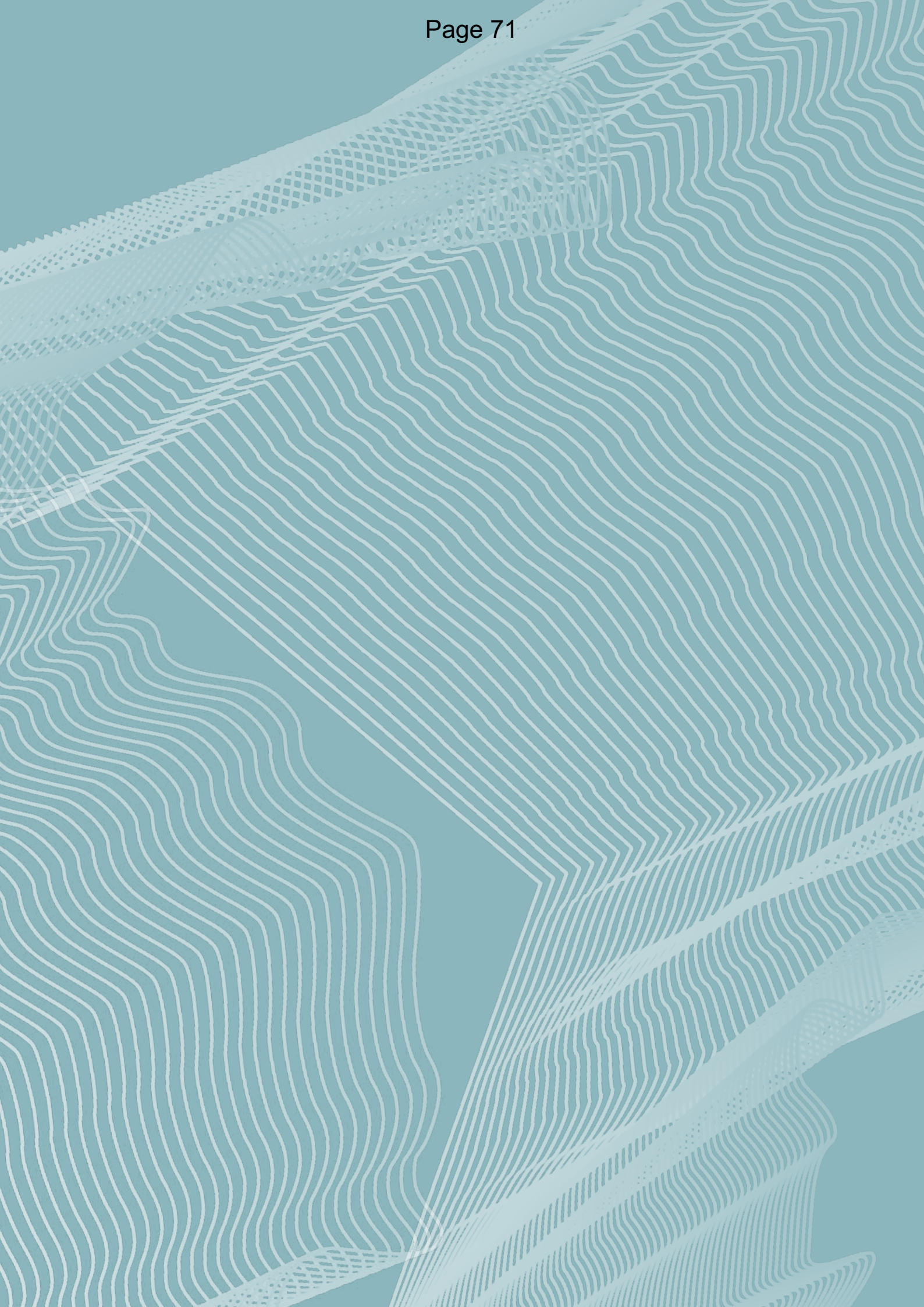
Delivery of new public spaces

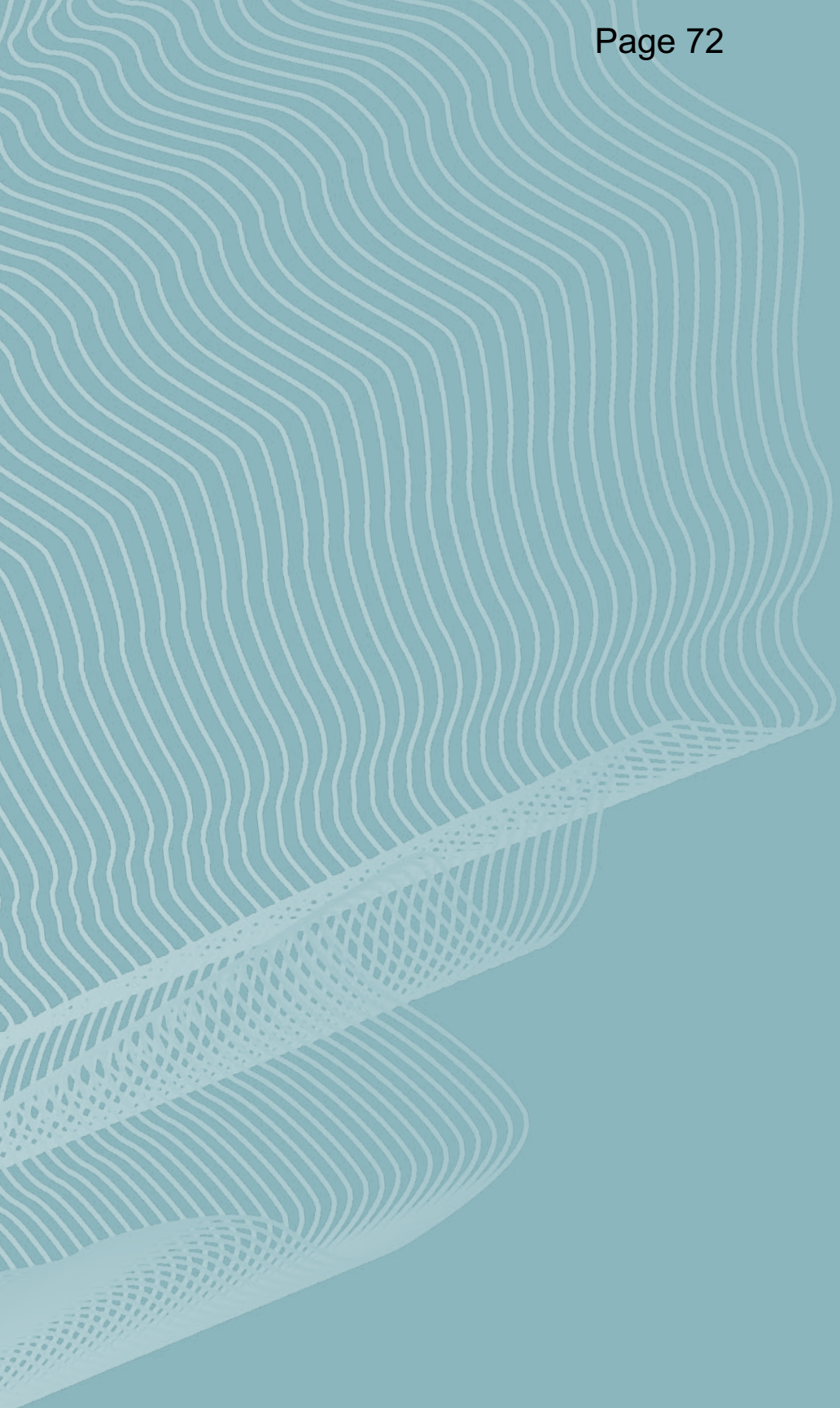


New or upgraded cycle or walking paths.



Wider cycling infrastructure such as cycle parking





DELIVERY



DELIVERY

THE PLAN FOR DELIVERY

The Council has a central role leading and managing change. Working in partnership with the private sector via the Town Deal Board, The Council will provide the project management resources and framework to turn this ambitious programme into reality. The Council has a strong track record delivering regeneration and plans to invest in further appropriate resources to drive forward the implementation of the TIP.

The Town Deal is one piece in a jigsaw of funding, described below, which will enable Rotherham to deal with its challenges and achieve its aims. A full appreciation of the level of investment coming into the town can only be made if a strategic level view is taken, looking at the full programme of regeneration planned.

