



Council

Wednesday 21 May 2025
2.00 p.m.

Rotherham
Metropolitan
Borough Council



WELCOME TO TODAY'S MEETING

GUIDANCE FOR THE PUBLIC

The Council is composed of 59 Councillors, who are democratically accountable to the residents of their ward.

The Council Meeting is chaired by the Mayor, who will ensure that its business can be carried out efficiently and with regard to respecting the rights and responsibilities of Councillors and the interests of the community. The Mayor is the Borough's first citizen and is treated with respect by the whole Council, as should visitors and member of the public.

All Councillors meet together as the Council. Here Councillors decide the Council's overall policies and set the budget each year. The Council appoints its Leader, Mayor and Deputy Mayor and at its Annual Meeting will appoint Councillors to serve on its committees.

Copies of the agenda and reports are available on the Council's website at www.rotherham.gov.uk. You may not be allowed to see some reports because they contain private information and these will be marked accordingly on the agenda.

Members of the public have the right to ask questions or submit petitions to Council meetings. A member of the public may ask one general question in person which must be received in writing to the Chief Executive by 10.00 a.m. on the Friday preceding a Council meeting on the following Wednesday and must not exceed sixty words in length. Questions can be emailed to governance@rotherham.gov.uk

Council meetings are recorded and streamed live or subsequently uploaded to the Council's website. At the start of the meeting the Mayor will confirm if the meeting is being filmed. You would need to confirm your wish not to be filmed to Democratic Services. Recording of the meeting by members of the public is also allowed.

Council meetings are open to the public, but occasionally the Council may have to discuss an item in private. If this occurs you will be asked to leave.

FACILITIES

There are public toilets, one of which is designated disabled with full wheelchair access, with full lift access to all floors. Induction loop facilities are also available in the Council Chamber, John Smith Room and Committee Rooms 1 and 2.

Access for people with mobility difficulties can be obtained via the ramp at the main entrance to the Town Hall.

If you have any queries on this agenda, please contact:-

Contact:- Emma Hill, Head of Democratic Services
governance@rotherham.gov.uk

Date of Publication:- **13 May 2025**

COUNCIL

Wednesday 21 May 2025 at 2.00 p.m.

THE MAYOR (Councillor Rukhsana Ismail)
DEPUTY MAYOR (Councillor Haroon Rashid)

CHIEF EXECUTIVE (Sharon Kemp OBE)

MEMBERS OF THE COUNCIL

ANSTON AND WOODSETTS

BAUM-DIXON, Timothy J.
BLACKHAM, John M.
TARMEY, Drew S.

ASTON AND TODWICK

ALLEN, Sarah A.
BACON, Joshua

AUGHTON AND SWALLOWNEST

PITCHLEY, Lyndsay
TAYLOR, Robert P.

BOSTON CASTLE

ALAM, Saghir
HUSSAIN, Ashiq
YASSEEN, Taiba K.

BRAMLEY AND RAVENFIELD

DUNCAN, Elizabeth J.
REYNOLDS, Gregory

BRINSWORTH

CARTER, Adam J.
CARTER, Charlotte R.

DALTON AND THRYBERGH

BENNETT-SYLVESTER, Michael D.P.
RYALLS, Jodie

DINNINGTON

CLARKE, Amanda M.
CASTLEDINE-DACK, Sophie
HALL, Julia

GREASBROUGH

BERESFORD, Linda J.
ELLIOTT, Robert W.

HELLABY AND MALTBY WEST

BALL, Simon A.
STABLES, Lynda J.

HOOBER

BRENT, Rajmund E.
LELLIOTT, Denise
WILLIAMS, John

KEPPEL

CURRIE, Simon
FOSTER, Carole
GARNETT, Gillian S.

KILNHURST AND SWINTON (EAST)

CUSWORTH, Victoria
HARPER, Nigel

MALTBY EAST

SUTTON, Donna E.
TINSLEY, Adam J.

RAWMARSH EAST

HUGHES, Rachel E.M.
SHEPPARD, David

RAWMARSH WEST

BAKER-ROGERS, Joanna
STEELE, Brian

ROTHER VALE

ADAIR, Terry
BAGGALEY, Jamie

ROTHERHAM EAST

AHMED, Angham S.T.
ISMAIL, Rukhsana B.
RASHID, Haroon

ROTHERHAM WEST

JONES, Ian P.
KEENAN, Eve
MCKIERNAN, Cameron D.P.

SITWELL

BOWER, Michael A.
FISHER, David F.
THORP, Paul S.

SWINTON ROCKINGHAM

MONK, Gina
READ, Chris

THURCROFT & WICKERSLEY

COLLINGHAM, Zachary A.
COLLINGHAM, Thomas R.

WALES

BECK, Dominic E.
HAVARD, Marnie A.

WATH

COWEN, Sheila A.
JACKSON, David R.

WICKERSLEY NORTH

KNIGHT, Stuart
MARSHALL, Lynda
MAULT, James J.

Council Meeting Agenda

Time and Date:-

Wednesday 21 May 2025 at 2.00 p.m.

Venue:-

Town Hall, The Crofts, Moorgate Street, Rotherham. S60 2TH

1. Announcements

To consider any announcements by the Mayor in accordance with Council Procedure Rule 3(2)(ii).

2. Apologies for Absence

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

3. Minutes of the previous Council Meeting (Pages 7 - 42)

To receive the record of proceedings of the ordinary meeting of the Council held on Wednesday 9 April 2025 and to approve the accuracy thereof.

4. Petitions

To report on any petitions received by the Council and receive statements in support of petitions in accordance with Petitions Scheme and Council Procedure Rule 13.

5. Declarations of Interest

To invite Councillors to declare any disclosable pecuniary interests or personal interests they may have in any matter which is to be considered at this meeting, to confirm the nature of those interests and whether they intend to leave the meeting for the consideration of the item.

6. Public Questions

To receive questions from members of the public who may wish to ask a general question of the Mayor, Cabinet Member or the Chairman of a Committee in accordance with Council Procedure Rule 12.

7. Exclusion of the Press and Public

Should it be necessary, in the opinion of the Mayor, to consider excluding the press and public from the meeting in relation to any items of urgent business on the grounds that private information is likely to be divulged.

8. Leader of the Council's Statement

To receive a statement from the Leader of the Council in accordance with Council Procedure Rule 9.

9. Membership of Political Groups of the Council, Political Balance and Entitlement to Seats (Pages 43 - 52)

To report on the establishment of political groups, the political balance of the Council and the entitlement of each group to seats on the authority's committees.

10. Recommendation from Cabinet - New Council Plan and Year Ahead Delivery Plan (Pages 53 - 193)

To consider the recommendation from Cabinet, subject to approval on 19 May 2025, that Council adopt the Council Plan 2025-30.

11. Appointment of Chief Executive (Pages 195 - 199)

To consider the recommendations of the Senior Officer Appointment Panel in respect of the Appointment of the Chief Executive.

12. Notice of Motion - Amendment of the Flag and Lighting Up Protocol (Pages 201 - 205)

To be moved by Councillor Baum-Dixon and seconded by Councillor Z. Collingham.

13. Notice of Motion - Upholding International Humanitarian Law and Human Rights in Gaza (Pages 207 - 208)

To be moved by Councillor Yasseen and seconded by Councillor Tarmey.

14. Minutes of the Cabinet Meeting (Pages 209 - 217)

To note the minutes of the Cabinet Meeting held on Monday 14 April 2025.

15. Health and Wellbeing Board (Pages 219 - 238)

To note receipt of the Health and Wellbeing Board minutes.

16. Licensing Board and Licensing Committee (Pages 239 - 245)

To note receipt of the Licensing Board Sub Committee and Licensing Sub-Committee minutes.

17. Planning Board (Pages 247 - 250)

To note receipt of the Planning Board minutes.

18. Members' Questions to Designated Spokespersons

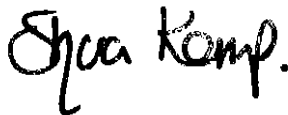
To put questions, if any, to the designated Members on the discharge of functions of the South Yorkshire Police and Crime Panel, South Yorkshire Fire and Rescue Authority, South Yorkshire Mayoral Combined Authority and South Yorkshire Pensions Authority, in accordance with Council Procedure Rule 11(5).

19. Members' Questions to Cabinet Members and Chairpersons

To put questions, if any, to Cabinet Members and Committee Chairpersons (or their representatives) under Council Procedure Rules 11(1) and 11(3).

20. Urgent Items

Any other public items which the Mayor determines are urgent.



SHARON KEMP OBE,
Chief Executive.

**The next meeting of the Council will be on
16 July 2025 at 2.00 p.m.**

COUNCIL MEETING
9th April, 2025

Present:- The Mayor of Rotherham (Councillor Sheila Cowen) (in the Chair); Councillors Ismail, Ahmed, Allen, Bacon, Baggaley, Baker-Rogers, Baum-Dixon, Beck, Bennett-Sylvester, Beresford, Blackham, Brent, A. Carter, C. Carter, Clarke, T. Collingham, Z. Collingham, Currie, Cusworth, Duncan, Elliott, Foster, Garnett, Hall, Harper, Havard, Hughes, Hussain, Jackson, Jones, Keenan, Knight, Lelliott, Marshall, Mault, McKiernan, Monk, Rashid, Read, Reynolds, Ryalls, Sheppard, Steele, Sutton, Tarmey, Taylor, Thorp, Williams and Yasseen.

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

136. ANNOUNCEMENTS

The Mayor advised that Christine Lunn MBE had recently celebrated her 50th year in fostering as part of the Rotherham Fostering Team. During this time she had fostered over 250 children in care. Ms Lunn had also recently celebrated her 80th birthday. Members joined the Mayor in a round of applause.

The Mayor had recently hosted a number of local schools and community groups in the Mayor's Parlour. The full Mayoral activity details were contained in Appendix A of the Mayor's Letter.

137. APOLOGIES FOR ABSENCE

Resolved: That apologies for absence be received from Councillor Adair, Alam, Ball, Bower, Fisher, Pitchley and Stables and Tinsley.

138. MINUTES OF THE PREVIOUS COUNCIL MEETING

Consideration was given to the minutes of the previous Council meeting held on 5 March 2025.

Councillor Thorp asked a question in relation to Minute 134 – Members' Questions to Cabinet Members and Chairpersons which stated that "Officers were liaising with the Central Neighbourhood Policing Team" regarding Broom Lane crossing. Councillor Thorp asked who specifically had been contacted in the Police.

The Leader confirmed he would find out and provide a written response.

Resolved: That the minutes of the meeting of Council held on 5 March 2025 be approved for signature by the Mayor.

Mover:- Councillor Read

Seconder:- Councillor Cusworth

139. PETITIONS

Consideration was given to the report which outlined the two petitions that had been received since the last Council meeting. The petitions were titled:

1. Petition to lower the Speed Limit from 40mph to 30mph on Sheffield Road / Park Hill in Swallownest for Community Safety. (21 Valid Signatures)
2. Proposed Selective Licensing Scheme for 2025-30 and the impact on the Clifton Community. (103 Valid Signatures)

The lead petitioner for the Sheffield Road/Park Hill petition, Ms Sheward, did not attend the meeting however it was confirmed that she would receive a written response from the Strategic Director of Regeneration and Environment within 10 working days in accordance with the Council's Constitution.

The lead petitioner for the Selective Licensing Scheme petition, Mr Shafiq, attended the Council meeting and presented his petition. It was confirmed that Mr Shafiq would receive a written response from the Strategic Director of Regeneration and Environment within 10 working days in accordance with the Council's Constitution.

Resolved:

1. That the report be noted.
2. That the Council receive the petitions listed at paragraph 2.1 of the report and the lead petitioners or their representatives be entitled to address the Council for a total period of five minutes in accordance with the Council's Petition Scheme.
3. That the relevant Strategic Director be required to respond to the lead petitioners, as set out in the Petition Scheme, by Friday 25 April 2025.

140. DECLARATIONS OF INTEREST

There were no declarations of interest to record.

141. PUBLIC QUESTIONS

There were 6 public questions:

1. Mr Bashir: Following my questions at both the last Council and Cabinet meetings in March, I have not received the alleged process documentation under which the Palestinian art exhibition was censored. Afterwards there was a resignation by Deputy Council Leader, Councillor Sheppard, nevertheless could you please let me

know a time frame that you will be able to provide the process documentation?

The Leader apologised for the delay in forwarding a response. He had only recently received it, but he assured Mr Bashir that it would be sent in the next few days. The Leader did explain that having read the document, it was clear that it was out of date, and it did not meet the need required. As such it would be reviewed.

In his supplementary, Mr Bashir asked the Leader to explain how censoring and excluding the art made with the little hands of Rotherham children and young people as well as Rotherham adults was in keeping with the Children's Capital of Culture campaign.

The Leader explained that the art was not censored. The Council had to have processes in place for approving what was exhibited in its libraries. Paperwork had to be completed with the relevant details and that then had to be signed off by a manager within the service. In this case, the paperwork was not done and there was no management sign off so it should not have been there in the first place.

2. Mr Iqbal: Aside from the failure of forthright cooperation in the Palestinian Flag raising incident, of 29th of November S2024 that I personally extended the invitation request to you in the Cabinet meeting of 14th October 2024, what cultural activities or events which were in the attached appendix of the 22 OSMB recommendations to the cabinet, have you completed?

The Leader explained that there were seven recommendations to Cabinet from the Petition with some sub-recommendations. All recommendations had been accepted and actioned. There had been reference to further events, but it was the Leaders understanding that the relevant cultural activities and events from petitioners would be put forward to the Cabinet Spokesperson from the nominated lead petitioner and, as yet, none had been received.

In his supplementary, Mr Iqbal referenced the flag raising event and asked for a Freedom of Information request for the invitation request email sent to the Mayor, Councillor Sheila Cowen, on 15 September 2024 and for any additional invitations preceding the flag raising event on 29 November 2024 in Councillor Cowen's capacity as either a Councillor or as Mayor. Mr Iqbal also wanted an explanation of what happens if the Council failed to be accurate in an FOI request response. He confirmed that an email would be sent to the stand-in Cabinet spokesperson with the email address the invitation was originally sent from and with a copy of his questions for accuracy.

The Leader explained that Mr Iqbal was entitled to make a Freedom of Information request and there was a process for that that he should go through. Details of the team would be provided in a written response.

3. Ms Boote: Can the Council explain in detail the Freedom of Information Request Procedure?

Councillor Alam was not present at the meeting to answer so a written response would be provided.

4. Mr Ashraf: Oxford City Council has passed a motion supporting Divestment from Israel, citing the International Court of Justice rulings of the live-streamed Ethnic Cleansings and Genocide, despite the Council Solicitor's repeated protestations of its impossibility. What in detail would be the practical steps for Rotherham Borough Council to do the same?

The Leader explained that, in Rotherham, the Council would not pass motions that would mean committing itself to break the law. That was a matter of principle. Other Council's did not have that as a rule and did pass such motions but that meant they would then be unable to deliver the actions they had committed to. Rotherham Council staff would not be directed to break the law. The law was what the Monitoring Officer said the law was and this was the same for all Council's.

In his supplementary question, Mr Ashraf stated that there was some legal advice that showed a possible way of overcoming that. Mr Ashraf thanked the Leader for the answer and for his responses to emails. He thanked the Mayor for her forbearance.

5. Mr Abdulkarim: Could you explain in detail the process of Councillors discharging their duty including the length of time that is served at the South Yorkshire Pensions Authority?

The Leader explained that the role of South Yorkshire Pensions Authority was to deliver a sustainable and cost effective pension scheme for members and employers in South Yorkshire, and the overriding responsibility of individual members was to ensure that the organisation acted in the best interests of the present and future beneficiaries of the scheme.

All members of the Pensions Authority were requested to attend 5 meetings of the full authority each year. These meetings took a full day, and the day generally included a training session or briefing on specific issues. In addition, members could be appointed to the Audit and Governance Committee which involved attendance at 4 half day meetings per year. S41 members and a number of other members (so as to ensure political balance) were also appointed to the Staffing and Appointments and Appeals Committees which met on an ad hoc basis but usually about twice a year.

Depending on the business these meetings could be for either a full or half day.

Members of the Authority were expected to prepare for meetings through reading Authority meeting papers which generally were at least 100 pages long.

There was an obligation on members appointed to the Authority to maintain a level of knowledge and understanding of pension matters. Based on information provided by the Pensions Regulator, it was estimated that this should require a minimum of 20 hours per year and the Authority organised a full day event to support this which was in addition to other training sessions already mentioned. In addition, members were expected to utilise an online learning system to achieve an initial level of knowledge and then enhance it through the system as new issues emerged. In addition, the Authority provided support for members to attend conferences and other external events in order to build their knowledge and to develop relationships with councillors from elsewhere performing similar roles. New members to the Authority were provided with a supported induction to enable them to achieve the minimum level of knowledge and understanding within 3 months of joining the Authority.

In addition to the above the Chair of the Authority represented the Authority on the Border to Coast Joint Committee, which required attendance at 4 full day meetings each year together with a variable number of online meetings of around 2 hours duration of which there were 4 in the last municipal year.

In his supplementary, Mr Abdulkarim asked how the Rotherham representatives, Councillors Sutton, Fisher and Beresford could receive public representations and how did they take into account the views of Rotherham workers whose wages partially funded the pension scheme and Rotherham taxpayers who also partially funded the pension scheme.

The Leader explained that their contact details were available online. The Leader was clear that the role of the representatives was to ensure the return on the pension fund on behalf of people who held pensions, within the law. It was not a political role in that regard.

6. Mr Smart: For the previous financial year, in detail how much deferred wages of workers as well as how much taxpayer money to top up the pensions of the Council workers etc was given to South Yorkshire Pensions Authority?

The Leader explained that for 2023/24 the Authority had collected £78.1m in contributions from scheme members (referred to as deferred pay in the question) and £314.2m in contributions from employers. The employer contribution figures appeared inflated due to decisions by two of the District Councils to make prepayments of contributions for the full three-year valuation period amounting to

£136.6m). The employer contribution figure was after the repayment of £39.7m of the surplus in the pension fund to employers with a surplus on their portion of the fund. Figures for 2024/25 were currently being prepared and would be available in the Authority's accounts which would be published in draft in line with the statutory timetable.

In his supplementary, Mr Smart asked, in itemised detail for the past two financial years, how much money from Rotherham and South Yorkshire workers and taxpayers was spent on Israeli Government Bonds as well as weapon manufacturers and other companies that perpetuated the live streamed occupation, apartheid, ethnic cleansing and genocide in Palestine as evidenced by the International Criminal Court and various other Human Rights bodies and organisations.

The Leader explained that he did not have that information to hand, but a written response would be provided.

142. EXCLUSION OF THE PRESS AND PUBLIC

There were no such items that required the exclusion of the press and public from this meeting.

143. LEADER OF THE COUNCIL'S STATEMENT

The Leader was invited to present his statement. He started by recording his thanks to Councillor Sheppard for his service as Deputy Leader of the Labour Group and of the Council, following his decision to leave the Labour Party.

It was announced that Councillor Cusworth had been appointed as the new Deputy Leader of the Council and that she would continue to lead on Children's Services. Further announcements regarding Cabinet portfolios and appointments would be made in the coming days.

The Leader confirmed that a preferred candidate had been chosen to be the new Chief Executive by a cross-party appointment panel. For employment reasons details could not yet be disclosed but it was expected that a report would be brought to the Council meeting on 21 May 2025.

The Leader expressed his delight that the current Chief Executive had been shortlisted for the Municipal Journal Chief Executive of the Year. The Housing Service had also been shortlisted for two awards relating to the East Herringthorpe Energy Efficient development and the Small Sites Homebuilding Initiative. Member congratulated all involved.

The Leader highlighted the following:

- Sport England grant to help Rotherham tackle high levels of inactivity – the Council was set to receive more than £455,870 for a range of programmes to increase physical activity levels amongst residents.
- The Rotherham Apprenticeship Live Event took place on 12 March at the New York Stadium.
- The Employment Solutions Job Fair had taken place on 21 March.
- Work was underway at Clifton Park Water Splash which was the largest free water splash in the country.

Councillor Z Collingham offered his congratulations to Councillor Cusworth and the Chief Executive. He referenced the Employment Solutions Service and the recently announced funding from the DWP aimed at helping people back into work. Councillor Collingham asked if work was being done to avoid duplication. He also asked if the Leader and Council would take a stance against the proposed Whitestone Solar Farm development that would impact a large number of residents in the Rother Valley for the majority of the lifetimes.

The Leader explained that he believed the Council needed the Employments Solutions Service and the Pathways to Work scheme. The Economic Inactivity Rate in Rotherham was higher than the national average and higher than anywhere else in South Yorkshire. If the Leader thought the Council was being wasteful, it would of course revisit the matter, but it was his belief that the extra funding was needed on top of the agreed budget investment. In relation to Whitestone Solar Farm, the Leader confirmed that he would be informed by local representatives on the matter, but he expected the Council to raise the concerns of residents as part of the consultation.

Councillor Currie was pleased that Councillor Cusworth had been appointed as Deputy Leader as he believed that the role of Deputy Leader should always sit with the portfolio holder responsible for Children and Young People. Councillor Currie believed this was good practice following the publication of the Jay Report.

The Leader confirmed that he could not make a commitment in perpetuity that the Cabinet Member for Children and Young People would always be the Deputy Leader. That had not been the case for a number of years prior to Councillor Cusworth appointment.

144. MINUTES OF THE CABINET MEETING

Consideration was given to the reports, recommendations and minutes of the meetings of Cabinet held on 17 March 2025.

Resolved: That the reports, recommendations and minutes of the meeting of Cabinet held on 17 March 2025 be received.

Mover: Councillor Read

Second: Councillor Cusworth

145. NOMINATIONS - MAYOR-ELECT AND DEPUTY MAYOR-ELECT FOR THE 2025-26 MUNICIPAL YEAR

Nominations had been invited for the positions of Mayor-Elect and Deputy Mayor-Elect for the 2025-26 Municipal Year.

One nomination for the position of Mayor had been received:-

“That Councillor Ismail be elected Chair of the Rotherham Borough Council for the ensuing (2025/26) Municipal Year and that she be entitled to the style of Mayor by virtue of Section 245(1) of the Local Government Act 1972.”

Proposer:- Councillor Read

Second:- Councillor Cusworth

On being put to a vote, the motion was carried.

Councillor Ismail was appointed Mayor-Elect for the 2025-26 Municipal Year. Her election as Mayor would take place at the Annual Meeting on 16 May 2025.

There had been three nominations for the position of Deputy Mayor-Elect:

“That Councillor Rashid be elected Vice-Chair of the Rotherham Borough Council for the ensuing (2025/26) Municipal Year and that he be entitled to the style of Deputy Mayor by virtue of Section 245(1) of the Local Government Act 1972.”

Mover:- Councillor Steele

Second:- Councillor Ahmed

“That Councillor Currie be elected Vice-Chair of the Rotherham Borough Council for the ensuing (2025/26) Municipal Year and that he be entitled to the style of Deputy Mayor by virtue of Section 245(1) of the Local Government Act 1972.”

Mover:- Councillor Bennett-Sylvester

Second:- Councillor Ryalls

“That Councillor Tinsley be elected Vice-Chair of the Rotherham Borough Council for the ensuing (2025/26) Municipal Year and that he be entitled to the style of Deputy Mayor by virtue of Section 245(1) of the Local Government Act 1972.”

Mover:- Councillor Z. Collingham

Second:- Councillor Bacon

In accordance with the Council's Constitution, the nominations were voted on in reverse order of receipt.