5



Image above: Rotherham Minster and Heart of Steel

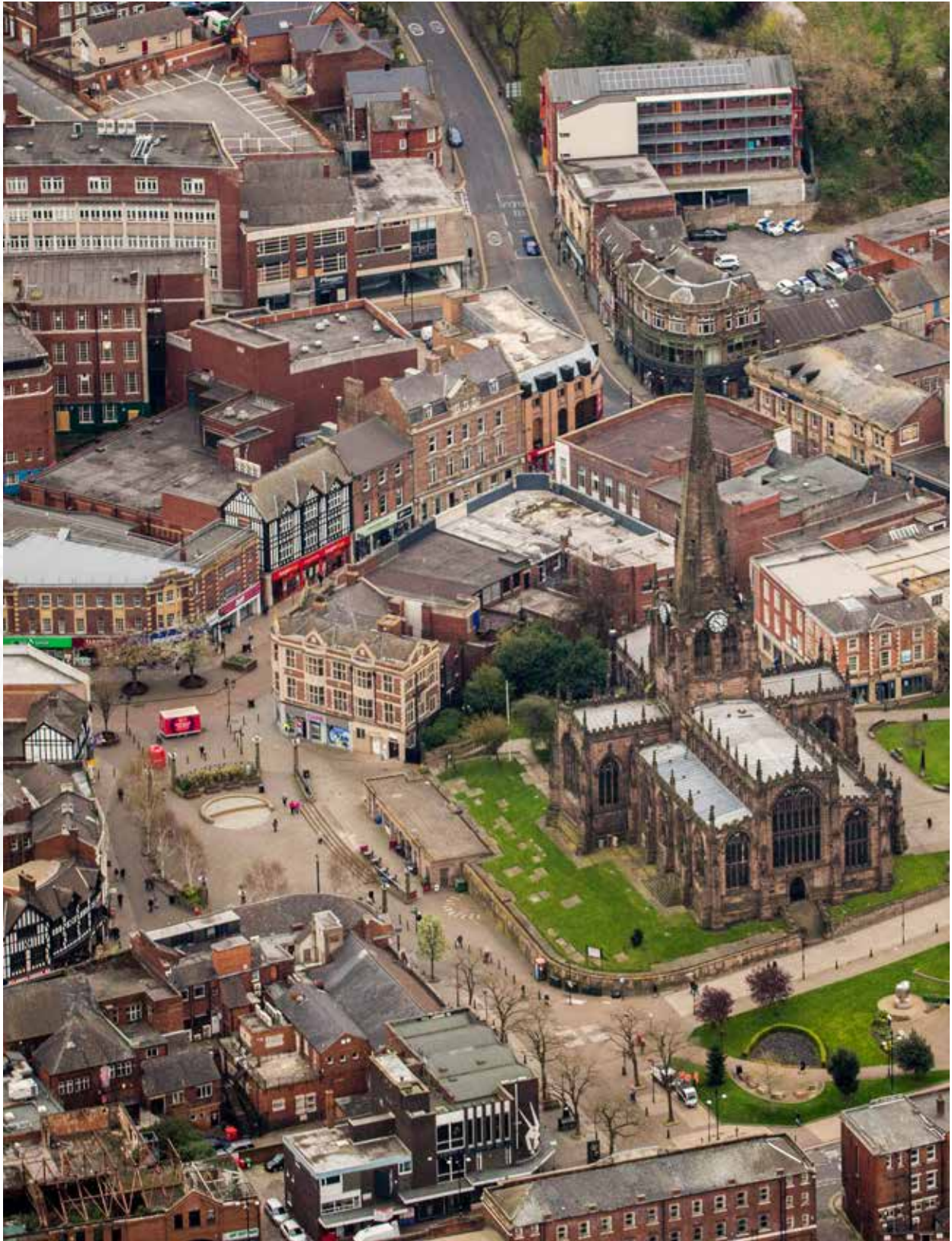


Image above: Rotherham Town Centre

DELIVERY

ALIGNED FUNDING | OUR PARTNERS

In developing Rotherham's TIP, project stakeholders have been engaged to ensure commitment to the principles of the TIP and to specific projects. Our partners share our vision and desire to continue Rotherham's journey.

PRIVATE SECTOR PARTNERS

The Town Deal programme is geared towards repositioning the commercial property market in Rotherham through targeted strategic intervention. The full implementation of the plan will rely on private investment. The projects put forward are a base for unlocking and leveraging direct private investment in those projects with the public sector playing an enabling role. The private investment estimated to be brought forward as part of the programme falls into three categories, as follows:

- Complementary private investment already committed to project delivery of £30m
- Private co-funding for direct project delivery within the programme where investors are known and engaged of £5m
- Complementary private investment not yet committed of around £5m

PUBLIC SECTOR PARTNERS

Working with partners the Council continue to bid regionally and nationally for regeneration and infrastructure for capital development projects. A summary of the present position is provided on the adjacent page. Some of this secured investment blend is helping to provide committed and planned co-funding to the TIP projects as notated above.



Image above: Advanced Manufacturing Park

DELIVERY

ALIGNED FUNDING | PUBLIC SECTOR

GETTING BRITAIN BUILDING FUND

The recently announced GBBF has contributed £2.18m to delivery of the Town Centre Masterplan. Securing the completion of a range of acquisitions and demolitions to enable sites to be brought forward for redevelopment, as well a range of public realm improvements across the pedestrianised town centre.

GOVERNMENT FUNDING OF NORTHERN POWERHOUSE RAIL

Additional central government funding will be required to deliver the new main line station in full. Full funding would be subject to demonstration of a strong business case and successful completion of the required planning process.