The Conservative Group nomination for Councillor Tinsley was lost.

The Independent Members nomination for Councillor Currie was lost.

The Labour Group nomination for Councillor Rashid was carried and Councillor Rashid was appointed Deputy Mayor-Elect for the 2025-26 Municipal Year. His election as Deputy Mayor would take place at the Annual Meeting on 16 May 2025.

146. OVERVIEW AND SCRUTINY MANAGEMENT BOARD UPDATE - APRIL 2025

Consideration was given to the report which provided an update on the activities of the Council's Overview and Scrutiny Bodies in accordance with Council Procedure Rule 14. The report set out the various pieces of scrutiny that had been undertaken. The four appendices were the Work Programme's for the Overview and Scrutiny Management Board, Health Select Commission, Improving Lives Select Commission and Improving Places Select Commission respectively.

In moving the report, Councillor Steele highlighted the work that had been done on scrutinising the 2025-26 Budget proposals. There had been two Call-in's since the last update was presented and a number of reviews had progressed. Councillor Steele thanked all members and officers involved in scrutiny for their work.

In seconding the report, Councillor Bacon stated that further work needed to be done in order to improve the effectiveness of scrutiny. He hoped there would be more opportunities for an open question and answer session with the Leader during scrutiny meetings.

Resolved:

That Council receive the report and note the updates.

Mover: Councillor Steele

Seconder: Councillor Bacon

147. CABINET'S RESPONSE TO OUTCOMES FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD RELATING TO THE CHILDREN'S COMMISSIONER'S TAKEOVER CHALLENGE - HEALTH AND WELLBEING

Consideration was given to the report which presented Cabinet's response to the findings and recommendations of the Scrutiny Review – OSMB Children's Commissioner's Takeover Challenge – Health and Wellbeing. The Children's Commissioner's Takeover Challenge (CCTOC) was a national initiative, where children and young people took over an

organisation or meeting and assumed management / leadership roles. As part of the Council's commitment to the CCTOC, the Overview and Scrutiny Management Board (OSMB) supported Rotherham Youth Cabinet (RYC), in undertaking a focused piece of work on a topic chosen by the young people.

The OSMB Children's Commissioner's Takeover Challenge held on 17 October 2024, was chaired by Alex G, from the Rotherham Youth Cabinet. Rotherham Youth Cabinet chose Health and Wellbeing as the theme for this year's takeover challenge, as it was identified as an issue nationally and locally within their manifesto's aims, following consultation with over 4,000 young people. The recommendations from the sub-group were presented to Cabinet on 14 January 2025, and Cabinet approved their response on 17 March.

12 recommendations were accepted and Appendix 1 to the Cabinet report set out further detail on how the recommendations had been or would be actioned. Where recommendations were made for schools, the Council was able to accept the recommendation on behalf of maintained schools. Recommendation 5, that consideration was given to how the provision of a dedicated youth space for young people could be achieved, for example, a development of a space similar to the Barnsley Youth Zone, would require significant capital and revenue investment that was beyond the Council's capabilities at present. It would also have meant that all the Council's resource was centred in one area and not distributed across the Borough. Therefore, this recommendation was not accepted at the time.

As Chair of the Overview and Scrutiny Management Board, Councillor Steele thanked Scrutiny Officers for their work in organising the takeover meeting. He also thanked the Youth Cabinet for their hard work during the meeting and in forming the recommendations.

Councillor Bacon asked how the Council would listen to young people. Councillor Cusworth explained that the Children and Young People's Partnership would continue to put the voice of children and young people first. The Partnership would also feed into the new Health and Wellbeing Strategy.

Resolved:

That Council note the response to the recommendations, as detailed in Appendix 1, and note the report.

Mover: Councillor Cusworth

Seconder: Councillor Baker-Rogers

148. PROPOSED CONSTITUTION AMENDMENTS

Consideration was given to the report which presented a number of amendments to various parts of the Council's Constitution. The proposed amendments were identified through discussions with Members of the

Constitution Working Group as a means of improving the Council's governance regime as set out in the papers and recommended to Council as a part of that process.

The first proposal set out in the report related to the Budget Council meeting. The proposal was that the agenda for this Council meeting be limited to the Council's Budget and Council Tax Setting and agreement of the new Municipal Meeting Calendar. There would be the ability for urgent items to be considered by exception.

The second proposal at paragraph 2.5 of the report related to Procedure Rule 11 – General questions by Members at Council meetings. The proposals included setting a time limit on the relevant agenda items and on supplementary questions. A limit on the number of questions that could be submitted would be included but there would be a provision for written questions to be included in the minutes of the meeting.

The third proposal at paragraph 2.6 of the report related to Procedure Rule 12 – General questions by members of the public at Council meetings. The proposals included setting a twenty minute time limit for this agenda item and a one minute time limit for supplementary questions.

The fourth proposal at paragraph 2.7 of the report relating to Procedure Rule 18 – Notice of motions, order of motions, consideration of motions and unconnected business. It was proposed that the length of speeches be reduced, the deadline for receipt of amendments be brought forward to the day prior to the meeting and that an overall time limit of 90 minutes be introduced to cover all notices of motion. It was also proposed that the ability for Members and Groups to submit an amendment to their own Motion be removed. Further, there was a proposal to amend Procedure Rule 18(6). The purpose of the amendment was to ensure that any motion was properly moved and seconded before the debate or substantive introduction of the item.

The fifth proposal related to the Leader's Statement as outlined in paragraph 2.10 of the report. The proposal was to amend the Constitution to offer the Majority Opposition Leader the opportunity to respond to the Leader's Statement as the first Member called for a period of not more than 10 minutes and for the Leader of the Council to respond to the Majority Opposition Leader's comments before moving to all Member questions on the statement for a period of not more than 10 minutes.

A new appendix was to be included within the Constitution setting out the Terms of Reference of each of the bodies listed in Appendix 2 of the report. Changes to the Scheme of Delegation were proposed and the suggested wording for these changes was set out in paragraphs 2.14 and 2.15 of the report.

Paragraphs 2.16 and 2.17 outlined the proposals to make changes to the current Terms of Reference relating to the Overview and Scrutiny Management Board and Select commissions. The proposed changes were intended to clearly align with changes in statutory guidance including the ability to question statutory partners and representatives of other partner agencies and public bodies about their views on issues, activities and proposals affecting the Borough, specifically reference the Council's scheme for handling petitions, and should the threshold for debate at Council be reached the ability for the petitions referral to overview and scrutiny, remove duplication and align with current Council structures.

In moving the report the Leader highlighted the changes and the reasons for them. In seconding the report, Councillor Z Collingham stated that the rules had needed strengthening and that no one group or independent had got everything they wanted.

Councillor Yasseen was against the proposals. She stated that they were anti-democratic, reduced openness and transparency and limited the voice of elected Members.

Councillor Beck supported the proposals which he felt were sensible and struck the correct balance. In response to a question, the Monitoring Officer confirmed that the Council could vote to suspend the Standing Orders if they felt the need to.

Councillor Bacon was pleased that the Leader of the Opposition would get more recognition.

The Leader disagreed with Councillor Yasseen and stated that the Council was still open and transparent. The changes were done for practical reasons.

Resolved:

That Council approve:-

1. The amendments to Appendix 1 – Council Procedure Rules.
2. The inclusion of a new appendix – Appendix 2 - Council Bodies.
3. The revised delegations including in respect of Company and Share Holding Responsibilities.
4. The amendments to Appendix 3 – Overview and Scrutiny Management Board and Select Commissions Terms of Reference.
5. The amendments to Appendix 4 – Overview and Scrutiny Procedure Rules.

6. The amendments to Appendix 5 – Rotherham Borough Council Responsibility for Functions Overview and Scrutiny Management Board.

Mover: Councillor Read

Seconded: Councillor Z Collingham

149. NOTICE OF MOTION - SELECTIVE LICENSING

An amendment to the original motion was accepted by the mover and seconder of the original Motion and, therefore, further to Procedure Rule 18(14) the amendment was incorporated into the Motion for debate (inclusions highlighted in bold italics).

The original Motion was moved by Councillor Bennett-Sylvester and seconded by Councillor Currie. The amendment was moved by Councillor Z Collingham and seconded by Councillor Baum-Dixon.

The substantive motion was therefore:

That this Council:

Believes that Selective Licensing can, ***[insert] with appropriate implementation and consultation,*** be an effective tool for raising standards in the private rented housing sector.

A second amendment had been submitted. It was moved by Councillor Adam Carter and seconded by Councillor Charlotte Carter:

[Insert]

Background

Selective Licencing was introduced as a tool for local authorities in the Housing Act (2004) and subsequent amendments, to address a range of concerns relating to private rented accommodation.

That this Council:

1. Believes that selective licensing can be an effective tool for raising standards in the private rented housing sector.

[Insert]

2. ***Notes the findings of the Independent Review of the Use and Effectiveness of Selective Licencing, commissioned by the Ministry of Housing, Communities and Local Government in 2019. Including the following points on the effectiveness of selective licencing:***

- *That there is “considerable variation in the effectiveness of individual selective licencing schemes” throughout England, with some “not achieving tangible, positive results to the same degree as others”.*
 - *That “when implemented in isolation, the effect of selective licencing is often limited” and that schemes “tend to be more successful when implemented as part of a wider, well planned coherent initiative with associated commitment of resources” (as is consistent with the wording of the Housing Act).*
3. *Welcomes the introduction of the Renters’ Rights Bill which is likely to become law later this year and will incorporate a ‘Decent Homes Standard’ with associated enforcement powers that could be used against negligent landlords. Council notes and believes that the Renter’s Rights Bill will address many of the concerns that have driven the trend towards Selective Licencing.*
4. *Believes that Selective Licencing, if not managed correctly in Rotherham, has the potential to drive up rents and price the poorest residents out of some parts of the borough.*

On being put to the vote the amendment was lost.

The substantive motion was then debated, put to the vote and was carried.

150. NOTICE OF MOTION - HOLDING THE LABOUR GOVERNMENT ACCOUNTABLE FOR MISLEADING VOTERS ON WELFARE REFORM

It was moved by Councillor Z. Collingham and seconded by Councillor A. Carter:

The Council notes:

- The resignation of the RMBC Deputy Leader, Cllr David Sheppard, from the Labour Party in protest over the Government’s welfare reform plans, which he describes as targeting the vulnerable in society.
- The Labour Party’s 2024 general election campaign included commitments to support vulnerable citizens and oppose austerity measures.
- The proposed welfare reforms are projected to cut £5 billion, primarily by restricting the eligibility for Personal Independence Payments (PIP), adversely affecting disabled individuals.

The Council believes:

- Public trust and confidence in the governing Party's principles and values is key in any democracy.
- The Labour Government's proposed welfare reforms represent a significant policy reversal from their election promises and a betrayal of voters' trust.
- The proposed reforms will disproportionately harm the most vulnerable members of society.

The Council resolves to:

1. Condemn the Labour Government's proposed welfare reforms and express disappointment at the breaking of election promises.
2. Call upon Labour Group Councillors to publicly oppose the proposed welfare reforms, and advocate for policies that honour election commitments made and support vulnerable residents.
3. Ask the Group Leaders to jointly write to the Secretary of State for Work and Pensions urging the Government to reconsider its approach to welfare reform and wider management of the economy, ensuring that policies align with election promises made and that they protect the well-being of the most vulnerable.

Following the moving and seconding of the Motion, Councillor Read moved, in accordance with Council Procedure Rule 18(20)(i), that the motion being debated be put to a vote immediately. Councillor Cusworth seconded this proposal and, on being put to the vote, it was carried.

As such, the Motion which had been moved by Councillor Z. Collingham and seconded by Councillor A. Carter was immediately put to the vote and was lost.

151. NOTICE OF MOTION - SAVE OUR RIVERS: RESIDENTS SHOULDN'T PAY FOR WATER COMPANY POLLUTION

It was moved by Councillor Tarmey and seconded by Councillor A. Carter:

That this Council notes that:

- Every river in England is now polluted, with Environment Agency data showing that water companies spilled raw sewage for a record time of 3.61 million hours into the sea and rivers in England in 2024.

- This included, amongst others: 203 times for 2012 hours in Ravenfield, 137 times for 460 hours near Greasbrough, 108 times for 1897 hours in Letwell, 82 times for 630 hours in Dinnington and Anston, 96 times for 265 hours near Eastwood, 62 times for 614 hours near Woodsetts and 53 times for 100 hours near Thorpe Hesley.
- Yorkshire Water is one of four water companies who are collectively responsible for over 90% of all serious pollution incidents; council believes that such companies should withhold bonuses for senior executives until the sewage problem is fixed. Whilst Severn Trent Water performs much better, there are still an unacceptable number of incidents overall across the borough.
- Rotherham residents will be left to pay for the profiteering behaviour of our water companies and the mishandling of the sewage scandal by successive governments; with water bills expected to increase by an average of £123 this year in England.
- Government funding to the Environment Agency to monitor river quality and regulate farms and water companies has dropped 75% since 2010/11 and in 2020 just 3.6% of pollution complaints made to the Agency resulted in penalties.

Council welcomes the establishment of a new Independent Water Commission but believes that further action is required on the part of the water industry and central government to tackle the sewage crisis.

Therefore, this Council resolves to request the Chief Executive write to:

1. The Chief Executive(s) of Yorkshire Water and Severn Trent Water calling for urgent action to address the impact of waste-water discharges on our local rivers.
2. The Secretary of State for Environment, Food and Rural Affairs asking for the budget of the Environment Agency to be increased.
3. The Chairperson of the Parliamentary Environmental Audit Committee to advocate for greater enforcement of existing regulatory powers.

On being put to the vote the motion was carried.

152. NOTICE OF MOTION - IMPACT OF DISABILITY WELFARE CUTS

It was moved by Councillor Yasseen and seconded by Councillor Havard:

Summary/Background:

As elected representatives of Rotherham, we have a moral obligation to speak up when national policy threatens the dignity, stability and wellbeing of our most vulnerable residents. Cutting welfare support for disabled and long-term sick people, not as a matter of necessity but to save money undermines the very principles of fairness, compassion and public service that we are elected to uphold.

That this Council:

1. Notes with serious concern that:

- a. The Government has announced changes to disability related welfare benefits, including reductions in eligibility for Personal Independence Payment (PIP) and cuts or freezes to the health component of Universal Credit for those who are long-term sick. These changes will affect approximately 3.2 million households nationally, with an average loss of £1,720 per year;
- b. Rotherham is disproportionately impacted, with 24,200 residents receiving PIP (14.3% of the working-age population) and 13,900 residents receiving the health component of Universal Credit (8.7% of people aged 18–65) both figures well above the national average;
- c. The Department for Work and Pensions' own impact assessment forecasts that 370,000 current PIP claimants will lose an average of £4,500 per year by 2029/30, and 430,000 potential claimants will be denied access entirely;
- d. New applicants for the health component of Universal Credit will see support cut by almost 50%, and existing claimants will face a benefit freeze, with 2.5 million people projected to lose an average of £500 per year;
- e. On a pro-rata basis, this means in Rotherham alone, an estimated 2,420 disabled people would lose PIP worth £11 million, 2,810 people would be denied access to PIP, and 13,900 residents could lose £7 million in support via Universal Credit;
- f. The Government's own assessment also suggests that 250,000 people may be pushed into poverty. Proportionally, this equates to 1,640 more people in Rotherham, including **330 more children, falling below the poverty line.**

2. Notes with alarm that these cuts are driven primarily by a Government commitment to reduce welfare spending, rather than a comprehensive strategy to support disabled and long-term sick residents into meaningful employment;
3. Recognises the Council's ongoing work to support residents through investment in advice services, local welfare assistance and partnership working, while acknowledging that powers over national welfare policy rest with central Government.

Therefore, this Council resolves to:

1. Request that the Leader of the Council write to the Secretary of State for Work and Pensions on behalf of the Council, expressing concern about the proposed welfare reforms and urging Government to immediately reconsider its proposals and instead:
 - Maintain current eligibility for PIP;
 - Uprate all elements of Universal Credit in line with inflation;
 - Focus on meaningful support to help disabled and long-term sick residents who can work, to access appropriate employment;
 - Collaborate with South Yorkshire local authorities and the Mayoral Combined Authority to implement the recommendations of the Pathways to Work Commission, including investment in skills, mental health support, and inclusive workplace practices.
2. Request that the Leader of the Council and Cabinet Members write to Rotherham's three Members of Parliament, urging them to oppose the proposed welfare reform plans in Parliament and to advocate for the protection of disability and sickness-related benefits on behalf of Rotherham residents.

On being put to the vote the motion was carried.

153. AUDIT COMMITTEE

Resolved:- That the reports, recommendations and minutes of the meeting of the Audit Committee be noted.

Mover: Councillor Marshall

Seconder: Councillor Baggaley

154. LICENSING BOARD AND LICENSING COMMITTEE

Resolved:- That the reports, recommendations and minutes of the meetings of the Licensing Board and the Licensing Committee be noted.

Mover: Councillor Hughes

Seconded: Councillor Beresford

155. STANDARDS AND ETHICS COMMITTEE

Resolved:- That the reports, recommendations and minutes of the meeting of the Standards and Ethics Committee be noted.

Mover: Councillor Monk

Seconded: Councillor Clarke

156. MEMBERS' QUESTIONS TO DESIGNATED SPOKESPERSONS

There was one question which had been submitted:

1. Councillor Currie:

Please could you tell me who is responsible for the repairs and replacement of the concrete hydrant marker posts that are a key element for fire safety in our communities?

Councillor Knight explained that the concrete post and plates belonged to Yorkshire Water. The South Yorkshire Fire and Rescue Authority still maintained them but if they got damaged and could cause injury they were removed and made safe (by Yorkshire Water). SYFR would then replace the Fire Hydrant plate on the nearest lamppost indicating the Fire Hydrant location.

In his supplementary Councillor Currie asked who he could send pictures of damage to so that repairs could take place.

Councillor Knight advised Councillor Currie to send him the pictures and he would send them on to the Chief Fire Officer for actioning.

157. MEMBERS' QUESTIONS TO CABINET MEMBERS AND CHAIRPERSONS

There were 11 questions submitted:

1. Councillor Bacon: As a result of Labour's vicious welfare cuts, 370,000 disabled people will lose PIP disability payments. Analysis reported by Sky News shows the average loss is £4,500. What is the Council doing to condemn these cuts and take action to support the most vulnerable in our borough?

Councillor Bacon agreed to have a written response.

2. Councillor Bacon: As a result of Labour's vicious welfare cuts, their own Government impact assessment say overall they expect 250,000 people, including 50,000 children, to be pushed into relative poverty – this is additional people going into poverty. Is there anything the Council can do additionally to support those affected in Rotherham?

Councillor Bacon agreed to have a written response.

3. Councillor Jones: Over the last two years the road safety team has been delivering road safety projects in our wards funded by SYMCA can the member tell us how many of these suggestions have been delivered to the specifications of local Councillors and residents?

Councillor Taylor, Cabinet Member for Transport, Jobs and the Local Economy, stated that he understood that this was referring to the first tranche of the Local Neighbourhood and Road Safety schemes programme and, as of 8 April, six projects had been delivered and two were in progress.

In his supplementary, Councillor Jones stated that he believed there would have been more than that. Three schemes had been put forward in Councillor Jones' ward. One was on a 60mph road and a 40mph buffer zone had been put in. The second was speed bumps that had been put in Bradgate Lane and they had been installed outside the house of the only person that had objected. The third was proposed by the local policing team who had asked for a one way system to be put onto a blind bend. SYMCA had originally said that they could not fund it because it did not include a cycle lane. When members proposed to use their ward budgets to fund it, they were told that the lane was not wide enough for cycling. He asked the Cabinet Member to explain how the road could be wide enough for two cars but not wide enough for one car and a cycle lane.

Councillor Taylor agreed to provide a written response.

4. Councillor Hussain: It is clear that the people of Boston Castle Ward, along with residents in other affected areas, do not want selective licensing in their neighbourhoods. Why, then, is the council insisting on continuing with a policy that has already proven to be ineffective for another five years?

Councillor Allen, Cabinet Member for Housing, advised Councillor Hussain not to prejudge the results of the consultation. The Council were currently analysing the responses, and no decision had yet been made. Over 500 responses to the consultation had been received and these would be factored into any recommendations regarding future schemes.

It was disappointing that in many areas, not all, but in many, high levels of failures had been found in private rented properties, even in a second period of a five-year licensing scheme. This was not a failing of the scheme however, but of private sector landlords. Councillor Hussain had stated that people in his ward were against Selective Licensing, but perhaps he failed to tell them that as a result, hundreds of local families would be living in unsafe homes. Councillor Allen did not think that was acceptable, and that was why the Council were looking at the best way to continue to protect tenants in the future.

In his supplementary, Councillor Hussain asked why only certain areas were included in the proposed scheme?

Councillor Allen explained that Selective Licensing was, by definition, targeted and that targeting was based on criteria as set out in the Housing Act 2004. As such, areas that met the criteria became the subject of potential schemes.

5. Councillor Hussain: To date, we have not been provided with any information regarding how the council has spent the money collected from selective licensing fees over the past ten years. Could you please clarify what prompted the SL team to raise the fees by almost 100% without providing an audit of the expenditure in the last failed scheme?

Councillor Allen stated that there was no failed scheme. In terms of potential future schemes, the team had not raised the fees. Councillor Allen confirmed that any money generated from licence fees could only be spent on ensuring the conditions of the scheme were complied with. In the last year there was not enough funding generated from those fees to undertake those inspections, so they had to be subsidised from the Council's general resources. The proposed figure was part of the consultation and, should a licensing scheme be adopted, it would of course be considered before a forward final proposals were brought forward.

In his supplementary, Councillor Hussain stated that if it was not known exactly where the money received was being spent, the Council could not know where the fee received as part of the next scheme, £995 per property, would be spent.

Councillor Allen explained that the agreed final proposals would determine the level of work that needed to be done which in turn would determine the level of resource required, resulting in the agreed fee. This would be set out in the Cabinet report.

6. Councillor Yasseen: With the Labour Government pressing ahead with cruel reforms to PIP, will the Council urgently invest more into its benefits appeals team that has to date successfully overturned countless unfair benefit decisions? As more vulnerable residents are

pushed to the brink, we must strengthen local support to fight these savage and unnecessary Labour Government cuts.

The Leader explained that the appeals team was part of the Money and Benefit Advice offer the Council provided and had a very successful track record in supporting residents with their benefit appeals, achieving a success rate of 81% on all appeals. A view had not yet been taken regarding future capacity. The benefit rule changes referred to were not being implemented until November 2026 if they were to be implemented at all. In the meantime the team would review demand and capacity during this current financial year and identify any resource requirements in good time.

7. Councillor Yasseen: Question caps, debate limits and amendment bans, what's next, a mute button for the opposition? These are just some of the new constitutional changes being proposed. Is this really what democracy looks like in a Labour-run council?

The Leader reiterated what he had said in the earlier debate which was that the Council needed to have rules that allowed for all of the necessary business to be undertaken in a practical way. The Leader stated that the current meeting had been underway for 5 hours and 15 minute and a number of members had already had to leave. The Leader believed that the right balance had been struck in terms of the proposals that had been agreed earlier in the meeting.

8. Councillor Yasseen: Can the Cabinet Member confirm that any future proposals to develop a Selective Licensing scheme or my preference a wider Rotherham private sector housing plan, will undergo pre-decision scrutiny and that ward councillors will have an opportunity to influence the draft plan before any implementation decisions are made?

Councillor Allen explained that no Cabinet Member could choose which reports or decisions went forward for pre-scrutiny. Councillor Allen stated that member engagement with the proposals was very important to her, and she would be keen to engage and support any such scrutiny.

9. Councillor Yasseen: With American tariffs now threatening key UK export sectors, what work is being done by the Council and South Yorkshire Mayoral Combined Authority to assess and mitigate the impact on local manufacturers and small exporters in Rotherham who are affected?

Councillor Taylor stated that decisions on global trade policy taken by the US were clearly matters outside the Council's control and most economists agreed that tariffs were blunt instruments and could be damaging for the world's economy and, by extension, the borough.

The particular picture for companies in Rotherham was complex and would vary by individual circumstances. The Council would continue to stand by its businesses as the situation evolved. The approach included engagement; collaboration with trade and support bodies; assistance to exploring alternative markets; and access to financial and advisory support.

In her supplementary, Councillor Yasseen asked if Councillor Taylor agreed with her that it was worrying that the Prime Minister did not seem to have a plan in response to the tariffs.

Councillor Taylor stated that it was correct to respond in a cool way and many other economies had responded in a similar manner.

10. Councillor Thorp: When is RMBC going to take action over the Broom Lane School crossing instead of waiting for a child to be knocked down, even Cllr read admitted more funding than the CRSTS cycle lane funding may be needed when people seem to be prepared to drive through crossing while people are crossing?

Councillor Taylor stated that the fastest way to deliver a solution was to use money already allocated, as part of the Broom Road cycleways project, to develop works as part of the Neighbourhood Streets part of that project. Councillor Taylor did not understand why Councillor Thorp kept advocating to pull the funding and set the process back. The budget of the CRSTS project was likely to be sufficient to cover mitigation – this would not necessarily be the case if the Council were dependent on finding other funding. Designers had been instructed to investigate improvements at this location, and the comments made by Councillor Thorp at last month's Cabinet meeting had been shared with them.

Councillor Taylor felt that Councillor Thorps interventions were hindering the process, not progressing it.

In his supplementary, Councillor Thorp stated that he did not believe something could be hindered when there was being no progress on it anyway. He also stated that this was not the only school crossing with problems. Councillor Thorp asked if the Council could talk to SYMCA to see if CRSTS funding could be used for schools all over the borough to make them more active travel, so they were safer for children to get to school.

Councillor Taylor stated that every time there was a new discussion or proposal, the process went back to square one. He reiterated that there was a proposal in place and the consultation process was ongoing. Councillor Taylor encouraged Councillor Thorp to engage through the process.

COUNCIL MEETING - 09/04/25

In regard to other crossings, Councillor Taylor explained that there was a programme in place for school crossings that worked on a points based system. If the Broom Road crossing was taken out of the CRSTS project, it would fall into this project but would not necessarily be top of the list.

11. Councillor Thorp: What time frame are we looking at to have East Bawtry Road and especially Worrygoose roundabout resurfaced. Last week a cyclist fell off his bike on the roundabout after hitting a pot hole luckily the car following stopped in time?

Councillor Taylor stated that it was interesting that Councillor Thorp used a cycling incident to highlight his concerns given his previous protestations regarding efforts to improve safety for cyclists on the highway. Councillor Thorp had been against dedicated cycleways that would keep cyclists safe and away from cars but would also fund resurfacing works in those areas.

In regard to East Bawtry Road and Worrygoose roundabout, the works were in the Highway Maintenance Programme and the programmed date for commencement was 28 April 2025. These works included the resurfacing of Worrygoose roundabout.

Councillor Thorp responded that it needed to be done as soon as possible.

158. URGENT ITEMS

There were no urgent items to consider.

Councillor Chris Read – Leader of the Council

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Our Ref:	Direct Line:	Extension:	Please Contact:
CR/LH	(01709) 822700	22700	Councillor Chris Read

23rd April 2025

Mr Iqbal

Dear Mr Iqbal

Council Meeting – Wednesday 9th April 2025

As promised at Council on 9th April, please see below information on how to request information under the Freedom of Information Act.

FOI requests should be made in writing and should relate to information already held by the Council (i.e. does not require the Council to create new information). Rotherham Council accepts requests via either post or via an online webform, which is available on the Council's website. When a letter or form is submitted it goes directly to the Information Management Team who is responsible for managing FOI requests.

Once received by the team they then coordinate a response, discussing it with any relevant service or services who may hold information to answer the request. Once complete, the response is then issued to the requestor. The request is complete, and it is closed.

Should the customer be unhappy with the response then they can contact the Information Management Team and request an Internal Review – information on how to do this is included with the original response. Internal Reviews are conducted by an independent officer who was not involved in the original response. If, after the customer receives this Review, they remain dissatisfied, then they have the right to escalate the matter to the Information Commissioner's Office [the ICO].

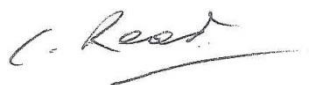
The following may be of assistance for submitting a FOI request:

- The FOI webform is on the Council's website here: [Freedom of Information \(FOI\) request – Rotherham Metropolitan Borough Council](#)
- The Council's website is www.rotherham.gov.uk
- The ICO website is www.ico.org.uk

- The Council's postal address is Information Management Team (FOI Request), Rotherham Council, Riverside, Main Street, Rotherham, S60 1AE

I hope you find this information helpful.

Yours sincerely



Councillor Chris Read
Leader of Rotherham Council

Councillor Saghir Alam – Cabinet Member for Finance & Safe and Clean Communities

Riverside House

Main Street

Rotherham

S60 1AE

E-mail: cllsaghir.alam@rotherham.gov.uk

Email the Council for **free** @ your local library!

Ref	Direct Line:	Please Ask For
SA/LH	01709 255959	Cllr Saghir Alam

14th April 2025

Ms Boote

Dear Ms Boote

Council Meeting – Wednesday 9th April 2025

Thank you for your question raised at the Council meeting on Wednesday 9th April. I have set out your question and my response below.

Can the Council explain in detail the Freedom of Information Request Procedure?

The Freedom of Information Act (2000) applies to all public sector organisations, with each organisation expected to have a process in place to manage any FOI request received. This request should be made in writing.

An FOI request should relate to information already held by the Council and does not require the Council to create new information. Also, information that is of a personal or confidential nature (e.g. commercially sensitive), cannot be provided.

Rotherham Council accepts requests via either the post or via an online webform, available on the Council's website. When a letter or form is submitted it goes directly to the Information Management Team who is responsible for managing FOI requests.

Once received by the team they then coordinate a response, discussing it with any relevant service or services who may hold information to answer the request. Once complete, the response is then issued to the requestor. The request is complete, and it is closed.

However, should the customer be unhappy with the response then they can contact the Information Management Team and request an Internal Review. An Internal Review is a process where the council re-examines its decision on a Freedom of Information request. It is conducted by an independent officer who was not involved in the original response.

If after the customer receives the Review, they still remain dissatisfied, then they have the right to escalate the matter to the Information Commissioner's Office [the ICO].

I hope you find this information helpful.

Yours sincerely



Cllr Saghir Alam OBE
Boston Castle Ward
Cabinet Member for Finance & Safe and Clean Communities



Rotherham Town Hall, The Crofts, Moorgate Street,
Rotherham, South Yorkshire. S60 2TH
membersupport@rotherham.gov.uk

25th April 2025

Mr J Smart

Dear Mr Smart

Council Meeting – Wednesday 9th April 2025

Thank you for your supplementary question at the Council Meeting on 9th April 2025. I have set out your question and my response below.

In itemised detail for the past two financial years, how much money from Rotherham and South Yorkshire workers and taxpayers was spent on Israeli Government Bonds as well as weapon manufacturers and other companies that perpetuated the live streamed occupation, apartheid, ethnic cleansing and genocide in Palestine as evidenced by the International Criminal Court.

The table below provides information on the total holdings of South Yorkshire Pensions Authority over the last 3 financial years. It is not possible to split this information down between the individual employers in the Fund as the Fund invests as a single entity.

	31/03/2023		31/03/2024		31/03/2025	
Israeli Companies	£	1,799,384	£	564,531	£	327,097
Israeli Govt Bonds	£	-	£	2,655,017	£	1,947,147
Arms companies*	£	65,619,663	£	90,469,986	£	117,856,653

*Defence exposure is defined as companies classified as Aerospace and Defence under GICS Industry for Equity and Aerospace/Defence under Bloomberg Classification Level 4 for Fixed Income.

I hope you find this helpful.

Yours sincerely

Councillor Donna Sutton
Designated Spokesperson
South Yorkshire Pensions Authority

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**Councillor Robert Taylor – Cabinet Member for
Transport, Jobs and the Local Economy**

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Rotherham
S60 1AE

E-mail: robert.taylor@rotherham.gov.uk

Email the Council for **free** @ your local library!

Ref	Direct Line:	Please Ask For
RT/LH	01709 255718	Councillor Taylor

22nd April 2025

Cllr Paul Thorp
Elected Member

Via email: paul.thorp@rotherham.gov.uk

Dear Cllr Thorp

Council Meeting – Wednesday 9th April 2025

Thank you for the question you raised at Council on 9th April under minute no. 134 from the previous Council meeting on 5th March. I have set out your question and my response below.

“Officers were liaising with the Central Neighbourhood Policing Team” regarding Broom Lane crossing. Councillor Thorp asked who specifically had been contacted in the Police.

I can advise that the Transportation Infrastructure Service's contact in South Yorkshire Police in respect of the zebra crossing over Broom Lane is Inspector John Crapper of the Rotherham Central Neighbourhood Policing Team.

I hope you find this information helpful.

Yours sincerely



**Councillor Robert Taylor
Cabinet Member for Transport, Jobs and the Local Economy /Ward Councillor for Aughton
& Swallownest**

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Councillor Chris Read – Leader of the Council

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CR/LH	(01709) 822700	22700	Councillor Chris Read

29th April 2025

Cllr Joshua Bacon
Elected Member

Via email: joshua.bacon@rotherham.gov.uk

Dear Cllr Bacon

Council Meeting – Wednesday 9th April 2025

Thank you for your question to Council on Wednesday 9th April which I have set out along with my response below.

As a result of Labour's vicious welfare cuts, 370,000 disabled people will lose PIP disability payments. Analysis reported by Sky News shows the average loss is £4,500. What is the Council doing to condemn these cuts and take action to support the most vulnerable in our borough?

I must admit, I was surprised to see you describe the planned reductions in welfare spending as "vicious" given you spent much of last year encouraging the public to support proposals to cut more than twice as much from the welfare bill.

As you know, at the meeting on April 9th, councillors unanimously voted to ask the government to reconsider some of the proposals in the current Green Paper, and I have made representations accordingly. Perhaps you would be good enough to share with us the representations that you have made to change the direction of Conservative Party policy, and repudiate the Shadow Secretary of State's statement to the House of Commons that the government should be "tougher"?

Yours sincerely



Councillor Chris Read
Leader of Rotherham Council

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Councillor Chris Read – Leader of the Council

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11th April 2025

Cllr Joshua Bacon
Elected Member

Via email: joshua.bacon@rotherham.gov.uk

Dear Cllr Bacon

Council Meeting – Wednesday 9th April 2025

Thank you for your question to Council on Wednesday 9th April which I have set out along with my response below.

As a result of Labour's vicious welfare cuts, their own Government impact assessment say overall they expect 250,000 people, including 50,000 children, to be pushed into relative poverty – this is additional people going into poverty. Is there anything the Council can do additionally to support those affected in Rotherham?

As you will be aware, during the tenure of the last Conservative government – of which you were a vocal supporter – some 700,000 children fell into poverty.

During that time we established a number of local measures to support low income families. This included our Council Tax Support Top Up for low income working age households, which you voted to scrap, and more recently permanent funding to support local people into work, which you described as “a niche activity”.

In addition, we've used the Household Support Fund to assist low income families with food vouchers during the school holidays, provided additional support to our network of foodbanks, funded welfare advice and support (including through the Open Arms programme), made it easier to access credit union support, become a Real Living Wage employer, and refreshed the Rothercard scheme to cut prices for low income families. Most recently, as you know, we secured £1.7m from the government specifically to help those economically inactive residents, including those with long term ill health conditions.

The 250,000 number that you referred that was produced by DWP assumes that not a single person moves from welfare to work. However, alongside the proposed reforms to the welfare system a further £1bn of support was announced as part of the Spring Statement to provide targeted, personalised and guaranteed support for anybody on sickness and disability benefits to help them find work. It is not unreasonable to assume that people will be supported to move from welfare to work.

The Green Paper is currently subject to consultation, and as I said at the meeting on the 9th, even if the plans do go ahead they will not come into effect for more than a year, so we will be able to make informed decisions if there are further steps it would be appropriate for the council take during that time.

I hope you find this information helpful.

Yours sincerely



Councillor Chris Read
Leader of Rotherham Council

Committee Name and Date of Committee Meeting

Council – 21 May 2025

Report Title

Membership of Political Groups on the Council, Political Balance and Entitlement to Seats

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Jo Brown, Assistant Chief Executive

Report Author(s)

Emma Hill, Head of Democratic Services
emma.hill@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

Section 15 of the Local Government and Housing Act 1989, places on local authorities the duty to allocate seats to political groups and sets out the principles to be followed when determining such allocation, following formal notification of the establishment of political groups in operation on the Council.

There is a requirement to annually review the entitlement of the political groups to seats on the committees of the Council.

The allocation of seats must follow several principles two of which are:

- (a) Balance must be achieved across the total number of available seats on committees; and
- (b) Balance must be achieved on each individual committee or body where seats are available

There are presently 3 political groups in operation on the Council – the Labour Group (majority), Conservative Group (opposition) and Liberal Democrat (Lib Dem) Group – with 11 non-aligned councillors (members who are not in a political group).

There are 144 seats available on committees, boards and panels and under the calculation the Labour Group is entitled to 80 seats, the opposition Group (Conservative) 32 seats, the Liberal Democrat Group 7 seats. The seats allocated to

the non-aligned councillors is 25 and the Council has previously enabled these Councillors to take seats on the various bodies as permitted by the Legislation.

Recommendations

1. That the entitlement of the membership of Council be agreed and such entitlements be reflected in Council's appointments of members to committees (as per the table at 3.2 and 4.2).
2. That approval be given to the appointment of Members to committees, boards and panels, and the appointment of Chairs and Vice-Chairs, as detailed in the Mayor's Letter.
3. That approval be given to the appointment of Members to joint committees, as detailed in the Mayor's Letter.

List of Appendices Included

None

Background Papers

The Council's Constitution

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

Yes

Exempt from the Press and Public

No

Membership of Political Groups on the Council, Political Balance and Entitlement to Seats

1. Background

- 1.1 Section 15 of the Local Government and Housing Act 1989, places on local authorities the duty to allocate seats to political groups and sets out the principles to be followed when determining such allocation. The main principles, which must be satisfied sequentially, include:
- (a) That the number of seats on ordinary Committees/Bodies which are allocated to each political group bears the same proportion to the total of all the seats on the ordinary Committees of that Authority, as is borne by the Members of that group to the membership of the Authority (i.e. the allocation of the **total** number of seats available must mirror the political composition of the council).
 - (b) That the number of seats on the Body (Committee, etc.), which are allocated to each political group, bears the same proportion to the number of all the seats on that Body as is borne by the number of Members of that group to the membership of the Authority (i.e. the allocation of seats on **individual** committees must mirror the political composition of the council).
- 1.2 Local authorities are able to depart from the statutory provisions for the allocation of seats only to political groups where there is no vote against doing so.
- 1.3 Those members not in a political group may still at the discretion of the Council, be allocated a due share of seats, although the Council will decide how to allocate seats to non-aligned councillors.
- 1.4 In line with the provisions of the Council's Constitution, appointments and allocations will be made to committees of the Council at its Annual Meeting. This report confirms and updates the entitlement to seats on committees.

2. Political Groups

- 2.1 The Proper Officer has received formal notification, under the provisions of the Local Government (Committees and Political Groups) Regulations 1990, of the establishment of three political groups in operation on the Council, namely:

Name of Group	Designated Leader & Deputy Leader (Number of Members)
Labour	Leader – Councillor Read Deputy Leader – Councillor Cusworth (32 Members)
Conservative	Leader – Councillor Z. Collingham Deputy Leader – Councillor Bacon (13 Members)

Liberal Democrat	Leader – Councillor Adam Carter (3 Members)
------------------	------------------------------------------------

- 2.2 Councillors Elliott, Bennett-Sylvester, Ryalls, Hussain, Yasseen, Currie, Jones, Bower, Beck, Havard and Sheppard are unaffiliated to a political group. For the purposes of this report, these councillors are regarded as non-aligned councillors.

3. Allocation of Seats

- 3.1 The allocation process must be applied 'so far as is reasonably practicable' to achieve a balanced outcome. The allocation of the 144 seats to the 3 political groups is determined by the following formula:

$$\frac{\text{Number of Members of Political Group}}{\text{Number of Members of Council}} \times \text{Number of Seats to be allocated Total}$$

For the 144 seats available in applying principle (a) in paragraph 1.1 and providing for seats to non-aligned members in line with the Council's custom and practice, this gives:

Political Group	Seat Entitlement
Labour	80
Conservative	32
Liberal Democrat	7
Non-Aligned	25
Total	144

- 3.2 The table in this paragraph provides the allocation to all Councillors with table at paragraph 3.2a providing the allocation to Councillors only in a political group. The table in paragraph 3.2a will have effect if there is a vote against the recommendation.

	Seats Available	Labour	Conservative	Liberal Democrat	Non-Aligned
Regulatory Committees/ Boards					
Audit Committee	5	3	1	0	1
Licensing Board	21	11	5	1	4
Licensing Committee	15	8	3	1	3
Planning Board	15	8	3	1	3
Staffing Committee	5	3	1	0	1
Standards and Ethics	8	5	2	0	1
Overview and Scrutiny					
Overview and Scrutiny	12	7	3	1	1

Management Board					
Health Select Commission	18	10	4	1	3
Improving Lives Select Commission	18	10	4	1	3
Improving Places Select Commission	18	10	4	1	3
Other Bodies					
Introductory Tenancy Review Panel	4	2	1	0	1
Joint Consultative Committee	5	3	1	0	1
		80	32	7	25
Total	144				

3.2a

	Seats Available	Labour	Conservative	Liberal Democrat
Regulatory Committees/ Boards				
Audit Committee	5	3	1	1
Licensing Board	21	14	6	1
Licensing Committee	15	10	4	1
Planning Board	15	10	4	1
Staffing Committee	5	3	2	0
Standards and Ethics	8	5	2	1
Overview and Scrutiny				
Overview and Scrutiny Management Board	12	8	3	1
Health Select Commission	18	12	5	1
Improving Lives Select Commission	18	12	5	1
Improving Places Select Commission	18	12	5	1
Other Bodies				
Introductory Tenancy Review Panel	4	3	1	0
Joint Consultative Committee	5	4	1	0
		96	39	9
Total	144			

- 3.3 In the table in paragraphs 3.2 and 3.2a above, the committees and panels listed have locally agreed provisions in respect of their membership which were determined by the Council. For ease of reference additional information relating to appointments is set out below:

Panel	Description of Role and Function
Employment Appeals Panel	Appeal Panels shall comprise three members of the Council selected from a pool of 8 members (two of whom shall be Cabinet Members, four who shall be scrutiny members and two whom shall be members of the opposition.)
Introductory Tenancy Review Panel	The Panel shall comprise of at least three elected members from the Improving Lives Scrutiny Commission or Improving Places Scrutiny Commission and a housing policy advisor.
Joint Consultative Committee	The Committee shall comprise of the Deputy Leader, two Cabinet Members and two members of an opposition group.
Standing Advisory Committee for Religious Education (SACRE)	Cabinet Member for Finance & Safe and Clean Communities and two other Members

- 3.4 Political Groups are invited to submit their nominations to the Head of Democratic Services in order for Council to consider a schedule of nominations and confirm appointments to committees, board and panels at its meeting on 21 May 2025.

4. Appointment of Chairs and Vice-Chairs – Overview & Scrutiny

- 4.1 At the Annual Meeting of the Council in 2016, the recommendations of the Governance Working Group were approved which introduced a provision for the Vice-Chair of the Overview and Scrutiny Management Board to be a member of the main opposition party and for the allocation of the positions of Chair and Vice-Chair on the Select Commissions according to the political balance of the Council.
- 4.2 Applying the principles of political balance to the positions available on the Council's Overview and Scrutiny bodies, the entitlement is set out in the tables below:

	Chairs	Vice Chairs
Labour	4	1
Conservative	0	2 (inc. Overview and Scrutiny Management Board)

Liberal Democrat	0	0
Non-Aligned	0	1

4.2a		Chairs	Vice Chairs
	Labour	4	1
	Conservative	0	2 (inc. Overview and Scrutiny Management Board)
	Liberal Democrat	0	1

4.3 It is a matter for the political groups to nominate Members as Chairs and Vice-Chairs of the Overview and Scrutiny bodies, however the appointments must be made by the Council to the Chair and Vice Chair positions.

4.4 There is no provision in law or within the Constitution for the other bodies of the Council to appoint Chairs or Vice-Chairs according to the authority's political make up.

4.5 Political Groups are invited to submit their nominations for the positions, detailed in paragraphs 4.2 ahead of this meeting on 21 May 2025.

5. **Appointments to Joint Bodies**

5.1 The entitlement in respect of the political groups in operation in Rotherham is set out below.

5.2 The entitlement to seats for these bodies is calculated according to political balance across the four South Yorkshire local authorities.

5.3 Nominations will be required from the two main political groups in operation on the Council in respect of the seats available.

5.4	Joint Committee	Seats	
	South Yorkshire Mayoral Combined Authority Board	1 x Member 1 Member plus 1 substitute (Labour)	
	South Yorkshire Mayoral Combined Authority Audit, Standards and Risk Committee	1 x Member 1 Member plus 1 substitute (Labour)	
	South Yorkshire Mayoral Combined Authority Overview and Scrutiny Committee	2 x Members 1 Member plus 1 substitute (Labour) 1 Member plus 1 substitute (Conservative)	
	SY Fire and Rescue	2 x Members 1 x Member (Labour) 1 x Member (Conservative)	
	SY Pensions Authority	2 x Members	

	1 x Member (Labour) 1 x Member (Conservative)	
SY Pensions Board	1 x Member 1 x Member (Labour)	
SY Police and Crime Panel	2 x Members 1 x Member (Labour) 1 x Member (Conservative)	
YPO Joint Committee	1 x Member 1 x Member plus 1 x substitute (Labour)	

6.0 Membership of Sub-Committees, Sub-Groups and Panels

- 6.1 The authority to appoint councillors to serve on external organisations and partnerships (outside bodies) is a matter for Cabinet and a report will be submitted to the June Cabinet meeting recommending appointments.
- 6.2 The Sub-Committees, Sub-Groups and Panels listed in the table below require the appointment of Members according to local conventions (those appointments required by Select Commissions will be made at those commissions' first meeting of the new municipal year). There is no requirement for political balance to be applied in respect of appointment to these bodies:

Sub-Committees, Sub-Groups and Panels	Membership Required
Complaints Panel	Panel of three Members from a pool of councillors (other than Executive)
Education School Transport Appeals	Panel of six Members from a pool of councillors (other than Executive)
Emergency Planning Shared Service Joint Committee	Cabinet Member Corporate Services, Community Safety and Finance or Deputy
Health, Welfare and Safety Panel	Cabinet Member for Corporate Services, Community Safety and Finance A member of Overview and Scrutiny Management Board A member from each Select Commission A member from the Member and Democratic Panel
Local Admissions Forum	Deputy Leader and Cabinet Member for Children and Young Peoples Service
Parish Councils - Liaison Meetings	Deputy Leader and Cabinet Member for Neighbourhood Working Other Cabinet Members depending on matters being discussed

Rotherham Schools Forum	One Member (non-Executive)
Transport Advisory Panel	Cabinet Member for Transport and Environment (attendance open to all Members of the Council)

7. Consultation on proposal

- 7.1 The Local Government and Housing Act and the Council's Constitution provide for the appointment of members to serve on committees and other bodies as a power reserved to the Council.
- 7.2 The Council may determine not to appoint to the committees at this meeting, however this will delay the conduct of the Council's business until the next available Council meeting. This option is not recommended.
- 7.3 As listed in the recommendations section at the beginning of the report, the preferred option is:
1. That the entitlement of the membership of Council be agreed and such entitlements be reflected in Council's appointments of members to committees (as per the table at 3.2).