BROWNFIELD

Administered by the MCA the Brownfield fund totals £40.3m over 5 years. Approximately half of this should be committed by March 22 and in support of the TIP Rotherham Council has requested funding to support delivery of the first phases of the Eastwood masterplan, as well as revenue funding to develop a programme of investment into town centre Riverside assets to expand the residential offer along this key corridor (which will form the basis of the Council's later capital bid from the programme).

HOUSING REVENUE ACCOUNT

In support of the TIP the HRA will invest over £30m in housing developments at Eastwood and the town centre.

FUTURE HIGH STREET FUNDS

Rotherham has been awarded £12.6m of FHSF grant funding. Complementary to the TIP the FHSF will support the development of the Retail and Cultural & Leisure Quarters with enhanced public realm and a new market complex, alongside supporting the expansion of the visitor destination Grimm & Co.

MAYORAL COMBINED AUTHORITY

Having successfully secured Gainshare the MCA have worked closely with the Council to develop Economic Blueprints, a joint commitment to project delivery and support. The first tranche of revenue will be earmarked to support project development and delivery.

COUNCIL CAPITAL

Town Centre Investment Fund approved budget is currently £26.2m, subject to formal approval of an additional budget of £4.155m at Council in March 2021. Around £6.81m of this has been spent to date with majority of the remaining already committed to direct project delivery of match funding for FHSF.

LOCAL GROWTH FUND

£2.8m LGF contribution has been successfully secured towards Forge Island enabling work.

TRANSFORMING CITIES FUND

Investment from the TCF totals £34m (TCF2, Active Travel 2022-23).

DELIVERY

NEXT STEPS

5

Following submission of the TIP and in line with the Communications Strategy a public facing version of the TIP will be developed and communicated to residents and stakeholders. Reflecting the importance of these projects and following submission of the TIP Rotherham Council will move straight to the development of Strategic Outline Business Cases for each of the proposed projects to be completed in time for the signing of Heads of Terms.

Each project will have a dedicated Steering Group established and will be led by the Rotherham Investment and Development Office by dedicated Project Managers in liaison with project partners and relevant public bodies.

The development of HM Treasury compliant Full Business Cases will be completed by the end of the 21/22 financial year. Projects have less risk and dependencies may be fast tracked to enable earlier submission of the Business Cases. Once complete a summary document of the Full Business Case will be submitted to MHCLG in accordance with Town Deal guidance. Governance Structure

In preparation for the next phase of the Town Deal process, the development of Business Cases and subsequently project delivery a robust governance structure has been developed. This structure continues to build on the strong foundation of partnership working and the Town Deal Board retains its authority over the sign off and delivery of the Town Deal projects.

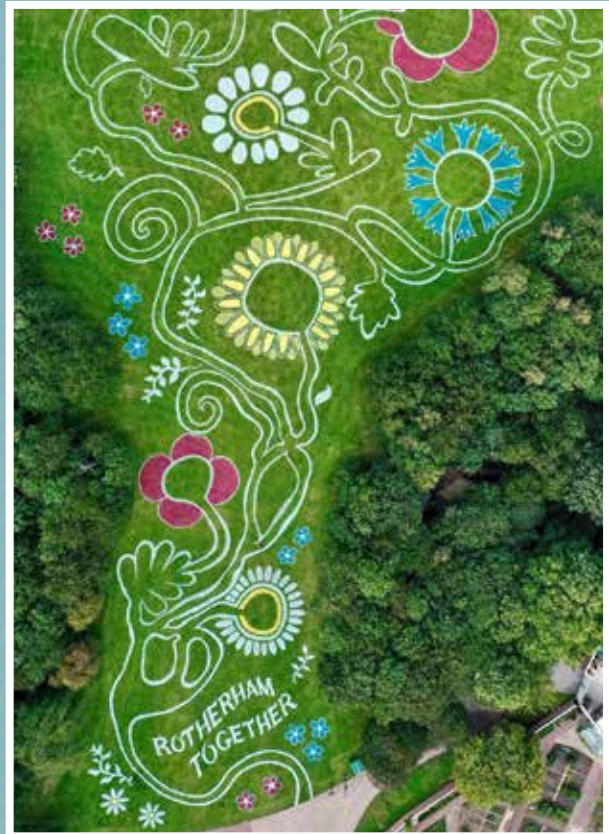


Image above: Land Art, Rotherham Show

Specific tasks will relate to:

- Full design leading to Planning Pre-applications where necessary
- Establishment of Memorandum of Understanding between partners
- Detailed appraisal of cost and viability
- Statutory requirements
- Delivery programmes
- Security of aligned funding

DELIVERY

GOVERNANCE STRUCTURE