Should there be a vote against the preferred option then further to paragraph 3.2a and the legislation appointments will fall only to those councillors who comprise political groups and the appointments will be made by Group Leaders.

8. Timetable and Accountability for Implementing this Decision

- 8.1 The respective political groups have been advised of the requirement for political balance and have been requested to provide amendments to the Head of Democratic Services for the available seats ahead of this meeting.

9. Financial and Procurement Advice and Implications

- 9.1 There are no direct financial implications associated with the recommendations detailed in this report. The 2025/26 budget for member allowances is £1,006,924 and covers basic and special responsibility allowances.
- 9.2 There are no direct procurement implications arising from the recommendations detailed in this report.

10. Legal Advice and Implications

- 10.1 The legislative requirements are set out at paragraph 1.1 above.

11.1 Human Resources Advice and Implications

- 11.1 There are no Human Resource implications associated with this report.

12. Implications for Children and Young People and Vulnerable Adults

- 12.1 The appointment of members to serve on committees and other bodies of the council will indirectly impact on children and young people and vulnerable adults through the activities and decisions of those bodies. There are no apparent direct implications at the time of writing this report.

13. Equalities and Human Rights Advice and Implications

- 13.1 The appointment of members to serve on committees and other bodies of the council will indirectly impact on children and young people and vulnerable adults through the activities and decisions of those bodies. There are no apparent direct implications at the time of writing this report.

14. Implications for CO₂ Emissions and Climate Change

- 14.1 There are no implications for CO₂ Emissions and Climate Change arising from this report.

15. Implications for Partners

- 15.1 The appointment of councillors to serve on its committees, boards and panels is designed to have a positive impact on the Council's relationship with partners and stakeholders to enhance the relationship through the presence of accountable and elected representatives.

16. Risks and Mitigation

- 16.1 By having regard to the detail of the report above in respect of meeting statutory requirements, any risk implications will have been mitigated. Therefore, there are no risks to be borne in mind in respect of the recommendations.

Accountable Officer(s)

Emma Hill, Head of Democratic Services

Emma Hill, Head of Democratic Services
01709 823566 or emma.hill@rotherham.gov.uk

This report is published on the Council's [website](#).

Committee Name and Date of Committee Meeting

Council – 21 May 2025

Report Title

Council Plan 2025-2030

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Jo Brown, Assistant Chief Executive

Report Author(s)

Fiona Boden, Head of Policy, Performance and Intelligence

Fiona.boden@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

In January 2022, the Council adopted a Council Plan for 2022-25, including a suite of performance measures. To enable the Council to work towards the Council Plan outcomes and achieve the commitments, annual Year Ahead Delivery Plans were developed, setting out the key activities to be delivered. The Council Plan came to an end in March 2025.

Informed by public consultation, a new Council Plan has been developed for 2025-30 (see Appendix 1). The Council Plan is a key document which sets out the Council's vision for the borough and priorities for serving residents and communities. This plan provides the medium-term basis for targeting resources, informing the budget-setting process and planning cycles, and ensuring that residents can hold the Council to account for delivery. The Council Plan includes a suite of performance measures and targets for monitoring purposes.

To enable the Council to work towards the Plan outcomes, a Year Ahead Delivery Plan (see Appendix 2) has been developed, setting out the key activities to be delivered over the next year (April 2025 – March 2026).

Recommendations

That Council adopt the Council Plan 2025-30 subject to approval by Cabinet on 19 May 2025.

List of Appendices Included

Appendix 1 – Council Plan 2025-30
Appendix 2 – Year Ahead Delivery Plan 2025-26
Appendix 3 – Council Plan 2025 Consultation Report
Appendix 4 – Equality Analysis
Appendix 5 – Carbon Impact Assessment.

Background Papers

Council Plan 2022-25
Year Ahead Delivery Plan 2024-25
Progress reports to Cabinet.

Consideration by any other Council Committee, Scrutiny or Advisory Panel

Cabinet – 19 May 2025

Council Approval Required

Yes

Exempt from the Press and Public

No

Council Plan 2025-30

1. Background

- 1.1 The Council Plan is a key document which sets out the Council's vision for the borough and priorities for serving residents and communities. This plan provides the medium-term basis for targeting resources, informing the budget-setting process and planning cycles, and ensuring that residents can hold the Council to account for delivery.
- 1.2 In January 2022, the Council adopted a Council Plan for 2022-25, including a suite of performance measures. To enable the Council to work towards the Council Plan outcomes and achieve the commitments, annual Year Ahead Delivery Plans were developed, setting out the key activities to be delivered. The Plan came to an end in March 2025.
- 1.3 Since the Council Plan was adopted, formal performance reports have been presented in public at Cabinet meetings. Scrutiny has also had the opportunity to consider the reports in line with the Council's normal processes. The final progress update on the Council Plan for 2022-25 will be presented to Cabinet in July 2025.
- 1.4 To ensure a 'golden thread' runs from the Council Plan through to each service, Service Plans have been produced and are reviewed annually, as well as the 'My Year Ahead Delivery Plan' Personal Development Reviews.

2. Key Issues

- 2.1 Between September and November 2024, a programme of public consultation and engagement took place to support the development of the new Council Plan. This included online and postal surveys, focus groups (internal and external), and a series of short interactions and engagement at a number of events and locations across the Borough. There were 214 online and postal surveys returned and over 1,950 interactions in total across all methods of engagement. A summary of the consultation and key findings is attached at Appendix 3 and is available on the Council website.
- 2.2 The consultation and engagement included speaking with voluntary and community groups which represent protected characteristic groups, as well as attendance at the Parish Council Network, direct engagement with the public and a session open to all elected members.
- 2.3 Informed by this programme of public and stakeholder engagement, the new Council Plan for 2025-30 'Forging Ahead' sets out the ambition for the Borough, including medium-term priorities and actions, building on and taking forward commitments made by elected members to the Rotherham community. The Council Plan is framed around five outcomes:
 - Places are thriving, safe, and clean
 - An economy that works for everyone

- Children and young people achieve
- Residents live well
- One Council that listens and learns.

2.4

Three cross-cutting policy drivers run throughout the Council Plan, informing ways of working and helping the Council to achieve better outcomes:

- Expanding opportunities for all
- Recognising and building on our strengths to make positive change
- Focussing on prevention.

2.5

The Council Plan is a high-level document which sets out the outcomes that the Council will work towards over the next five years. There are five strategic outcomes and seventeen priorities in total. To ensure delivery against these, an annual Year Ahead Delivery Plan has been produced, which includes one hundred and sixteen priority actions, milestones and measures alongside a further twelve social care measures (see Appendix 2). This initial Year Ahead Delivery Plan will run until March 2026 and will be reviewed and updated each year thereafter.

2.6

The Council Plan will be monitored through both the delivery of the milestones and activities within the Year Ahead Delivery Plan and a suite of long-term measures of success which are outlined in the Council Plan document.

2.7

To ensure that the Council Plan is managed effectively, six-monthly progress reports will be produced for Cabinet and made publicly available. The reports will include progress in relation to the actions in the Year Ahead Delivery Plan, performance data relating to associated performance measures and case studies. The progress reports will have annual updates on the long-term measures of success as the majority of these are published annually. It is proposed that the first Council Plan 2025-30 mid-year progress report, covering the period April 2025 to September 2025, is reported to Cabinet in January 2026.

3. Options considered and recommended proposal

- 3.1 The Council Plan 2025-30 has been developed in consultation with Elected Members and officers across all directorates and informed by public consultation.
- 3.2 It is recommended that Council adopt the Council Plan 2025-30 subject to approval by Cabinet on 19 May 2025.

4. Consultation on proposal

- 4.1 A programme of public consultation and engagement to support the development of the new Council Plan took place throughout September and November 2024. This included online and postal surveys, focus groups (internal and external), a series of short interactions and engagement at a number of locations across the Borough. There were 214 online and postal

surveys returned and over 1,960 interactions in total across all methods of engagement. This is an increase on the 1,300 engagements achieved through the consultation exercise undertaken in 2021 for the previous Council Plan.

- 4.2 The consultation and engagement included speaking with voluntary and community groups which represent protected characteristic groups, as well as attendance at the Parish Council Network, direct engagement with the public and a session open to all elected members.
- 4.3 The consultation is part of an ongoing dialogue between the Council and members of the public and feedback will continue to be sought.
- 4.4 A summary of the consultation and key findings is attached at Appendix 3 and is available on the Council website

5. Timetable and Accountability for Implementing this Decision

- 5.1 Following adoption of the Council Plan for 2025-30 by Cabinet and Council, the first six-monthly progress report will be presented to Cabinet in January 2026.

6. Financial and Procurement Advice and Implications

- 6.1 The Council Plan is designed to help steer the use of Council finances, balanced against the wider funding backdrop for the Council and the broader context of national local government finance and policy. There are no direct financial implications as a result of this report and the delivery of the Council Plan will be managed within the Council's available budgets.
- 6.2 The Council operates in a constantly changing environment. It will be important to ensure that ambitions and performance targets remain realistic in the context of central government policy, forthcoming legislation, and the financial position of the authority.
- 6.3 Whilst there are no direct procurement implications in this report, the Year Ahead Delivery Plan includes some activities which will require the need to procure goods, services or works to achieve the Council Plan outcomes. All projects will need be procured in line with the Public Contracts Regulations 2015 or the Procurement Act 2023 (depending on the route to market selected) as well as the Council's own Financial and Procurement Procedure Rules, giving clear consideration and application of social value in accordance with the Council's Social Value Policy, the real Living Wage and other ethical factors.
- 6.4 The Council Plan progress and performance reports will include information regarding the Council's financial position and, where possible, will be aligned to the financial reporting timelines.

7. Legal Advice and Implications

- 7.1 Whilst there is no specific statutory requirement for the Council to have a Council Plan, being clear about the Council's ambitions gives staff, partners, residents, and central Government a clear understanding of what it seeks to achieve and how it will prioritise its spending decisions.
- 7.2 An effective and embedded Council Plan also plays a key part in the Council forging ahead and achieving its ambition.

8. Human Resources Advice and Implications

- 8.1 There are no direct Human Resources (HR) implications as a result of this report. HR's role in development of an engaged, diverse, and skilled workforce that feels empowered to embrace new working methods to meet all customer needs is highlighted within the 'One Council that Listens and Learns' theme.
- 8.2 Delivery of the new Council Plan will also be underpinned by the new Workforce Plan.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 The Council Plan has a core focus on the needs of children and young people and vulnerable adults, and this is embedded throughout all outcomes of the plan, particularly 'children and young people achieve their potential' and 'residents live healthy, safe and independent lives'.

10. Equalities and Human Rights Advice and Implications

- 10.1 Three cross cutting policy drivers run throughout the plan. One of these includes 'opportunities are expanded to all' to ensure that the Council creates new opportunities, with help is targeted to those who need it the most, so no one is left behind. All outcomes aim to meet residents' and communities' differentiated needs.
- 10.2 A detailed Equality Analysis is attached (see Appendix 4) and will be reviewed and updated every six-months. This includes detailed consideration of equality issues contained within the Plan.

11. Implications for CO₂ Emissions and Climate Change

- 11.1 The 'one Council that listens and learns' outcome is focused around reducing harmful levels of carbon emissions to limit the impacts on the climate and the environment. Actions within this outcome encompass plans for the reduction of emissions. The 'places are thriving safe and clean' outcome also includes actions focussed on flood alleviation projects and flood resilience measures for communities in the worst-affected areas.

- 11.2 A Carbon Impact Assessment has been produced (see Appendix 5). The impact assessment will continue to be reviewed and updated every six-months.

12. Implications for Partners

- 12.1 Working with partners across the public, private and voluntary and community sectors will be integral to the delivery of the Council Plan, and partners have been consulted as part of its development. All the outcomes will require multi-agency approaches to some degree and the Council will continue to show effective leadership, operating through a range of strategic partnership bodies.
- 12.2 The Rotherham Plan 2025, the overarching partnership plan for the borough, will be replaced with an updated plan in 2025. The Rotherham Plan will align with and complement the Council Plan, setting out partners' joint ambitions to improve outcomes for local people.

13. Risks and Mitigation

- 13.1 The Corporate Strategic Risk Register will be realigned to the new Council Plan outcomes and the process of updating and identifying strategic risks is already designed to manage risks connected to the plan.
- 13.2 The six-monthly progress reports will flag risks associated to actions at risk of not being delivered or those that have missed the deadline, as well as performance measures which have not progressed in accordance with the target set.
- 13.3 Directorates are also responsible for ensuring that their Risk Registers align to the new Council Plan and any significant risks are addressed.

14. Accountable Officer

Fiona Boden, Head of Policy, Performance and Intelligence
Assistant Chief Executive's Directorate
Fiona.boden@rotherham.gov.uk

Approvals obtained on behalf of:

	Name	Date
Chief Executive	Sharon Kemp OBE	Click here to enter a date.
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	09/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phillip Horsfield	13/05/25

Report Author:

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COUNCIL PLAN 2025-2030: **FORGING AHEAD**



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I. FOREWORD

Rotherham is a borough with its sights set on the future.

Rotherham is forging ahead. As a Council we are ambitious for the borough. From our services for children with special educational needs being officially rated amongst the best in the country, to delivering the largest regeneration programme in a generation and from being almost two thirds of the way to creating 1,000 new council homes, to reducing potholes by 52 % since 2015/16, we are working hard to make Rotherham a place to be proud of.

By investing in our libraries, and town and village centres we are making our neighbourhoods cleaner and more pleasant places to live. We've made significant progress for our children and young people and in 2025 we've been working with them to deliver the first ever Children's Capital of Culture, providing a full year of exciting events, and giving them the chance to reimagine their futures.

With the help of our partners, we have protected those struggling in Rotherham by providing financial support and practical help whilst the cost of living has continued to grow. Meanwhile, in under a decade we have almost doubled the amount we spend on adult social care to support our most vulnerable residents with the services they need.

Despite the progress made, the need to deliver change and realise these ambitions for the borough remains clear. For many people in Rotherham life is still very hard. For this reason, our plan is resolutely focused on addressing this, building on the positive progress to date.

Our plan will improve the lives of every resident in every corner of the borough. We will focus extra attention where it is needed, ensuring that everyone can achieve their potential throughout their lives.

As a community we have overcome adversity in recent years, demonstrating resilience and solidarity in responding to major challenges, from floods and violent disorder to the cost of living. The resilience and spirit shown in these responses fills us with confidence that, by working with our partners and our communities, we can deliver real and lasting change and improvement. This new Council Plan marks our commitment to continuing that journey.

Rotherham is our home, and together we will continue building a future we can all be proud of.



Chris Read,
Leader of Rotherham Council

2. OUR STORY SO FAR

Three years ago, we agreed our Council Plan for 2022-25. We have already made great progress and achieved so much. Continuously working with our partners and residents to provide support across every area of the borough, we have successfully delivered on our priorities.



Our local teams continuously work with councillors and communities to deliver on local priorities, working to achieve vibrant and thriving neighbourhoods where residents feel happy, safe and proud.



- **Produced and delivered annual ward plans** informed by local communities.
- **Improved 23 local towns and villages across the borough** through our Towns and Villages Fund and engaged with residents and communities to hear their priorities for the £4 million Our Places Fund.
- **Repaired 727 (approximately 99 miles) of estate roads** (the unclassified network) across the borough through our £24 million to 2024 roads programme.
- **Hosted cultural and sporting events across Rotherham for all ages and backgrounds**, from the Women's Euro 2022 to the Reytons sell-out home coming concert in 2024, as well as the annual Rotherham Show.
- **Invested over £900,000 to enhance the CCTV service** - significantly increasing the capability and number of cameras deployed across the borough.



Focussing on prevention, we have continued to support those in crisis and those affected by the rising costs of living, as well as working with local partners to ensure that local people live in good physical and mental health for as long as possible.



- **Started work on a major new in-house day service** for people with learning disabilities.
- **Created more new Council homes** – Over 650 homes built or purchased by the Council since 2018 and a further 102 homes are already under construction or in the process of being purchased.
- **Delivered £17.9 million cost-of-living support packages to residents**, including committing £4.8 million to support households with their fuel bills, allocating an additional £7.4 million for the free school meals, supermarket voucher scheme and providing financial assistance to families were struggling with school uniform costs.
- **Adopted a new approach to commissioning our public health services** that promote healthy living, aiming to reduce stigma for users.



We continue to ensure that all children and young people are supported to achieve their potential and improve outcomes. This is inclusive of those with special educational needs and disabilities (SEND). The opening of new residential homes for children in our care also means that, where appropriate, more children and young people can be supported locally within the borough.



- **Services provided to children and families were rated as ‘good’ in all areas** by Ofsted in June 2022, with a positive Ofsted Focused visit in May 2024, focused on arrangements for children subject to a Child in Need or protection plans.
- **Ensured that more children can live safely in the borough** by acquiring, developing, and registering two new in-house children’s homes.
- **We have reduced the number of children requiring access to a social worker, as well as those in our care**, by providing support for children and their families at the earliest opportunity.
- **We achieved the highest rating following an Area SEND inspection** of Rotherham Local Area Partnership in September/October 2024.
- **375 activities have been co-produced with young people, attracting 357,000 participants** in the build-up to Rotherham becoming the world’s first Children’s Capital of Culture. 120 young people have also been employed as trainees, hosted by 17 different organisations, 70% of whom have gone on to further education or employment (since October 2021).
- **Established three main Family Hubs and additional wider Family Hub networks** where children, young people and families can go to when they need help, advice, and support across a wide range of areas. Between 1 April 2024 and 31 March 2025, 1,900 group sessions were delivered to families with children aged up to 5 years.
- **Auto enrolled 340 children entitled to free school meals** and generated £449,000 in pupil premiums for their schools.



Significant regeneration schemes have been completed both in the town centre and across towns and villages, helping our economy to grow and creating a great place to live, work and visit. We have also been focused on creating opportunities for people to learn and develop new skills, as well as creating more local jobs paid at the Real Living Wage or above.



- **Secured more than £100 million of government investment** to fund key regeneration schemes across the borough and create jobs. Being awarded the country's first Investment Zone, means that South Yorkshire is set to benefit from an estimated 8,000 new jobs and £1.2 billion of private funding by 2030.
- **Delivered our flagship Forge Island scheme in the town centre**, which saw the opening of the Travelodge hotel and Arc Cinema in 2024, with the first eateries due to open in spring 2025. Forge Island canal barrier has also been operational since 2022.
- **The Employment Hub and Employment Solutions Services have supported more than 1,700 residents.** Of these, 879 participants have secured employment and a further 825 have secured accredited education or training.
- **Delivered our award-winning approach to Social Value**, which has led to commitments of £27.8 million in social and local economic value in the first three years of the Council's Policy being adopted. The Council is also proud to retain its Real Living Wage employer status.
- **Created 64 new starter apprenticeships** at the Council in the last 3 years.



The Council is helping to create a healthier environment for everyone by improving the cleanliness of the borough, establishing better transport systems and contributing to reducing carbon emissions.



- **Invested over £1.8 million towards cleaner streets** (since 2022) and ended seasonal contracts, which has meant staff working through the winter seasons in communities. 284 areas of enhanced cleaning were undertaken in the last 12 months as a result.
- **Green Flag award achieved in 2024 for Clifton Park; Greasbrough Park; Rother Valley Country Park; and Thrybergh Country Park.**
- **Completed the £44 million of works to widen the Parkway and opened the new £11.5 million Parkgate link road.** We have also undertaken repair works to Centenary Way Viaduct.
- **Delivering actions to reduce carbon emissions.** For example, in March 2023 Cabinet approved plans to commit to buy 64 new vehicles to meet modern emission standards as part of the ongoing commitment to reach Net Zero.



We continue to work with our partners to improve outcomes for the people of Rotherham, as well as working with communities to provide modern and efficient services that are accessible to all.



- **Rolled out new high-level customer standards** to improve the customer experience which has resulted in call wait times to the corporate contact centre being reduced to under 4 minutes on average.
- **Working with organisations across the borough**, through the Rotherham Together Partnership, we have successfully delivered the Rotherham Plan 2025. This has resulted in a range of improvements for people and places across Rotherham, from joint commitments on social value and climate change, to cultural events and hate crime projects.
- **The Council awarded Most Improved Council at the 2022 LGC Awards.**



Our new plan builds on these successes and sets out our ambitions to forge ahead to 2030.

3. ROTHERHAM TODAY



Rotherham is **one of four metropolitan boroughs** in South Yorkshire.



25 wards covering a wide range of urban, suburban, and rural areas. 70 % of Rotherham is open countryside.



Rotherham's **population of 271,195** mostly live in urban areas. Although growing, this is at a slower rate than the regional/national averages..



Population is ageing, with 1 in 5 residents 65 and over. 53,570 (19.8 %) people aged 65 years or over.



An increasingly diverse community which includes **31,193** people from **minority ethnic groups** (11.7 % of the population). The Pakistani community is the second largest ethnic group in Rotherham after White British.



75% of residents are satisfied with their local area as a place to live, whilst 66 % of residents are satisfied with the wider borough as a place to live.



There were over **4 million visits to** Rotherham's brilliant culture, sport and **visitor attractions** last year with sites such as Wentworth Woodhouse, Gulliver's and Magna amongst South Yorkshire's most popular tourist destinations.



University Centre Rotherham offers **higher and further education opportunities** in the borough, training the borough's future teachers, engineers, software developers and carers.



Life expectancy in the most deprived areas of Rotherham is 9.9 years lower for men and 9.5 years lower for women than in the least deprived. Gaps in healthy life expectancy are more stark: over 18 years for men and nearly 20 years for women.



22 % of residents live within the **10% most deprived areas of England** and the borough is amongst the 14 % most deprived local authority areas in England. 11,904 children were living in "absolute poverty" (DWP, 2022/23)



Record numbers of people **economically inactive** due to long term sickness (a third of all those economically inactive); 10.6 % working age population have no qualification.

4. WHAT OUR RESIDENTS HAVE TOLD US

To help inform the strategic aims of the refreshed Council Plan, a public consultation and engagement exercise took place from 6 September to 12 November 2024 to seek the views of Rotherham residents and other local stakeholders.

Participation in the Council Plan consultation overall has been positive with a total combination of 1,963 interactions, survey responses or focus group attendees across all methods of engagement. This is an increase on the 1,300 engagements achieved through the consultation exercise undertaken in 2021 to develop the Plan that was agreed in January 2022.

The focus of the consultation centred around what people thought were the biggest challenges and opportunities facing our communities, as well as their wish for the future of the borough.

Combined findings across the short interactions, online and postal survey.

The most common responses in order are as follows:

What do you like most about where you live?

- **Parks and green spaces** – The main thing that residents liked about where they lived was the abundance of green spaces, countryside and parks
- **The people** – The next most popular response was friendly neighbours and the fact that there was a good community spirit where they lived
- **Peace and quiet** – Respondents also liked the fact that it was nice and peaceful where they lived
- **Close to local amenities** – People felt that they had good local amenities in their area and they liked the fact that they were close by
- **Location** – Respondents liked the area they lived in and the fact that they were in close proximity to other areas.





What is one thing you would improve about your area?

- **Safety and tackling anti-social behaviour** – The most commonly cited area of improvement was community safety. Respondents wanted more to be done to tackle anti-social behaviour, both in the town centre and in their local area
- **Cleaner streets** – Followed by respondents wanting less litter and cleaner streets, both in the town centre and in their local area
- **Roads** – The next area that residents felt needed improvement was the roads, with people highlighting the fact that roads and pavements needed repairing, along with grass verges at the roadside needing to be cut back
- **Better maintained green spaces** – Respondents also felt that parks and green spaces in their local area needed to be better maintained
- **Regeneration of the town centre** – People also wanted continued investment and regeneration of the town centre, including an improved retail offer.

What is your one wish for the future for Rotherham?

- **Feeling safer** – Respondents mentioned was that they wanted to feel safer in Rotherham, particularly in the town centre.
- **Proud, prosperous and thriving** – People wanted to feel proud about Rotherham, and for the town to be prosperous and thriving again. They also wanted Rotherham to have a better reputation and to be in the news for positive reasons.
- **Improved retail offer** – Respondents wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue based on a change in people's shopping habits
- **Regeneration of the town centre** – The main wish for the future was people wanting continued investment and development of the town centre.

- **Cleaner Streets** – As in the previous question, respondents wanting cleaner streets came up again in the top five responses for their wish for the future.

Summary of findings across focus groups (that differed to the online, postal or short interactions).

Through the focus groups that were undertaken, further views and feedback were gained. In addition to the themes reflected above, the following feedback was provided:

- **Housing** – including providing high quality, affordable homes and tackling homelessness
- **Young people** – including things for them to do, instilling aspiration, obtaining a good quality education, better SEND provision, improved careers advice and pathways to work, and providing a good work offer for them to want to stay in the borough
- **The environment** – including green spaces, net zero, flooding, climate change
- **Transport** – The need for a better transport offer across the borough – particularly bus services
- **Culture and Leisure** – Improving access to culture and leisure facilities and continuing to maintain parks and play areas to high standards
- **Health Services** – Improved access to health services – particularly mental health
- **Cost of Living Support** – Continued cost of living support to alleviate poverty and inequalities
- **Attracting Investment** – Attracting investment to provide good quality jobs and create opportunities

The priorities in the refreshed Council Plan have been shaped by the consultation carried out during 2024. The Plan reflects the things that residents have told us are important to them and it contains clear goals that we will work towards over the next five years.



This consultation is seen as part of an ongoing dialogue between the Council and residents to help shape delivery and to feedback progress on how the Council is delivering against the targets set out in the Council Plan.

5. OUR PLAN, VISION AND OUTCOMES

The Council Plan 2025–2030 ('the Plan') builds on the Council's previous successes and sets out our ambitious programme to continue improving the lives of the people of Rotherham, creating a place people are proud to call home.

Informed by public consultation, the Plan provides a clear framework for how we will work with residents, communities and partners over the next five years to achieve our aspirations and further expand opportunities for all. **We know we cannot achieve our ambition alone.**

OUR VISION IS:

"Rotherham is our home, where we come together as a community, where we seek to draw on our proud history to build a future we can all share.

We value decency and dignity and seek to build a town where opportunity is extended to everyone, where people can grow, flourish and prosper, and where no one is left behind.

To achieve this as a council we must work in a modern, efficient way, to deliver sustainable services in partnership with our local neighbourhoods, looking outwards, yet focussed relentlessly on the needs of our residents."

STRATEGIC OUTCOMES:

PLACES ARE THRIVING, SAFE, AND CLEAN

AN ECONOMY THAT WORKS FOR EVERYONE

CHILDREN AND YOUNG PEOPLE ACHIEVE

RESIDENTS LIVE WELL

ONE COUNCIL THAT LISTENS AND LEARNS

6. OUR APPROACH AND ONE COUNCIL VALUES

Three cross-cutting policy drivers run throughout the Plan, informing our way of working and helping us to achieve better outcomes.

Expanding opportunities for all

We will target the most help at those who need it, as we open up new opportunities, so no one is left behind.



Recognising and building on our strengths to make positive change

We will harness the knowledge and skills of community groups and local residents and make the best use of local assets, including buildings, parks and public spaces.



Focussing on prevention

We will focus on reducing the risk of problems arising in the first place, and when they do, we will intervene early to prevent them from worsening.



Our values are important as they reflect who we are as an organisation, what we stand for and how we treat others.

CARING

We

- Are inclusive and know our communities
- Take time to listen and understand what matters
- Act as 'One Council' with a spirit of togetherness

HONEST

We

- Are accountable and take ownership of our actions
- Communicate clearly and openly
- Reflect and learn from our experiences

PROUD

We

- Are ambitious in everything we do for our people and place
- Start with strengths, and what is working well
- Celebrate Rotherham and act as ambassadors for the borough

7. OUR OUTCOMES AND THE DIFFERENCES YOU WILL SEE



9.I PLACES ARE THRIVING, SAFE AND CLEAN

OUTCOME: Places are thriving, safe and clean

Where we are now

We are committed to building a borough where every neighbourhood thrives, green spaces are clean and accessible, and people feel safe – creating a space that residents can take pride in.

Working in partnership with local organisations and people, the Council is ensuring that local communities are vibrant and well-connected by enhancing towns and villages, improving green spaces and tackling key community issues.

Through the Towns and Villages Fund, we have continued to enhance local neighbourhoods. This includes upgrading road surfaces and road markings, improving accessibility to key community spaces, and creating community gardens. These improvements are designed to foster pride in our neighbourhoods, enhance their visual appeal, and improve the overall environment for all residents.

£2.8 million investment delivered through the Towns and Villages Fund since 2022/23.

Our commitment to delivering events across the borough is strong, as illustrated by the Rotherham Show, Signals Festival, Uplift Urban Sports Festival and WOW Rotherham alongside a programme of Civic Events. These events bring communities together, celebrate local talent, and are driven by inclusivity and Rotherham's vibrant cultural scene.

We are also proud to have hosted special events such as the Women's EURO games in 2022 and the Reytons' sell-out homecoming gig at Clifton Park in 2024, where we welcomed more than 20,000 people to the borough, making a £1 million contribution to the economy. This demonstrates our ability to think big and deliver big!

An estimated 130,000 people attended events across the borough in 2024/25.



In the town centre, our masterplan is coming to fruition. The new Arc cinema, Rotherham's first in thirty years, has opened on Forge Island, alongside a Travelodge hotel. The markets redevelopment is underway and public realm improvements and new housing are helping to create creating an attractive, thriving environment.

£133 million investment secured for town centre regeneration.

Throughout Rotherham, roads and footpaths have benefitted from the biggest investment in resurfacing for a generation.

Improved 727 roads and repaired 76,530 potholes as part of our “£24 million to 2024” roads programme.

We have invested in CCTV equipment to assist in tackling crime, disorder and antisocial behaviour, and introduced interventions that seek to reduce hate crime and improve community safety. For example, our 'Who is your neighbour' and 'Step Up, Beat Hate' projects, the latter of which has been delivered by Remedi and has raised awareness of hate crime, promoted support for victims of hate crime and empowered young people to identify the signs of hate crime and be able to report it in a safe way. Neighbourhood road safety measures have also been introduced, including 20mph zones and nuisance pavement parking schemes.

£900,000 investment into CCTV equipment since 2021 to modernise the system and allow the viewing of all CCTV assets via one system.

Rotherham has an abundance of high quality urban green spaces and country parks which we have continued to invest in. Access to green spaces promotes physical activity and improves health, as well as providing environmental and economic benefits.

Four parks in Rotherham achieved the Green Flag award in 2024, including two urban parks (Clifton and Greasbrough) and two country parks (Rother Valley and Thrybergh). Additionally, Rother Valley, Thrybergh, and Ulley country parks were awarded the Natural England accreditation.



Council Plan consultation headlines

- 54 % of respondents who completed the counter box exercise, agreed that the Council should continue to keep parks and green spaces looking good, compared to 46 % of respondents who agreed that the Council should keep streets clean.
- 63 % of respondents who completed the counter box exercise, agreed that the Council should resurface roads, compared to 37 % who agreed that the Council should improve local centres.
- The focus groups highlighted the need to make Rotherham a safer place by tackling anti-social behaviour and improving community safety
- Attendees at the Children and Young People's Partnership Board said they were worried about safety, especially when using public transport in the town centre.
- Throughout the short interactions carried out across the borough, the people we spoke to highlighted a desire for continued regeneration of the town centre with many suggesting that this is key to restoring pride within the borough.
- Other opportunities identified from the focus groups included the need to: improve roads and footpaths; cut emissions; maintain green spaces and improve social cohesion.

Quotes

"My wish for the future of Rotherham is to protect green space and develop safe outdoor spaces"

"A town where people can thrive, live healthy, happy lives connected to the people you love"

"More life bringing into the town centre"

"My wish for the future of Rotherham is cleaner streets and less crime"

Looking ahead

Creating vibrant communities

Our people and neighbourhoods are important to us and are at the heart of everything we do. Through the delivery of the Thriving Neighbourhoods Strategy, we have already come a long way, and we continue to work with local people to find solutions to local issues, building on our heritage and assets. Alongside this, we are delivering events and activities that bring people together, reducing social isolation and enabling people to have an active cultural life. This is a crucial part of transforming our communities, creating a sense of cohesion, belonging and pride.

The differences you will see:

£4 million investment to be delivered between January 2025 – March 2026 as part of Our Places, focusing on improvement projects to key gateways into principal towns and villages.

Councillors engage and work with local people and community groups to shape and deliver ward plans across Rotherham's 25 wards. These ward plans identify neighbourhood priorities, providing a focus for local activity and investment. We will continue to drive local priority setting through ward plans and devolved budgets, ensuring councillors, residents, and partner organisations work together to deliver neighbourhood priorities.

Bring our communities together through a range of enjoyable activities, cultural and social events, which inspire hope and pride in Rotherham.

We are delivering an inclusive programme of events across the borough, working closely with local organisations to bring communities together. We want Rotherham to be the best it can, by making sure as many people as possible who live here can take part in high quality cultural, leisure and sporting activities. Through the delivery of the Rotherham Cultural Strategy, we can help build foundations for growth, as well as creating a welcoming place.

£20 million secured through the Levelling Up funding to deliver investment in Wath and Dinnington town centres..

As part of our commitment to regenerating town centres and boosting the creative and leisure economy throughout the borough, we are investing in creating welcoming, thriving high streets. The redevelopment of Dinnington will feature high-quality public spaces and landscaping to promote a healthy, sustainable town. In Wath, plans include new commercial space to support a diverse mix of small businesses, enhance green spaces, and create a new library, providing a modern and inclusive community facility.

Better public spaces

Rotherham benefits from a stunning rural backdrop and extensive parks and open spaces. We know that residents want to see cleaner streets and improvements to roads and pavements, and we want to create places that are clean, safe and sustainable.

Improving our urban and country parks, providing nature-rich environments, and ensuring public spaces are green, clean and safe will help to create neighbourhoods where everyone can enjoy being active.

We will also take steps to reduce the risk and impact of flooding and other environmental emergencies, providing protection and peace of mind for our residents.

The differences you will see:

£11.6 million investment made into our country parks.

We are transforming our country parks to create vibrant, accessible green spaces that enhance wellbeing and bring communities together. Work is already underway to improve the amenities at Rother Valley Country Park, which will include a 150-seater eatery and indoor function space with views extending over the lake. The new development will also include external landscaping, as well as a new play area and better parking facilities to improve accessibility and the customer experience. Meanwhile, the redevelopment at Thrybergh Country Park is set to follow during 2025 with an improved café, play facilities and paths.

The new facilities will help to create job opportunities and welcoming places where communities to come together, as well as enhancing green spaces that are unique to our heritage, transforming Rotherham into a major leisure destination.

Improvements to roads and pavements, alongside enhanced roadside cleaning along popular routes.

We are committed to keeping communities and neighbourhoods safe and well connected by ensuring our roads and footways are well maintained. Across the borough, road and pavement upgrades and improvements will enhance safety and accessibility for all road users and reduce the number of potholes. On popular routes and gateways, we will also build additional capacity in a smarter and more targeted approach to increase the frequency of roadside cleansing to keep streets looking neat and tidy and improve their appearance.

Deliver flood alleviation projects and work with communities and businesses to develop flood resilience measures in the worst-affected areas.

Investment in critical flood defence schemes will provide much-needed protection for communities at risk of flooding. £6 million has been allocated for the Catcliffe Village Flood Alleviation Scheme, aimed at reducing flood risks by improving the flow path of the River Rother. The project is expected to be delivered within three to five years, providing much-needed protection for affected residents.

Revitalising the town centre

The ambition is to transform and revitalise the town centre by focussing on delivering regeneration that brings opportunity, including the creation of a community within the Riverside Residential Quarter. The expansion of the leisure economy and pedestrian improvements to connect and attract people to the heart of the town. We want to create a place which people are proud to call home and reinstate pride across the borough.

The differences you will see:

£45.3 million funding secured for the redevelopment of the markets and new library and the creation of Riverside Gardens in the town centre.

Building on the progress made, we will continue to focus our efforts on regenerating the town through several key initiatives. The redevelopment of the Rotherham Central Markets and the addition of a new modern and accessible central library will serve as a community hub.

The Riverside Gardens is a new public space which will form a key gateway to the flagship Forge Island leisure development and wider town centre. The introduction of additional green spaces, with connections to the river and nature is a major part of the vision, providing residents with spaces where they can come together.

400 homes to be built as part of the town centre new community.

The provision of new homes in the town centre was identified as a key regeneration priority in the Town Centre Masterplan and there are ambitions to create an attractive and thriving town centre neighbourhood. Over the next five years, further new homes will provide high-quality distinctive housing, complemented by services for those living in and around the town centre to drive footfall.

We will attract more people into the town centre.

In addition to our extensive regeneration programme, we remain focused on attracting more people into the town centre. We will continue delivering cultural events in the town centre to bring communities together. Building on the success to date, Rotherham could be the home of future big events, which would boost the local economy, build cohesion, grow civic pride and provide access to training and development for our communities.

A new scheme for 2025 will offer free parking for the first hour in council-operated car parks in the town centre to support local businesses, increase footfall, and encourage residents to shop locally.

Helping people to feel safe in their community

Feeling safe is essential to wellbeing, which is why we're committed to taking robust enforcement action to improve community safety. Working with our partners we want to create an environment where people feel secure when out and about or relaxing at home. We also want to improve public perceptions as we know that safety and tackling anti-social behaviour were highlighted as the main areas of focus when residents were asked 'what is the one thing you would improve about your area' (*Council Plan consultation 2024*) and resident perceptions of safety remain challenging when compared nationally (57% of those surveyed in 2024, felt safe in their local area after dark, against 71% nationally – Resident Satisfaction Survey).

The differences you will see:

Launch a new 'Street Safe Team' focused on increasing safety in towns and village centres.

To improve feelings of safety and build resilience in town and village centres, we will launch a new Street Safe Team – a visible, uniformed Council presence with dedicated resources and the authority to enforce change. The team will target areas including Rotherham town centre, and the principal towns of Dinnington, Wath, Maltby and Swinton. By gathering local intelligence, they will help to address key issues and provide residents with a reliable point of contact, fostering safety and trust.

Launch a new Safer Rotherham Partnership Plan 2025-28, to build safer neighbourhoods, tackle violence, abuse and exploitation and prevent offending.

Through our work with the Safer Rotherham Partnership (SRP), we will develop and implement plans to make Rotherham safe, protect communities and help communities to feel safe. This will include working with partners to tackle crime and local issues like anti-social behaviour, drug and alcohol misuse, as well as tackling violence, abuse and exploitation and preventing re-offending. The new SRP plan for 2025-28 will outline current community safety priorities and describe the joint work that is to take place to address these.

Safer roads schemes and initiatives which contribute to Vision Zero and help to improve road safety across the borough.

To deliver improvements relating to road safety, we will be working in partnership through the South Yorkshire Mayoral Combined Authority (SYMCA) to proactively manage risk, eliminating as far as practicable the incidence of death or severe injury on our roads.

Vision Zero is an ambitious strategy to reduce the number of people killed or seriously injured on our roads by 50% by 2030.

Long term measures of success

Over the course of this Plan, we expect to see:

- An increase in the proportion of people satisfied with the Rotherham borough as a place to live.
- An increase in the proportion of people satisfied with their local area as a place to live.
- An increase in footfall in the town centre.
- A decrease in the percentage of vacant units in the town centre.
- An increase in the proportion of people optimistic about the future of Rotherham town centre.
- An increase in the proportion of public that feel safe when outside in their local area during the day.
- An increase in the proportion of public that feel safe when outside in their local area after dark.
- An increase in the percentage of sites classed as (acceptably) free of litter and rubbish.

9.2 AN ECONOMY THAT WORKS FOR EVERYONE

OUTCOME: An economy that works for everyone

Where we are now

We have laid the foundations for a fair and prosperous economy where everyone has the opportunity to secure a good job, start and grow a business, and plan confidently for the future.

Significant investment in our people and our places has positioned us at the forefront of the North's manufacturing economy.

We are nurturing our entrepreneurs, with a comprehensive support offer built around our brilliant business centres. Building on the success of the Century Business Centre, we are committed to supporting start-ups and small businesses. Century 2 which opened in November 2023 is a £5.4 million development, providing a fully managed workspace and an additional 16 offices, 20 workshops and 2 lab spaces, with wrap around business support.

Over 1,700 new and growing local businesses supported over the last three years.

We're investing in our people – our new Employment Solutions Service is at the centre of a responsive local employment and skills system, providing targeted advice and support to help our residents find secure jobs and pursue fulfilling careers.

Over 1,700 people supported through the Employment Solutions Service to access employment (including training, education, apprenticeships, and paid employment) since 2020.



Our young people are benefiting from the investment secured. Skills Street at Gulliver's and the eye-catching Maltby Grammar Business Hub are ambitious, innovative projects that will raise aspirations and boost skills.

This investment in skills – in our people and our places – is reflected in our social value policy. By agreeing additional commitments with our contractors and increasing our use of local suppliers, we are generating massive benefits in terms of work and training opportunities and support for local charities and community groups.

Increased the proportion of the Council's expenditure, which goes to local businesses and providers by 72%, in the first three years since the Social Value policy was adopted.

We encourage growth and through our top performing planning and building control teams we are able to provide support and a comprehensive joined up service to anyone wishing to develop and invest within the borough. We will soon be starting to produce a new local plan which will shape development over the next 15 years and offer even more opportunities for our residents and businesses alike.

Top performing Local Planning Authority consistently determining 100% of submitted applications within prescribed time limits and with over a 90% approval rating to help facilitate growth and key investments.



Council Plan consultation headlines

- The majority of respondents (90.3 %) agreed that the Council should help to create new jobs, compared to not delivering this service (9.7 %).
- The focus groups highlighted the need to attract inward investment to provide good quality jobs and create opportunities.
- The children and young people we spoke to wanted to see more support for transitions from school into work pathways (including work experience).
- Other opportunities identified from the focus groups included the need to: deliver jobs at the right scale, raise aspirations across communities, expand support into employment schemes, including volunteering pathways and social value.

Quotes

“What I like the most about Rotherham is the redevelopment happening, bringing Rotherham back!”

“My one wish for Rotherham is to have better business events to network, learn and grow”

Looking ahead

Developing the economy

Rotherham is on the up. At the heart of the pioneering South Yorkshire investment zone, the Advanced Manufacturing Park in Waverley is the home to blue chip companies such as Rolls-Royce and McLaren, bringing cutting edge research and development into innovative product development.

The Don Valley corridor, a strategic gateway between Sheffield and Rotherham, is critical to our concept of an advanced manufacturing innovation district.

The differences you will see:

South Yorkshire investment zone - £1.2 billion of private funding, 8,000 jobs by 2030.

The £8.4 million Templeborough business zone will deliver six modern, managed workspace units tailored for small and medium-sized enterprises (SMEs). Alongside its economic benefits, it will provide a dynamic environment for the local community and increase transport connectivity through the introduction of a new tram-train stop and park and ride facility.

Package of support and advice that enables business to start, develop and grow.

We will foster entrepreneurship by providing comprehensive advice and support for those looking to start a business. This will range from tailored advice and workshops to specific grants and incubation space in our business centres.

We will also support existing businesses to grow and prosper and will help in maintaining and enhancing economic stability across Rotherham. We will continue to help businesses in a range of ways by providing support to source funding, developing a skilled workforce, improving sales and sourcing premises, including through our successful network of business centres.

An increased proportion of Council expenditure going to local businesses and providers.

We will continue to deliver the aim of our Social Value Policy to increase the proportion of Council expenditure spent locally. Working with the Chamber of Commerce we will provide support and information for businesses in relation to forthcoming contract opportunities through sector-based events. Through Go For Growth, we will also provide one-to-one support for businesses to help them become tender-ready, so they can respond to opportunities that arise.

Enhancing skills

We know that the opportunities we're creating must reach every corner of our borough. As part of this approach, we need to ensure that residents can improve their skills so that they can access these opportunities and continue to progress in work.

Long-term ill health is the main cause of economic inactivity across South Yorkshire, and poor health is a major barrier to work for many in Rotherham. A healthy workplace also benefits employers, reducing absenteeism and staff turnover and increasing employee health and wellbeing and productivity. The Council is part of the region's economic inactivity pathfinder, which will better integrate the local work, health and skills support system. This will complement our own employment hub and our data-informed approach to tackling health inequalities.

The differences you will see:

Support more people into and to progress in work, through dedicated and holistic training initiatives.

Through targeted skills and training initiatives, we aim to give all residents an opportunity to succeed. This means equipping people with the core skills that provide the bedrock for securing employment, as well as offering holistic support to overcome any barriers that are preventing them from finding and maintaining employment. We are ensuring permanent funding is made available to our Employment Solutions service, which has already helped over 1,700 residents into work or training since its launch in 2020. In 2025/26 working with partners across South Yorkshire, we will also be piloting the delivery of a new economic inactivity trailblazer, to provide further support to get people into work.

Deliver at least 500 new apprenticeships through Rotherham Together Partners by 2028.

In the heart of the town centre, University Centre Rotherham (UCR) is a state-of-the-art campus offering degrees and higher-level qualifications to residents of all ages. Headed by the education and training provider RNN Group and working in partnership with the Council, UCR ensures that the requirements of Rotherham businesses and residents are brought together to create clear pathways for progression into work and to support career development, aligned with local growth sectors.

As well as supporting people into employment, alongside our Rotherham Together Partners, we want to further improve access to training and apprenticeships to support career progression and help people to progress into well paid jobs. Apprenticeships provide opportunities for everyone and there are chances to progress in a range of professions, roles and levels.

Maximise the impact of Rotherham Together Partnership's potential to unlock, deliver and report on a collective potential of £53.5 million of unmeasured social value benefits across the borough.

On social value, further work with local businesses and our public sector partners will see millions more in direct benefits delivered for local communities and more money spent with local suppliers. We will also continue to pay and promote the Real Living Wage, recognising that people deserve a wage that at least meets every day needs.

Connecting people to opportunity

Connected communities are more resilient and will help in building a more thriving, inclusive, and sustainable society.

A new mainline rail station at Parkgate promises to transform our transport network, providing faster, direct access to regional and national destinations. With a connection to the tram train network, improvements to walking and cycling routes will also connect the station to the town centre.

Connectivity also means getting people online. The Council will support residents to access the benefits of the digital world; from accessing essential services, to staying in touch with family and friends, or doing the weekly shop. Alongside this, we will focus on developing the digital skills that are vital in today's economy.

The differences you will see:

Progress towards the new mainline station to create an integrated transport network, which will provide access to local, regional and national destinations.

The centrepiece of our transport plans is Rotherham Gateway Station, the new mainline rail station at Parkgate. Expected to be open 2031, the station will reintroduce mainline trains for the first time since the 1980s. Located at Parkgate the station will have both rail and tram services. It is part of an ambitious long-term vision that will also feature a business centre and innovation campus.

Support the franchising of South Yorkshire's buses by the Mayor, subject to the completion of the statutory process.

As many as half of the local bus routes have been lost since 2010. We are already committing more Council funding to support local bus services, and we will maintain these increases until 2028. But there is also a need for more radical change. Subject to the statutory tests and processes being met, we will support South Yorkshire's buses being franchised by the Mayor.

Work with South Yorkshire Mayoral Combined Authority (SYMCA) to bring the first demand responsive bus service to Rotherham.

We will work with SYMCA in support of their work to bring forward a pilot Demand Responsive Transport service, to improve public transport options for rural communities that have limited options using traditional bus services. The learnings from this pilot project will inform the potential further roll-out of Demand Responsive Transport in the borough.

Long term measures of success

Over the course of this Plan, we expect to see:

- An increase in the value of Rotherham's economy.
- An improvement in the skills of residents in the borough.
- An increase in the proportion of the working age population who are in work (or actively looking for work) in Rotherham.
- An increase in the number of businesses in Rotherham per 10,000 residents.

9.3 CHILDREN AND YOUNG PEOPLE ACHIEVE

OUTCOME: Children and young people achieve

Where we are now

We want Rotherham to be a great place to grow up; where all children and young people are safe, valued, and are able to achieve their aspirations. Major improvements in recent years have enabled us to retain an Ofsted 'good' rating for the last 8 years (since 2017). Most recently, the SEND Area Partnership achieved the highest possible grading in the SEND Inspection (Ofsted/CQC). Our ambition remains to achieve 'outstanding': our children, young people and their families should expect nothing less.

We work with children and their families in a restorative way. This means supporting them at the earliest opportunity, reducing the need for social care intervention and ensuring that children are engaging with education. Through joint working with our key partners, we make sure that children, young people and their families get the right support at the right time.

In 2025, Rotherham became the world's first Children's Capital of Culture, designed and delivered by children and young people in the borough. Working in partnership with cultural organisations across Rotherham, the year-long cultural festival is providing an inclusive and exciting programme of events, which includes installations, exhibitions, festivals, sporting events, and workshops. Since 2022, Children's Capital of Culture has rolled out a successful traineeship programme that upskills Rotherham's young people, brings additional capacity to local culture, sport, leisure and tourism organisations, and creates a pipeline of talent into the creative sector.

Delivered 120 creative traineeships through the Children's Capital of Culture since 2022.

The Council received £3.4 million in government funding to help deliver Family Hubs and the Best Start in Life programme locally, adding value to the existing support available for families in children's centres and early help settings. Families can access information, advice, and support across a range of areas to ensure their children thrive.

In 2024/25 79% of children were registered with a Family Hub within 6 months of birth.



We put huge emphasis on supporting young people who have special educational needs or disabilities in both mainstream and specialist settings. Forest View is a repurposed post-14 specialist campus that was developed in partnership with the Nexus Multi Academy Trust. It has space for 50 pupils, extending educational opportunities for local young people in a nurturing environment whilst offering additional curriculum opportunities to equip pupils with the essential skills they need to thrive beyond school. We have also worked with mainstream schools to develop bespoke learning, sensory play areas, enhanced provisions and increased accessibility.

Created 50 new school spaces for children with special educational needs.

We have also created an independent travel training offer to support young people with special educational needs or disabilities. This provides practical support and life skills, aiming to increase self-esteem, self-confidence and social skills, as well as enabling young people to travel independently, which opens up educational, employment and leisure opportunities.

Delivered Independent Travel Training to 26 children and young people in 2024/25.

Having a universal offer for young people across the borough means providing them with things to do and places to go. Rotherham's youth offer is designed to provide inclusive, fun and exciting activities, promoting the personal, educational, creative, and social development of our young people, with a focused offer for those that need it.

Delivered 208 support sessions to increase youth provision across the borough and support young people to engage with wider universal youth provision.



Council Plan consultation headlines

- The short interaction exercise highlighted that 8 % of respondents wanted more services and more activities/things to do for children and young people, both in the town centre and in the outlying areas such as Maltby, Dinnington and Swinton.
- At Rotherham Show, 5 % of respondents wanted more support for Rotherham's children and young people, including investment in activities, resources, services, and employment advice for teenagers. Respondents also said they wanted to see improved play areas and increased SEND support.
- The Children and Young People's Partnership Board wanted more fun things to do for teenagers, alongside improved communications regarding 'what's on' and better support for transitioning to adulthood. They also set out their strength of feeling and commitment to the environment, the impacts of climate change and the importance of planning for a green future.

Quotes

"Increased hope and aspirations for our children and young people"

"We need more things for kids!"

Looking ahead

Ensuring children and young people have fun things to do

We know that children and young people thrive when they have access to fun, safe, and engaging spaces. That's why we're committed to providing a variety of opportunities across the borough – from exciting events to well-equipped play areas, and sports facilities – ensuring every child has a place to play, explore and connect with others.

When speaking to our children and young people, the majority of those we spoke to want more fun things to do and better communication channels regarding activities in the borough. We have therefore made this a key priority in our plan.

The differences you will see:

£1.8 million allocated to improve watersplash facility at Clifton Park and play areas across the borough until 2027.

Rotherham should be a great place to grow up, and listening to children and young people is key to making that happen. Their feedback will help shape our plans, and wherever possible, they will be involved in decisions about the changes that affect them. This is demonstrated through our ongoing investment to improve play areas across the borough, which includes upgrades at the watersplash facility at Clifton Park and Chestnut Grove in Dinnington, Rother Valley and Thrybergh Country Parks. This process will be co-designed, giving children and young people the opportunity to work alongside Council officers to ensure the facilities meet their expectations and needs.

Physical activity and sport are essential for children and young people's physical and mental wellbeing. The introduction of new Multi Use Games Areas (MUGAs) across the borough will help to enhance this, providing versatile spaces for team-based activities and sports. These areas will offer more opportunities for children and young people to stay active and enjoy a variety of games in their local communities.

Work with young people, local partners and external funders to agree a legacy programme for Children's Capital of Culture.

Rotherham became the world's first Children's Capital of Culture (CCoC) in 2025, a concept created and shaped by young people in the borough. The CCoC team has established strong partnerships with organisations and communities across the borough, focusing on those facing barriers to creative activities and skills development. These connections have been key in developing a festival programme that is co-produced by children and young people.

Improved access to youth activities and sessions.

We want Rotherham to be a great place to grow up, where children and young people get the support, they need to reach their full potential, and helping families know about the wide range of activities, events and support opportunities across the borough is a key priority. Through the Family Hubs and Start for Life Programme, and delivery of Family Help Services we will help families get the right support, at the right time, in an easy way.

Enabling children and young people to thrive

In Rotherham, we want our children and young people to start well, grow with support, and feel safe and heard. We aim to create a place where they can dream big, knowing that no matter their background or challenges, they have the opportunity to achieve their aspirations and reach their full potential.

Providing stability, skills and opportunity for our children and young people will inevitably benefit Rotherham as a whole. By ensuring our young people have the best possible start in life, by empowering them and enabling them to flourish, we can make them feel like they have a stake in our town and encourage them to be part of its successful future.

The differences you will see:

Deliver baby packs to Rotherham families to ensure every family has access to essential items from the beginning of the child's life.

Our Family Help offer is based on need and will continue to provide essential support, resources and guidance to help families thrive. By focusing on providing help and support at the earliest opportunity, working with partners undertaking assessments, early intervention, wellbeing and resilience, we empower families to overcome challenges and achieve positive outcomes.

We will continue to work alongside Government guidance as part of the Families First Partnership Programme, which aims to support safeguarding partners with the implementation of children's social care reforms. Our approach provides families and their wider networks with the skills, resilience and support, so that children grow up happy, safe, and healthy, with a strong foundation to develop and reach their full potential.

As part of our commitment to ensuring that every child in Rotherham gets the best possible start in life, we are providing Baby Packs so that families have the essential items they need from birth. These packs will help to ease the pressure for new families for the first six months of the baby's life.

Inclusive SEND provision in the borough, including a new SEND hub in the town centre.

Investing in inclusive provisions for children and young people with Special Educational Needs and Disabilities (SEND) in Rotherham is a key priority for the Council. We recognise that children and young people have different strengths and needs, and services need to be differentiated so that all children and young people experience success. Due to this, we are committed to continuing to ensure the sufficiency of SEND provision and activity in the borough, so it is inclusive to all.

By working with key partners, the Rotherham Special Educational Needs, Disabilities and Alternative Provision (SENDAP) Strategy is working to drive forward the improvements that have already started across the borough and make the required changes so that children and young people in Rotherham achieve the very best outcomes. Over the next 5 years we will continue to increase the proportion of children who are educated within a mainstream setting. This is so children with special educational needs can be educated in their nearest school, build friendships within their communities and be prepared for life beyond school.

Support for young people to achieve their potential (links to the enhancing skills priority, under the economy outcome).

Children and young people will benefit from targeted skills and training initiatives that equip them with the tools and knowledge needed to succeed in a dynamic and evolving economy. As a vital part of Rotherham's future, ensuring young people can fulfil their potential and achieve their ambitions is a top priority. This can be achieved by providing access to quality work experience, raising awareness of career paths and progression routes, and removing barriers to success. Promoting apprenticeships, traineeships, and work experience will help young people transition into paid employment and build a strong foundation for their future careers.

Keeping children and young people safe from harm

The Council plays a pivotal role in keeping children and young people safe from harm in every area of their lives to create secure environments where they can thrive. Working closely with our partners, we provide early help and intervention to protect children, prevent harm, and strengthen family life. Our shared approach ensures families receive the right support at the right time, while also ensuring children and young people can remain with their families whenever possible.

By focusing on early intervention and partnership, we are committed to building a safer Rotherham where every child feels safe, secure and supported.

The differences you will see:

Provide five new children's residential homes to make sure children in care and care leavers can stay in the borough.

Continuing to enhance, expand, and invest in our children's residential services is a priority for the Council. We will expand our existing estate, opening a further five new children's residential homes, and taking steps to increase the number of foster carers. This will support children and young people in our care to remain in their communities, as well as help them to maintain links with their friends, see those who are important to them, and provide consistent access to education and health services. Investing in our own residential care services ensures that we have greater influence in the care that our children receive.

Strengthened safeguarding arrangements, particularly addressing harms outside the home.

The proposed Children's Wellbeing and Schools Bill aims to strengthen safeguarding arrangements, particularly addressing harm outside the home, and measures to better identify and support children experiencing exploitation or missing education.

Harm outside the home occurs outside the family context, it could be in schools, community settings or online, through interactions with peers and adults outside the family.

Working with partners and through the delivery of Our Children Exploitation Strategy, we will continue to minimise the risks posed to our children and young people whilst preparing to meet the requirements of the new legislation.

Further support to families to build their resilience and help reduce hardship.

We know that many factors such as the increasing cost-of-living are making it difficult for some families to provide enough of the things their children need. We will help to address the root causes of poverty and reduce the impact of deprivation for children, young people and families through the introduction of a new 'No family left behind, Rotherham's commitment to addressing child poverty' Strategy.

Long term measures of success

Over the course of this Plan, we expect to see:

- An increase in the proportion of eligible 2-year-olds taking up an early education place as soon as possible.
- An increase in the proportion of pupils passing the phonics screening in year 1.
- Improve GCSE grades in the borough relative to the national average.
- An increase in the number of children with an Education, Health and Care Plan in mainstream schools.
- Maintain the number of suitable homes that are available for care leavers
- An increase in the proportion of children in care living within 20 miles of home.

9.4 RESIDENTS LIVE WELL

OUTCOME: Residents live well

Where we are now

We are making significant strides in enabling our residents to lead happy, healthy and independent lives. Working with our partners, we have focused on prevention to ensure that local people live in good physical and mental health for as long as possible.

Investing in modern social care services has been a major priority for the Council over recent years. Over the last 10 years, the amount we have spent on social care services has almost doubled. Pressure on all our services has risen, from our enablement service to our care homes. As demand for health and care services increases, we will continue to focus on intervening early to prevent problems from developing or worsening, as we aim to increase healthy life expectancy in the borough. Our preventative approach is innovative in social care, reducing the need for intensive or residential services and helping people maintain their independence for as long as possible. To enable people to stay in their home of choice over 2,300 adaptations are carried out each year by the Council.

Adult Social Care complete over 3,000 assessments each year to ensure that Rotherham residents can remain living independently, in a place of their choosing, with services that meet their eligible needs.

This preventative approach also covers housing and public health schemes as we recognise that all aspects of a person's life are important to their health and wellbeing. We have created over 650 Council homes since 2018, including 171 across the town centre, and we are on track to build 1,000 homes by summer 2027. These homes are energy efficient, reducing bills and carbon emissions for residents. All our homes are warm, good quality and provide people with stability, underpinning good mental and physical health. We recognise that the availability of affordable, decent quality housing is fundamental to people's feelings of safety, security and independence.

Over 650 homes built or purchased by the Council since 2018.



As well as delivering our housing growth programme, we are acting on homelessness – again focusing on prevention - so that less people live on our streets or in temporary accommodation. We are also addressing poor conditions in the private rented sector through selective licensing schemes, making sure that landlords provide decent housing with enough space for all their residents to live healthy and happy lives.

By emphasising prevention and recovery, we have redesigned mental health services, working with our partners and our residents to offer comprehensive support pathways. As a result, drug treatment and recovery services have been expanded, helping those who need our support to break cycles of despair and illness. Health issues are best dealt with in the community, which is why we have delivered a grants programme to address loneliness and isolation in neighbourhoods, and reached out to all our residents with our ‘Say Yes’ campaign, highlighting the lifestyle changes we can all make to prevent ill-health.



581 staff and volunteers have participated in Making Every Contact Count training to raise awareness on a range of topics to improve people's health and wellbeing (2024/25).

Our commitment to working in a strengths-based way, focusing on what matters to people, has seen us co-produce our key strategies, ensuring that unpaid carers, people with learning disabilities and other residents who interact with adult social care provision have a genuine say in how services are designed and delivered. This means our services are more responsive to the needs of our residents and provide them with care which is more appropriate.

A key area of our focus is to support adults with learning disabilities to have more control over their lives. Through the delivery of the ‘My Front Door’ programme and the new Learning Disabilities Strategy 2024-27, co-produced with adults and young people with a learning disability and their families, we are working to ensure that people are empowered, have a strong voice and are enabled to make choices so that they feel included, safe and secure.

78% of adults who receive support from adult social care feel they have control over their daily life (2023/24).

Responding to the impact of the increasing cost of living on individuals and communities across the borough, we're continuing to support our most vulnerable residents. From money off fuel bills and council tax, to the provision of vouchers during the holidays for children and young people eligible for free school meals and providing uniform vouchers, we are ensuring that no one in Rotherham is forgotten or left behind.

Provided £7.4 million for free school meals, council tax support and energy bills to support people with the rising cost of living.

Council Plan consultation headlines

- 82 % of respondents who completed the counter box exercise, agreed that homelessness should be a priority, compared to allowing fewer new homes to be built (18 %).
- 8 % of respondents in postal surveys regarded affordable housing as their one wish for the future of Rotherham.
- The focus groups highlighted the need for improved access to health services, particularly mental health and continued cost of living support to alleviate poverty and inequalities.

Quotes

“Equality with all people to be able to access all services they need to keep their best wellbeing”

“A town where people can thrive, live healthy, happy lives connected to the people you love”

Looking ahead

Better physical and mental wellbeing

Improving the health of Rotherham residents is a key priority. Our new Health and Wellbeing Strategy 2025-2030, provides the framework for wide-ranging action, with local partners, to enable Rotherham people to live happy, healthy, independent lives within thriving communities, regardless of their background or circumstances.

We will act to ensure children and young people get the best start in life and maximise their potential. We will also support people to maintain and improve their physical and mental health and sustain an environment that encourages healthier living.

The differences you will see:

Offer 8,500 NHS health checks a year to people aged 40-74 to spot conditions earlier.

Through the services commissioned by Public Health, we will offer free NHS health checks and continue to provide services which support people to stop smoking, manage their weight and reduce their drinking.

Work with local communities to embed physical activities into daily lives.

Our expanding place partnership with Sport England aims to increase physical activity levels, particularly in our more deprived neighbourhoods where we know they are lower, to reduce health risks and improve healthy life expectancy. Through this partnership, we aim to reduce health inequalities in Rotherham, ensuring that your health is not impacted by where you live or what your financial circumstances are.

Improved health provision in the town centre.

Working with our health partners we want to address health disparities and make it easier for residents to access a variety of healthcare services centrally. More local services will ensure convenience for residents and reduce travel time.

Assisting people to live independent, safe and well

Adult social care plays a vital role in enhancing the lives of our residents and the health of communities. In Rotherham we aim to enable every resident with care and support needs to live their best lives, with the people they value, close to home and with access to the right support at the right time.

Through our adult social care pathway we can prevent, reduce or delay the need for more intensive or long-term support, target resources to those with complex needs, safeguard people from neglect or abuse and provide high quality services that are accessible to all.

73 % of people who access adult social care feel they have enough choice over their care and support.

The differences you will see:

Increase in the use of assistive technology and preventative support to maximise independence and delay the need for long-term social care support.

We will continue to promote independent living, utilising assistive technologies and digital solutions to ensure people can stay safely in their homes wherever possible, and reducing their need for intensive, invasive care.

Castle View day centre will open in 2026, enabling adults with complex needs to maintain their independence and providing respite to carers.

Through supporting children and young people with eligible support needs, we will help to prepare them for adulthood through a partnership-based transition process. Their voice will be central to this, with support focused on helping them to achieve their goals and aspirations, including help to find employment.

This person-centred ethos also guides our overall approach to supporting residents with a learning disability: giving people choice and control over how they live their lives, engaging with them on the services they want to access, and investing in local supported accommodation so that they can live as independently as possible.

Continue support to residents with the high cost of living, including with food sustainability.

We will continue to support our residents with the high cost of living, providing support when they need it the most. Additional support will be provided to help those who may be eligible to apply for pension credit, whilst the value of school uniform vouchers will be increased to support families. Finally, we will create a Food Works offer in the borough, complimenting existing provision including social supermarkets and crisis support to help people to live sustainably.

Good quality, affordable homes for all

Our ambition remains to make Rotherham Council the best housing provider in the country, offering decent, well-maintained homes to residents who need them.

The Rotherham Housing Strategy 2025–30 sets out a clear direction for the next five years to increase the overall number of homes through the creation of new housing and investment in existing homes and communities, as well as our efforts to help tackle homelessness and reduce carbon emissions from homes.

The differences you will see:

Committed to providing 1,000 new council homes by 2027, alongside improving the quality of existing Council homes.

We recognise the importance of improving both quality and affordability of homes across the borough. The average house price is now 5.5 times the average annual salary of someone working in Rotherham and the average rent for a three-bedroomed property has increased by 46% over the last five years.

We are actively working on expanding our housing stock to meet the growing demand for affordable homes.

But it's not just about building more new homes. Good housing that is free from damp and mould is essential to good health, and maximising energy efficiency is crucial in reducing heating costs and preventing fuel poverty. We want to make houses in Rotherham warmer and cheaper to run for our residents. For this reason, all new council houses will be rated at least EPC grade C, ensuring that they are efficient and warm. We will also be improving energy performance of our existing houses, towards the national target of all rented homes achieving at least EPC grade C by 2030.

Keeping our homes decent and safe is a key priority and significant additional investment has been earmarked over the next five years.

Improving prevention outcomes for those at risk of homelessness and reducing use of emergency hotel accommodation.

It is vital that we take steps to prevent homelessness, providing temporary accommodation and working with partners to offer other support, such as help to find work or address health issues, including treatment for drug or alcohol addiction. We want to give people who are or are at risk of becoming homeless the support which they need to find a stable home. We will work with a preventative ethos to help people make permanent change to their living situation and get their lives back on track.

Work with developers to facilitate delivery of good quality and affordable homes.

We will continue to work with housing developers/ housebuilders and registered providers of social housing to enable key strategic housing sites identified in the Local Plan to be developed, delivering much-needed homes and contributing to meeting our housing targets. Continuing to provide a high quality, efficient planning service will help to accelerate housing delivery, including pre-application advice for housing developments.

The focus of activity will be council-owned sites with housing potential across the borough, and in pursuit of our ambition to deliver a revitalised town centre and a new urban community, such as the development of a garden community at Basingthorpe Farm. This development will be situated amongst ample green space and the community will also contain shops, a primary school, allotments and parks.

We are also considering options to review the Local Plan due to the implications of the revised National Planning Policy Framework.

Long term measures of success

Over the course of this Plan, we expect to see:

- An increase in the proportion of adults supported by social care who feel they have control over their daily life.
- An increase in the proportion of adults who felt their Safeguarding outcomes were at least partially met.
- An increase in the number of people supported to live healthier lifestyles through weight management and help to stop smoking.
- An increase in the proportion of households supported who were prevented or relieved from homelessness.
- An increase in the number of new homes delivered with council support.
- An increase in the proportion of council homes meeting 'Decent Homes' standard.

9.5 ONE COUNCIL THAT LISTENS AND LEARNS

OUTCOME: One Council that listens and learns

Where we are now

As a Council we have an important part to play in addressing the challenges the people of Rotherham face and achieving better outcomes for them. Our vision is to work with communities to deliver responsive and modern services that are easily accessible for everyone. We seek to do this by listening to our residents and staff to learn and improve the ways in which we work and how we deliver services.

The LGA Corporate Peer Challenge findings from June 2023, stated: 'Rotherham Metropolitan Borough Council serves the town well and is today an impressive organisation. Being named the 'Most Improved Council' in the country at the Local Government Chronicle (LGC) Award in 2022 provides ample evidence that it is now in a very good place. It is ambitious and has well-established and robust foundations, along with several notable and commendable practices that other councils can learn from'.

Our focus remains on Rotherham residents, building relationships based on trust, and working with people and communities to solve problems and make the most of opportunities. Through the implementation of consistent standards, we have been working to improve how we interact with customers to help build trust and confidence.

Implemented a new set of customer service standards and reduced call waiting times to the customer contact centre to below 4 minutes on average to improve the quality of our customer contacts.

Through our Consultation and Engagement Framework we strive to work with our communities and be responsive to their needs. We aim to listen, inform and work in partnership with service users and stakeholders, and wherever possible include their views in the shaping, commissioning and delivery of services. We conduct an equality analysis within every consultation and engagement to identify groups that may be affected by any changes to policy, procedure, function or service and mitigate any impacts.



We also collaborate with partners across the private, voluntary and wider public sectors through the Rotherham Together Partnership. The five themes of their work are: a place to be proud of, inclusive economy, climate and environment, health and wellbeing and building stronger communities. The Rotherham Together Partnership is a prime example of our commitment to collaborating with other organisations in Rotherham to deliver better solutions for our residents in different ways.

The Rotherham Together Partnership is delivering the Rotherham Plan.

Through the Health and Wellbeing Board the Council, NHS and other key partners work together to reduce health inequalities and ensure health services are effective and accessible. This will help us to reduce the significant gap in life expectancy across the borough. The board and partners are looking to ensure that all of Rotherham people can live longer and healthier lives.

Our neighbourhoods approach is grounded in strengths-based working, with local residents integral to identifying local priorities and shaping ward plans. This means recognising and building on the skills, resources, knowledge, experience and heritage within our communities and empowering residents to find creative solutions to the local issues that matter most to them.

We encourage collaborative working between elected members, council services, police, parish councils, community groups, residents and other stakeholders within neighbourhoods. This helps to better tackle locally identified issues, bringing communities together through a range of enjoyable activities, cultural and social events, inspiring hope and pride in Rotherham.

Ward Priorities ensure we utilise strengths-based working to embed local solutions into service delivery.

Through our Workforce Plan we have been developing capacity and skills across the Council and working to attract a talented workforce that serves the borough well. Work to promote the Council as an employer of choice has been underway to join up the 'early careers' offer, including work experience, placements, supported internships, apprenticeships and graduate roles. We have also been focused on workforce engagement and development and developing new ways of working, including relaunching and embedding our new staff values, which reflect who we are as an organisation and what we stand for.

Engaged with over 200 young people at schools and universities to better understand their views of the Council as a potential employer.

In 2019, we declared a Climate Emergency alongside a plan of action to reduce greenhouse gas emissions generated by the Council and the wider borough. This was done in response to the impact of climate change being felt in Rotherham with devastating floods and heatwaves.

Progress towards achieving our ambitions is managed through the delivery of annual Climate Change Action Plans, which set targets for our services and operations. This is driven by changes we make inside the council itself, but also in the amount of change we can influence across the rest of the borough.

Reducing our impact on the environment as we work to Net Zero.



We have worked closely with a number of energy companies to promote and support the installation of more efficient boilers to homes across the borough. A total of 328 installations took place, funded by energy companies to a value of £2 million. This has supported some of the most vulnerable people in our communities in reducing their energy bills and as well as supporting our borough wide drive to decarbonisation.

We are testing the approach to more sustainable fuels in our refuse vehicles, using Hydrogenated Vegetable Oil (HVO) in several vehicles in 2024 resulted in carbon reduction of 80 tonnes and less pollutants being released into the atmosphere. We will now look to roll this out wider, complementing our electric fleet with HVO vehicles.

In 2024, over 11,500 trees were planted, enhancing our woodlands, towns and villages across the borough. The planting of trees helps with removing harmful carbons and other pollutants from the air and supports with having more suitable woodland and urban greenspaces for all our communities.

We have carried out engagement sessions with residents, schools, colleges and businesses across the borough to provide advice, updates and guidance on several areas, including energy savings and management, skills and jobs in the decarbonisation sector and the benefits of renewable technology and how changing our behaviours can have a positive impact on our pockets as well as the climate.

Council Plan consultation headlines

- 24 % of people asked in the short interactions said that the thing they liked the most about where they live is the community spirit.
- 17 % of people asked in the online and postal survey said that their one wish for the future of Rotherham was an improved reputation.
- 14 % of people asked in the online and postal survey said that the thing they liked the most about where they live is the people.

Quotes

“We need to promote civic mindedness – encourage people to feel that their voices are important”

“It is nice to see council officers interested in what people think”

Looking ahead

Better Customer Experience

We aim to provide high quality services that are customer focused, efficient and accessible to everyone. We want to deliver outstanding experiences to every customer, be they a resident, visitor, colleague, elected member, or partner.

Exceptional customer service is a commitment to those we serve. We aim to be a Council that places the customer at the heart of all we do so that we are a Council that: makes it easy to deal with us, keeps you informed, and gets it right.

The differences you will see:

High quality services informed by customer feedback.

Every one of our employees has the same responsibility for putting the customer first, following the standards we have set and understanding what they need to do to make sure all our customers receive the same high-quality services. We will:

- Make it easy for you to deal with us
- Keep you informed
- Get it right.

We will seek to continue to redesign our services to improve standards, make it easy to contact us, keep our residents informed and reduce wait times. We will also ensure that services are delivered consistently.

Through the feedback we receive via complaints, from our residents, and community engagement we will continue to improve customer experience.

Increase the number of services available digitally (links to connecting people to opportunities priority, under an economy that works for everyone outcome).

We want to make it easier for residents to contact us and make sure that those in need of support can quickly receive the help and advice they need.

We will enable residents to access the services they need in the easiest way possible, by increasing the range of digital services designed to meet the needs of our customers and enhance the customer experience. Customers will be able to self-serve on a wider range of council services, including booking services, paying for services, and customer updates.

Easy to access services, regardless of the method customers choose to contact us.

We understand that not every customer is the same and that one size does not fit all. As well as increasing services available to customers online and the range of digital tools available to interact with the Council, customers will have the ability to chat to customer services via the telephone or book an appointment to meet in person.

Assisted access will also be offered to customers who require our support and the services we provide to our most vulnerable residents will be enhanced, particularly face-to-face.

Working in partnership with our communities

Continuing to build on the positive progress made, we want to increasingly co-design and co-develop our services with our residents and communities. As reflected in our approach, this will mean that we are working with our communities and strengths-based working.

We will continue to build on our established and successful working relationships with partners to support the delivery of our ambitions and priorities.

The differences you will see:

Agree and deliver a new Rotherham Together Partnership Plan.

We remain ambitious in delivering on our priorities through collaborating with partners across the borough and with the South Yorkshire Mayoral Combined Authority (SYMCA).

Where we can, we look to use our position as the lead organisation in the borough to deliver better solutions and outcomes to the people of Rotherham, harnessing the capabilities of other Rotherham-based organisations to deliver what residents want to see in their community. We have had proven success with this approach and will look to further utilise existing and new partnerships to consult, engage and empower our residents.

We will focus on developing our locality-working model in partnership and with communities, ensuring that we tackle issues and seize on opportunities.

We recognise the importance of building on the existing strengths of our communities, utilising skills, resources, knowledge, experience and heritage to empower residents to find creative solutions to the local issues that matter most to them.

Create a more inclusive consulting and engagement process through a new online tool and by increasing co-production.

Public consultation and engagement are important parts of improving our services and we are committed to ensuring ongoing conversations with our residents. New specialist consultation software will help ensure consistency in our approach and most importantly, improve the customer experience with a more user-friendly system.

We will work with services, partners and communities to promote equality, celebrate diversity and ensure fairness for everyone. We know that our customers are best placed to help us deliver better services. Through working with particular interest groups and building on the successes of existing boards, we will co-produce changes to new and existing services. This will include a new approach to working with our council housing tenants through a new Tenant Engagement Framework.

We will also look to continue the valuable work we have delivered in our communities, such as schemes delivered by the Safer Rotherham Partnership which has made progress in protecting vulnerable children, protecting vulnerable adults and building safer and stronger communities.

A Workforce that is ambitious and proud

Our workforce is critical to delivering the Council's priorities and our workforce strategy will help us to ensure that staff feel valued, supported and empowered as they continue to deliver the best possible services for local people.

The differences you will see:

We aim to have a workforce that is more representative of the communities we serve.

Our One Council Values reflect our workforce, the way that we operate and how we perceive our relationships with the local communities and our partners within Rotherham. These values are incorporated into council services and our workplaces. Our organisational culture mirrors the values felt in the communities that we work to represent.

We recognise the importance of having a workforce which is representative of the borough. By providing support and development opportunities, including structured career pathways with entry points tailored to individual skills and different sections of the community, we look to ensure that local talent is recognised and developed, making the Council an attractive employer of choice for local residents.

A suitably skilled workforce that can help us to achieve our ambitions.

To enable us to effectively meet the needs of our residents and proactively respond to the opportunities and challenges ahead, we will ensure our workforce is effectively supported through comprehensive development programs. This proactive approach will seek to equip employees and build a more resilient and adaptable workforce.

Strengthen career pathways and development opportunities for the whole workforce.

We understand the importance of ensuring that there are clear career pathways.

Through the development of a structured approach, we will facilitate career pathways from entry level and also promote internal progression, ensuring we retain and develop our talented workforce.

Responding to Climate change

We understand that our climate, our natural environment and our borough’s prosperity are linked. Through this plan, our aim is to support a fair transition towards a sustainable future, building resilience in our places and maximising opportunities for our residents, developing our green economy and creating jobs and new skills across the borough as we mitigate and adapt to climate change induced issues.

The differences you will see:

A focus on decarbonising our corporate estate and fleet.

We are focussing on decarbonising our buildings by adopting new technologies, cutting down on activities that waste energy and resources, and transitioning towards environmentally-friendly vehicles for our fleet. We aim to secure greater energy security, by investing in renewable technology to reduce our energy bills and the use of National Grid supply, creating our own energy through renewable resources.

Further developing our approach to greener council vehicles, will also have a positive impact on the environment. This will include extending the purchase and use of electric vehicles and look to increase the use of Hydrogenated Vegetable Oil (HVO) in our fleet. Working with our suppliers we will continue to test new technologies as they come to the market, ensuring the vehicles that support a wide range of service delivery are sustainable and continue to support a reduction in carbon emissions.

Continuing to monitor and report on carbon emissions will provide the evidence base to support intelligence-led policy, strategy and operational decisions. This will include Climate Impact Assessments to ensure carbon emissions and climate change impacts are considered when making decisions.

Work with our Rotherham Together partners to co-create an inclusive net zero strategy for the borough.

Alongside reducing our own greenhouse gas emissions, we will use our influence to encourage our partners, other anchor institutions, local businesses, and our residents to be mindful of their environmental impact and take action to be more sustainable. A co-created strategy will be produced by working closely with our Rotherham Together partners and community groups to better understand our borough and ensure that a just transition is at the heart of our next steps towards a net zero borough.

We will build stronger partnerships with businesses and our Rotherham Together partners, fostering greater engagement with our communities to provide information, set direction and develop knowledge in areas of carbon, climate and energy. Working with schools, colleges and universities will enable us to develop green and renewable skills for the future that will support the infrastructure that is being developed and delivered within the borough, creating jobs and opportunities for our residents and businesses.

Increase the number of publicly available electric vehicle charge points through delivery of the public EV Charging Infrastructure Strategy.

By delivering a more developed public electric vehicle charging infrastructure we will make this service more accessible to all communities across the borough. We aim to achieve this through working in partnership with all South Yorkshire Authorities and the private sector to provide a network across our region that is accessible and meets future demand.

Long term measures of success

Over the course of this Plan, we expect to see:

- An increase in the proportion of residents who feel that the Council keeps them informed.
- An increase in the proportion of residents who feel that the Council acts on their concerns.
- An increase in satisfaction with specific council services (Waste collection; street cleaning; road maintenance; pavement maintenance; sport and leisure services; services and support for older people; services and support for children and young people; parks and green spaces).
- An increase in satisfaction with the Council as a housing landlord.
- The Council's workforce is more representative of the borough's population.
- A reduction in the Council's net carbon produced by operational activities, such as through vehicle emissions and energy used in our buildings.

8. DELIVERING ON OUR OUTCOMES

Rotherham Council is a metropolitan borough council and is responsible for providing a range of services including social care, planning, housing, revenue and benefits support, licensing, business regulation and enforcement, electoral registration, refuse and recycling, leisure, culture, parks and green spaces, economic growth, highway maintenance, education and skills, community safety and public health.

It also has an important role in working with other providers of public services across Rotherham.

The Council's constitution sets out how the Council operates, how decisions are made and the procedures that are followed to ensure that this is efficient, transparent, and accountable to local people.

The Council has 59 elected councillors, representing 25 wards inside the Rotherham Borough geographical boundary. The Council is currently led by a Labour Cabinet of 7 Members.

Several committees and panels are responsible for decision making, including Council, Cabinet, Audit Committee, Standards and Ethics Committee and Scrutiny.

Details of all these, as well as copies of agendas, papers and official minutes of proceedings can be found on the Council's website here.

The day-to-day management of the Council, and its services is overseen by the Strategic Leadership Team and led by the Chief Executive.

The Council is split into five directorates (see below).

All directorates will collectively work together over the next five years to achieve the commitments set out within each of the five outcomes.

The Council's focus is on delivering its priorities in accordance with the agreed budget. This is set against the additional financial pressures of the increased cost of living, inflation and increasing demand for services due to population growth and changing demographics in Rotherham.

The Council's Medium Term Financial Strategy submitted to Cabinet in December 2024 provides a four-year outlook of the Council's anticipated resources and budget requirement and sets out our approach to deliver a sustainable budget position up to 2027/28.

The Council is also focused on its leadership role across the borough and particularly where it can have greater influence.

Partnership working is recognised across all services as being essential to the future of the borough; combining knowledge, ideas, expertise, and resources to deliver tangible improvements, deliver efficiencies and economies of scale, and helping to strengthen our communities.

CHILDREN AND YOUNG PEOPLE'S
SERVICES

ADULT SOCIAL CARE, HOUSING
AND PUBLIC HEALTH

REGENERATION
AND ENVIRONMENT

FINANCE AND CUSTOMER SERVICES

ASSISTANT CHIEF EXECUTIVE'S DIRECTORATE

9. HOW WE WILL MONITOR PROGRESS

To monitor the impact of our work, a small suite of long-term success measures will be reported on annually, many of which will require the support of our partners across the borough.

Alongside the Council Plan, we will produce an annual Year Ahead Delivery Plan, setting out the actions and activities we will undertake to work towards improving the long-term success measures. This will include performance output measures, where appropriate, to help monitor the impact of our work.

Six monthly public reports will be produced for Cabinet in January and July to track our progress. The reports will be available here and will include updates on the Year Ahead Delivery Plan activities, alongside case studies. Each year-end report will include progress against the long-term success measures.

Our policy drivers will help to ensure that the changes we are making are having a positive impact for all of our residents, that we are working with people rather than 'doing to' them, and that we focus on prevention wherever possible to improve outcomes for people and reduce long-term pressures and costs.

We will take action to improve outcomes for different communities and protected characteristic groups and break down barriers, publishing equality analyses to ensure appropriate consideration of equality, diversity and inclusion. We will also demonstrate our commitment to considering climate impacts through the publication of carbon impact assessments.

Within directorates, on an annual basis, each Assistant Director is required to produce a service plan to demonstrate their contribution to the delivery of the Council Plan, which in turn will inform team plans and individual performance and development reviews.

10. GET INVOLVED

We want residents to be at the heart of everything we do and are committing to ongoing conversations with our residents and partners. There are lots of different ways for people to get involved, providing views on our services, helping to shape plans and priorities, and keeping up to date on news and views. This includes ward plans, neighbourhood newsletters, social media and consultations.

For further information visit the Council website at www.rotherham.gov.uk

If you would like this information in another language or format, **please ask us.**

Appendix 2 - Year Ahead Delivery Plan 2025-26

Outcome: Places are thriving, safe and clean							
Ref	Priorities	Activity	Timescales for completion (Quarter and month)	Lead officer	Lead directorate	Features in current YADP or new action? Or KPI output?	Lead Cabinet Member
P1	Helping people to feel safe in their community	Launch the Street Safe Team, providing a visible presence of uniformed staff in the town centre, Dinnington, Wath, Maltby and Swinton.	Quarter 2	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Finance and Safe and Clean Communities
P2		Agree a new Community Safety Strategy for 2025-2028.	Quarter 3	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	In current plan	Cabinet Member for Finance and Safe and Clean Communities
P3		Develop and consult on tranche 2 Local Neighbourhood and Road Safety programme and have designs issued for delivery.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Finance and Safe and Clean Communities
P4		Tackle hate crime incidents and the drivers of hate crime through the delivery of education and engagement group and individual sessions: <ul style="list-style-type: none"> 600 children and young people to attend group sessions 55 one to one sessions. 	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Finance and Safe and Clean Communities
P5		Issue 1,000 formal enforcement actions to help address anti-social behaviour in communities.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Finance & Safe and Clean Communities
P6		33 adults to start a residential rehabilitation placement to receive support for drug/alcohol misuse.	Quarter 4	Director of Public Health	Adult Care, Housing & Public Health	KPI output	Cabinet Member for Safe and Clean Communities
P7	Creating vibrant communities	Delivery of ward plans through ward reports being reported to Council from July 2025, which have been informed by local communities.	Quarter 4	Head of Neighbourhoods	Assistant Chief Executive	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working
P8		Refresh the Thriving Neighbourhood Strategy which will reflect the Council's continued approach towards working with local communities and the further integration of locality-based services.	Quarter 4	Head of Neighbourhoods	Assistant Chief Executive	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working
P9		Implement Phase 1 of the Our Places Fund by starting work on the Swinton & Maltby schemes.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy

P10		Deliver cultural events in varied locations throughout the borough, including such events as: <ul style="list-style-type: none"> Rotherham Show Signals Festival Uplift WoW Rotherham Christmas Lights' Switch On Support for ward-based community galas and festivals 	Quarter 4	Head of Creative Programming & Engagement	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working Cabinet Member for Transport, Jobs and the Local Economy
P11		Appoint a contractor to undertake Stage 4 designs for the Dinnington High Street regeneration project.	Quarter 3	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
P12		Start work on the demolition of Wath library to make way for new facilities.	Quarter 3	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working Cabinet Member for Transport, Jobs and the Local Economy
P13		Support communities across the borough through the delivery of the Community Cohesion Grant fund.	Quarter 4	Head of Policy, Performance & Intelligence	Assistant Chief Executive	New	Leader of the Council
P14		To invest £300k in community facilities across the Borough to sustain and increase the participation, activities and engagement within them. This includes the Black Hut and Oaklea Retreat.	Quarter 4	Assistant Director of Property & Facilities Service	Finance & Customer Services	New	Cabinet Member for Transport, Jobs and Local Economy
P15	Better public spaces	Invest £2 million into footway improvements across the Borough to deliver 11km of footway repairs.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
P16		Complete redevelopment works at Rother Valley Country Park.	Quarter 3	Assistant Director of Planning, Regeneration & Transport Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working Cabinet Member for Transport, Jobs and the Local Economy
P17		Complete redevelopment works at Thrybergh Country Park.	Quarter 4	Assistant Director of Planning, Regeneration & Transport Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working Cabinet Member for Transport, Jobs and the Local Economy
P18		Progress the Catcliffe Flood Alleviation Scheme by engaging a delivery partner to progress the design.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Social Inclusion and Neighbourhood Working

P19		Reach shovel ready status on the Whiston Brook, Eel Mires Dyke and Kilnhurst flood alleviation schemes.	Quarter 2	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working
P20		Establish the additional Roadside Cleaning Team.	Quarter 2	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Finance & Safe and Clean Communities
P21		Complete the procurement of all vehicles within the Fleet Replacement Plan.	Quarter 3	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	In current plan	Cabinet Member for Finance & Safe and Clean Communities
P22		Complete the procurement of the Refuse Collection Vehicles.	Quarter 3	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Finance & Safe and Clean Communities
P23a		Maintain the proportion of road network classified as 'green status' (do not require repair):	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Finance & Safe and Clean Communities
P23b		Achieve 80% of the 'principal' road network.					
P23c		Achieve 77% of the 'non principal' road network.					
P24		Achieve 65% of the 'unclassified' road network.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Finance & Safe and Clean Communities
P25		Undertake effective enforcement action for fly tipping by issuing a minimum of 60 fixed penalty notices.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Finance & Safe and Clean Communities
P26		Increase the proportion of waste sent for reuse (recycling and composting) to 45%.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Finance & Safe and Clean Communities
P27	Revitalising the Town Centre	Plant at least 500 trees across the borough.	Quarter 4	Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	KPI output	Cabinet Member for Social Inclusion and Neighbourhood Working
P28		Start work on Riverside Gardens and Corporation St public realm works.	Quarter 1	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
P29		Complete construction works to the Outdoor Covered Market.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
P30		Complete landscaping works to the pocket park at Snail Yard.	Quarter 3	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
		Start works on the first phase of a Health Hub providing health-based services in the town centre.	Quarter 3	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy

P31		Complete development of plans to RIBA Stage 1 for the next phase of major housing in the town centre.	Quarter 2	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
P32		Submit Rotherham's 'Regeneration Plan' in response to the Government's new grant fund 'Plan for Neighbourhoods' (formerly known as Long Term Plan for Towns).	Quarter 3	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy

Outcome: An economy that works for everyone							
Ref	Priorities	Activity	Timescales for completion (Quarter)	Lead officer	Lead directorate	Features in current YADP or new action? Or KPI output?	Lead Cabinet Member
E1	Developing the economy	Start construction of the Templeborough Business Zone Project.	Quarter 2	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	Current plan includes start construction	Cabinet Member for Transport, Jobs and the Local Economy
E2		Support up to 20 businesses to improve shop units in the town centre and on other principal high streets through the new 'shop units grants' programme.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
E3		Deliver the programmed upgrades to business centers at Century (Manvers), Fusion (Templeborough) and Matrix (Dinnington) including improvements to internal facilities.	Quarter 4	Assistant Director of Property and Facilities Services	Finance & Customer Services	New	Cabinet Member for Transport, Jobs and the Local Economy
E4		Help 70 new businesses to start up.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	KPI output	Cabinet Member for Transport, Jobs and the Local Economy
E5		Provide advice and support to 500 local businesses.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	KPI output	Cabinet Member for Transport, Jobs and the Local Economy
E6	Enhancing skills	Adoption of Employment and Skills Strategy.	Quarter 2	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
E7		Through the Employment Solutions Service, support a minimum of 455 people to access employment, (including training, education, apprenticeships, and paid employment).	Quarter 4	Assistant Director of Housing	Adult Care, Housing & Public Health	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
E8		Develop and implement an apprenticeship action plan that documents the work with partners to develop more apprenticeships across the borough.	Quarter 4	Head of Organisational Development and Change	Assistant Chief Executive	New	Leader of the Council.
E9		Support 25 young people aged 16-25 into paid employment through traineeships and internships as part of the Children's Capital of Culture programme.	Quarter 3	Assistant Director Culture, Sport and Tourism	Regeneration & Environment	New	Cabinet Member for Social Inclusion and Neighbourhood Working Cabinet Member for Transport, Jobs and the Local Economy
E10		Implement an Economic Inactivity Trailblazer, providing a new system of support to economically inactive residents to re-enter the workforce.	Quarter 1	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
E11		Complete delivery of Phase 2 of the Rotherham Together Partnership's Social Value Action Plan.	Quarter 3	Assistant Chief Executive	Assistant Chief Executive	In current plan	Leader of the Council

E12		Increase the proportion of new starter apprenticeships created within the Council as a percentage of the workforce to 1.5%.	Quarter 4	Head of Organisational Development and Change	Assistant Chief Executive	KPI output	Leader of the Council.
E13	Connecting people to opportunity	Completion of a Strategic Case in relation to the Rotherham Gateway (Mainline Station) Masterplan.	Quarter 3	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
E14		Work with regional partners to support SYMCA in their work to develop the Outline Business Case for the new railway station at Waverley.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
E15		Work with regional partners to support SYMCA in their work to construct a new tram-train stop at Magna.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Cabinet Member for Transport, Jobs and the Local Economy
E16		Consult on draft designs for City Regional Sustainable Transport Settlement active travel and bus priority proposals on Fitzwilliam Road and Broom Road.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	New	Cabinet Member for Transport, Jobs and the Local Economy
E17		Develop and deliver a programme of work experience, supported internships, apprentices and graduate schemes to ensure effective career pathways and succession planning.	Quarter 2	Assistant Director of Human Resources Head of Organisational Development and Change	Assistant Chief Executive	In Current Plan	Leader of the Council

Outcome: Children and young people achieve							
Ref	Priorities	Activity	Timescales for completion (Quarter and month)	Lead officer	Lead directorate	Features in current YADP or new action? Or KPI output?	Lead Cabinet Member
C1	Ensuring children and young people have fun things to do	Work with children and young people across the borough to deliver events throughout the 2025 Festival Year, celebrating Rotherham becoming the world's first Children's Capital of Culture.	Quarter 3	Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working Deputy Leader and Cabinet Member for Children and Young People
C2		Replace the watersplash facility at Clifton Park.	Quarter 2	Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working
C3		Improve 4 play areas as part of the Children's Playgrounds Programme.	Quarter 4	Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working Deputy Leader and Cabinet Member for Children and Young People
C4		Submit a bid to the Football Foundation in support of a new multi-use games area in the borough.	Quarter 2	Assistant Director of Culture, Sport & Tourism	Regeneration & Environment	New	Cabinet Member for Social Inclusion and Neighbourhood Working
C5		Commission the voluntary and community sector to deliver 850+ universal youth work sessions so that young people have access to activities across the borough.	Quarter 4	Assistant Director of Family Help	Children & Young People's Service	KPI output	Deputy Leader and Cabinet Member for Children and Young People.
C6	Enable children and young people to thrive	Provide food vouchers to children eligible for free school meals during the school holidays, in line with the package of measures agreed through the Household Support Fund.	Quarter 4	Assistant Director of Financial Services	Finance and Customer Services	In current plan	Deputy Leader and Cabinet Member for Children and Young People. Cabinet Member for Social Inclusion and Neighbourhood Working.
C7		Complete building work on the Special Educational Needs and Disability centre at Eric Manns and hand over to the Rotherham Parents Carers Forum.	Quarter 4	Assistant Director Property and Facilities Services Assistant Director of Family Help	Finance & Customer Services Children & Young People's Services	In current plan	Deputy Leader and Cabinet Member for Children and Young People
C8		Deliver Independent Travel Training to at least 30 children and young people to increase	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	In current plan	Deputy Leader and Cabinet Member for

		independence, through the new Home to School Transport Policy.					Children and Young People
C9		Support 27 Rotherham secondary schools and colleges, to enhance their careers provision.	Quarter 4	Assistant Director of Planning, Regeneration & Transport	Regeneration & Environment	In current plan	Deputy Leader and Cabinet Member for Children and Young People
C10		Implement a new education case management system.	Quarter 2	Joint Assistant Director Commissioning, Quality and Performance	Children & Young People's Services	New – budget investment	Deputy Leader and Cabinet Member for Children and Young People
C11		Deliver 100% of Baby Packs to eligible Rotherham Families who have requested one.	Quarter 4	Director of Public Health	Adult Care, Housing & Public Health Children & Young People's Services	KPI output	Deputy Leader and Cabinet Member for Children and Young People
C12		Provide health visitor checks to at least 85% of eligible children for their 2-2.5yr checks.	Quarterly achievement (reported in arrears)	Director of Public Health	Adult Care, Housing & Public Health.	KPI output	Deputy Leader and Cabinet Member for Adult Social Care and Health
C13		Continue to deliver high quality services across the Family Hubs network, ensuring that at least 90% of families register their children within 6 months of birth.	Quarter 4	Assistant Director of Family Help	Children & Young People's Services	KPI output	Deputy Leader and Cabinet Member for Children and Young People
C14		Children's Centres to deliver 1900+ support sessions to families with children aged 0-5 years.	Quarter 4	Assistant Director of Family Help	Children & Young People's Services	KPI output	Deputy Leader and Cabinet Member for Children and Young People
C15		Issue 73% of Education, Health and Care Plans within 20 weeks ensuring children receive effective support when needed.	Quarter 4	Assistant Director of Education & Skills	Children & Young People's Service	KPI output	Deputy Leader and Cabinet Member for Children and Young People
C16a	Keeping children and young people safe from harm	Provide the remaining planned children's in-house residential homes to meet the needs of Rotherham children in care and help make sure they can stay in the borough.	Quarter 3	Assistant Director of Children's Safeguarding	Children & Young People's Services	In current plan. Carried forward from 2024-25	Deputy Leader and Cabinet Member for Children and Young People
C16b		a) Submit registration for a third two-bedroom home.	Quarter 3				
C16c		b) Submit registration for a fourth two-bedroom home.	Quarter 4				
C16d		c) Submit registration for a fifth two-bedroom home.	Quarter 4				
C17		d) Submit registration for a sixth two-bedroom home.	Quarter 4	Assistant Director Children's Safeguarding	Children & Young People's Services	New	Deputy Leader and Cabinet Member for Children and Young People
C18		Plan the implementation of the Families First Partnership Programme and the Family Help Strategy; undertake a comprehensive needs analysis and revise the threshold document.	Quarter 4	Assistant Director Children's Safeguarding	Children & Young People's Services	New	Deputy Leader and Cabinet Member for Children and Young People
		Publish a No Family Left Behind (<i>Rotherham's Commitment to Addressing Child Poverty</i>)	Quarter 2	Joint Assistant Director, Commissioning, Performance and Quality	Children & Young People's Services	New	Deputy Leader and Cabinet Member for

		Strategy, championing initiatives and aligning stakeholders to address child poverty.					Children and Young People
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Outcome: Residents live well							
Ref	Priorities	Activity	Timescales for completion (Quarter and month)	Lead officer	Lead directorate	Features in current YADP or new action? Or KPI output?	Lead Cabinet Member
R1	Better physical and mental wellbeing	Commission an Active Hub to establish referral support for people with long-term health conditions to access physical activity opportunities.	Quarter 3	Director of Public Health	Adult Care, Housing & Public Health	New	Cabinet Member for Adult Social Care and Health
R2		Launch a specialised support service for people who have attempted suicide.	Quarter 1	Director of Public Health	Adult Care, Housing & Public Health	New	Cabinet Member for Adult Social Care and Health
R3		Provide 8,500 NHS Health Checks for Rotherham Residents.	Quarter 4	Assistant Director of Public Health	Adult Care, Housing & Public Health	KPI output	Cabinet Member for Adult Social Care and Health
R4		Support the Rotherham Ambition for a Smoke Free Rotherham by supporting 1,000 Rotherham residents to set a Quit date.	Quarter 4	Director of Public Health	Adult Care, Housing & Public Health	KPI output	Cabinet Member for Adult Social Care and Health
R5	Assisting people to live independent, safe and well	Complete the building work for Castle View Day Service which will provide new day opportunities for people with high support needs.	Quarter 4	Assistant Director of Adult Care & Integration	Adult Care, Housing & Public Health	Current plan	Cabinet Member for Adult Social Care and Health
R6		Deliver the Rothercare analogue to digital switchover for over 5,000 residents.	Quarter 3	Assistant Director of Adult Care & Integration	Adult Care, Housing & Public Health	New	Cabinet Member for Adult Social Care and Health
R7		Launch a new technology service that will provide a broader range of equipment to enable people to remain living at home for as long as possible.	Quarter 1	Assistant Director of Adult Care & Integration	Adult Care, Housing & Public Health	New	Cabinet Member for Adult Social Care and Health
R8		Agree an updated Domestic Abuse Strategy to continue to improve the support available to victims and the actions taken to address perpetrators of violence and abuse.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Adult Social Care and Health
R9		Deliver the Learning Disability Strategy priorities for 2025, which will include a new transitions pathway for young people preparing for adulthood, increasing the number of young people accessing employment opportunities and embedding the voice of the young person in their care and support journey.	Quarter 4	Assistant Director of Adult Care & Integration	Adult Care, Housing & Public Health	New	Cabinet Member for Adult Social Care and Health
R10		Deliver the Council's Local Council Tax Support Top Up scheme, providing up to £126 to working households in receipt of council tax support.	Quarter 4	Assistant Director of Financial Services	Finance & Customer Services	Current Plan	Cabinet Member for Finance & Safe and Clean Communities
R11		Ensure that a minimum of 70% of Domestic Abuse referrals are actively engaged in any support offered.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Adult Social Care and Health
R12		Increase the proportion of new claims for Housing Benefits and Council Tax Support are dealt with within 14 days of receipt of all necessary information to 98%.	Quarter 4	Assistant Director of Financial Services	Finance & Customer Services	KPI output	Cabinet Member for Housing

R13	Good quality, affordable homes for all	Continue the delivery of our ambitious Council Homes Delivery Programme:		Assistant Director of Housing	Adult Care, Housing & Public Health	In current plan	Cabinet Member for Housing
		Complete the Council new build project at Warden Street, Canklow.	Quarter 3				
R14a		Complete the Council new build project at Albert Road and Princess Street.	Quarter 3			In current plan	
R14b		Complete the Council new build project at the Former Ship Inn Site, Swinton.	Quarter 3			New	
R14c		Start groundwork on new homes at Maltby.	Quarter 2			New	
R14d		Start groundwork on new homes at Eastwood.	Quarter 4			New	
R14e		Start groundwork on new homes at Wath.	Quarter 3			New	
R14f		Start groundwork on former Albert Club, West Melton.	Quarter 1				
R14g		Deliver 75 new Council homes through acquisition either from private sector housebuilders (through planning obligations) or direct from the open market.	Quarter 4			New	
R14h		Bring at least 30 long term empty homes back into use through Council support.	Quarter 4	Assistant Director of Housing	Adult Care, Housing & Public Health	In current plan	Cabinet Member for Housing
R15		Develop proposals in relation to Selective Licensing which seek to protect private tenants, support landlords and improve housing conditions within the Borough.	Quarter 2	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Housing
R16		Agree a new Housing Allocations Policy.	Quarter 3	Assistant Director of Housing	Adult Care, Housing & Public Health	New	Cabinet Member for Housing
R17		Complete full stock condition surveys to 6,000 properties.	Quarter 4	Assistant Director of Housing	Adult Care, Housing & Public Health	New	Cabinet Member for Housing
R18		Expand the Council's temporary accommodation portfolio to at least 173 homes.	Quarter 2	Assistant Director of Housing	Adult Care, Housing & Public Health	KPI output	Cabinet Member for Housing
R19		Maintain the proportion of council housing repairs completed 'Right 1st time' to achieve at least 93%.	Quarter 4	Assistant Director of Housing	Adult Care, Housing & Public Health	KPI output	Cabinet Member for Housing
R20		50% of council home to have an EPC C energy performance rating.	Quarter 4	Assistant Director of Housing	Adult Care, Housing & Public Health	KPI output	Cabinet Member for Housing

Outcome: One Council that listens and learns							
Ref	Priorities	Activity	Timescales for completion (Quarter and month)	Lead officer	Lead directorate	Features in current YADP or new action? Or KPI output?	Lead Cabinet Member
1	Better customer experience	Increase the number of services available digitally for our customers, by implementing calendar booking and payment upfront online functions. This will include a digitalised pest control appointment service.	Quarter 4	Assistant Director of Customer, Information & Digital	Finance & Customer Services	New	Leader of the Council
2		Implement a new IT system (Confirm), which will improve the cleanliness of the borough by providing better performance monitoring, maximising use of resources and improving how the public report and receive feedback on local issues.	Quarter 3	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	New	Cabinet Member for Finance & Safe and Clean Communities
3		Customer telephone wait time in the corporate contact centre to under 3 minutes.	Quarter 4	Assistant Director of Customer, Information & Digital	Finance & Customer Services	KPI output	Leader of the Council
4		Respond to 85% or above of complaints closed within timescales.	Quarter 4	Head of Policy, Performance and Intelligence	Assistant Chief Executive	KPI output	Cabinet Member for Finance and Safe and Clean Communities
5		Reduce the number of complaints relating to street cleaning, grounds maintenance and waste management to less than 190.	Quarter 4	Assistant Director of Community Safety & Street Scene	Regeneration & Environment	KPI output	Cabinet Member for Finance and Safe and Clean Communities
6	Working in partnership with our communities	Refresh the Council's Equality, Diversity and Inclusion Strategy and produce the accompanying Annual Report.	Quarter 2	Head of Policy, Performance and Intelligence Head of Organisational Development and Change	Assistant Chief Executive	New	Cabinet Member for Finance and Safe and Clean Communities
7		Develop and launch a new Rotherham Plan for the Rotherham Together Partnership	Quarter 4	Head of Policy, Performance and Intelligence	Assistant Chief Executive	New	Leader of the Council
8		Deliver the next phase of a staff and Elected Member learning and development programme that will help embed a strength based-working approach across the Council's workforce and partners.	Quarter 2	Head of Neighbourhoods Head of Organisational Development and Change	Assistant Chief Executive	In current plan	Cabinet Member for Social Inclusion and Neighbourhood Working
9		Procure and implement new consultation software to improve the Council's approach to consultations.	Quarter 4	Head of Policy, Performance and Intelligence	Assistant Chief Executive	New	Leader of the Council
10		Embed the Rotherham Adult Social Care Always Listening Co-Production Board (RASCAL) within the approach to change across adult social care.	Quarter 4	Assistant Director of Adult Care & Integration	Adult Care, Housing & Public Health	In current plan	Cabinet Member for Adult Social Care and Health

11		Co-design a new look tenant engagement framework that strengthens tenant influence in Rotherham and empowers tenants to effectively shape council housing services and enhance their neighbourhoods.	Quarter 4	Assistant Director of Housing	Adult Care, Housing & Public Health	New	Cabinet Member for Housing
12	A workforce that is ambitious and proud	Complete the Employee Opinion Survey 2025 and increase the participation rate to greater than 50%.	Quarter 4	Head of Organisational Development and Change	Assistant Chief Executive	In current plan	Cabinet Member for Finance and Safe and Clean Communities
13		Refresh the recruitment approach through engagement with our communities and modern recruitment methods, including jobs fairs and partnership working, to ensure the attraction of applicants who are representative of the communities we serve.	Quarter 4	Assistant Director of HR Head of Organisational Development and Change	Assistant Chief Executive	In current plan	Cabinet Member for Finance and Safe and Clean Communities
14	Responding to Climate change	Install two solar (PV) panels on five town centre properties (Tom Burgess House, Arthur Wharton House, Elizabeth House, Portland House; Millfold Rise) to provide a revenue income or saving, funded by the Decarbonisation Recycle Fund.	Quarter 4	Assistant Director of Property and Facilities Services	Finance & Customer Services	New	Cabinet Member for Transport, Jobs and Local Economy
15		Deliver 10 engagement events with education establishments and communities to improve awareness and promote the benefits of renewables, carbon reduction, energy management and green skills and jobs.	Quarter 4	Assistant Director of Property and Facilities Services	Finance & Customer Services	New	Cabinet Member for Transport, Jobs and Local Economy
16		Develop a full business case for the procurement and delivery of a Local Area Energy Plan for Rotherham, including a review of potential external funding opportunities.	Quarter 4	Assistant Director of Property and Facilities Services	Finance & Customer Services	New	Cabinet Member for Transport, Jobs and Local Economy
17		Work with South Yorkshire Mayoral Combined Authority to progress the next phase of the public EV infrastructure strategy and identify an external funding source.	Quarter 4	Assistant Director of Property and Facilities Services	Finance & Customer Services	New	Cabinet Member for Transport, Jobs and Local Economy

Social Care performance measures					
Ref	Social Care performance measure	Good is	Lead officer	Service area	Target
SC1	Proportion of adults with social care support, remaining at home.	High	Assistant Director of Adult Care & Integration	Adult Social Care	n/a
SC2	Number of new admissions to residential care homes for older people as a rate per 100K population.	Low (in line with peers)	Assistant Director of Adult Care & Integration		616.0
SC3	Number of new admissions to residential care homes for older people.	Low (in line with peers)	Assistant Director of Adult Care & Integration		330
SC4	Proportion of Adults who were enabled to be independent after short term at home support	High	Assistant Director of Adult Care & Integration		90%
SC5	Proportion of carers who find it easy to find information about support.	Better than national average	Assistant Director of Adult Care & Integration		Better than national average
SC6	Number of 0-17year old children who are a Child in Need as a rate per 10,000 of the Rotherham 0-17yrs population.	Low	Assistant Director of Children's Safeguarding	Children & Young People's Social Care	<375.5
SC7	Number of 0-17year old children with a child protection plan as a rate per 10,000 of the Rotherham 0-17yrs population.	Low	Assistant Director of Children's Safeguarding		<55.0
SC8	Number of 0-17year old children in care as a rate per 10,000 of the Rotherham 0-17yrs population.	Low	Assistant Director of Children's Safeguarding		<90.0
SC9	Number of 0-17year old children open to the Family Help service as a rate per 10,000 of the Rotherham 0-17yrs population.	n/a	Assistant Director of Family Help		n/a
SC10	Number of children and young people assessed as having a medium to high risk of Child Sexual Exploitation (CSE)	n/a	Assistant Director of Children's Safeguarding		n/a
SC11	Number of children and young people assessed as having a medium to high risk of Child Criminal Exploitation (CSE)	n/a	Assistant Director of Children's Safeguarding		n/a
SC12	Proportion of children and young people being referred to social care services for a second of subsequent time within 12 months.	Low	Assistant Director of Children's Safeguarding		<22%

Council Plan 2025

Consultation Report **January 2025**

Council Plan 2025 Consultation Report

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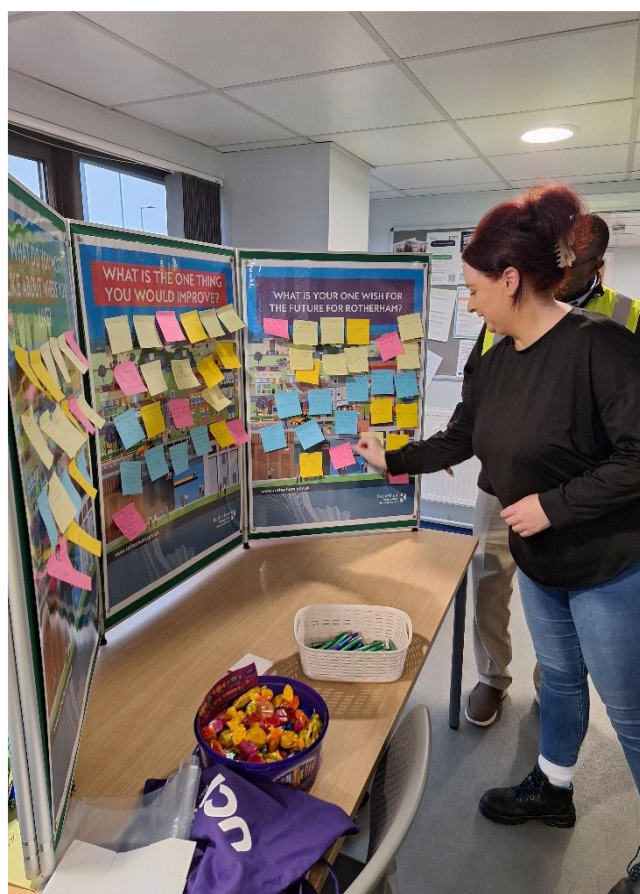


Photo from the Hellaby Depot staff consultation session

1. Background and Methodology

The new Council Plan will set out the strategic aims for Rotherham Council from 2025 onwards, providing a foundation on which all council activities are based. To help inform this, a public consultation and engagement exercise took place from 6 September to 12 November 2024 to seek the views of Rotherham residents and other local stakeholders.

Participation in the Council Plan consultation overall has been positive with a total combination of 1,963 interactions, survey responses or focus group attendees across all methods of engagement. This is an increase on the 1,300 engagements achieved through the consultation exercise undertaken in 2021 for the current Council Plan.

The consultation was conducted in a semi-structured manner, there were three set questions that mainly formed the parameters for discussion. The focus centred around what people thought were the biggest challenges and opportunities facing our communities. The following methodologies were used to capture a broad range of views:

- **Focus Groups** – Seven focus groups took place. Externally these were with children and young people, voluntary and community sector organisations (supported by Voluntary Action Rotherham), and Parish Councils. Internally these were held with senior managers, Council staff and Members. 210 people took part in total.
- **Short Interactions** – Three questions were discussed with groups both virtually and in person with triangular consultation towers and people writing on sticky notes to answer the questions:
 1. What do you most like about where you live?
 2. What is one thing you would improve about your area?
 3. What is your one wish for the future of Rotherham?

There were 1,027 short interaction responses across all questions (not including the Rotherham Show). Staff from the Policy, Performance and Intelligence service attended the short interaction sessions, supported by colleagues from the Organisational Development and Change Team.

- **Online and Postal Survey** – An online survey was hosted on the Council website that went 'live' on 6 September and closed on 31 October. A postal survey ran concurrent to this which included a paper version of the online survey questions sent out to 500 randomly selected households across the borough with a freepost envelope included. There were 214 online respondents in total, and 41 postal survey responses were received, which is an 8% return rate and above the national average for postal survey responses (typically between 3%-4%).
- **Rotherham Show** – The 'tower' and questions from the short interactions were used to consult with the public over the two days of the show, staffed jointly by the Policy, Performance and Intelligence service and the Neighbourhoods Team in the Assistant Chief Executive's directorate. There were 472 responses across the three questions.

This consultation is seen as part of an ongoing dialogue between the Council and residents. Feedback and the results of the consultation will be provided to members of the public, once the new Council Plan has been published.

2. Engagement Profile

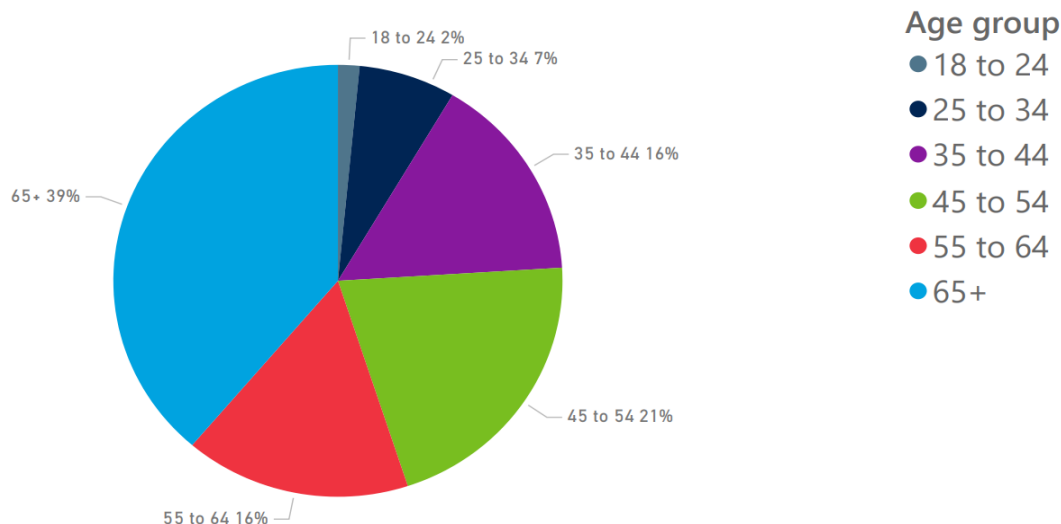
The following section provides an analysis of the equalities monitoring questions contained within the online and postal surveys (where a response was provided). In total, 255 responses to the postal and online surveys were received (214 online and 41 postal surveys). Just over 50% of respondents stated that they were happy to provide additional information about themselves.

Gender

More responses were received from women than men, with women making up 59% of the respondents, compared to 41% male respondents.

Age profile

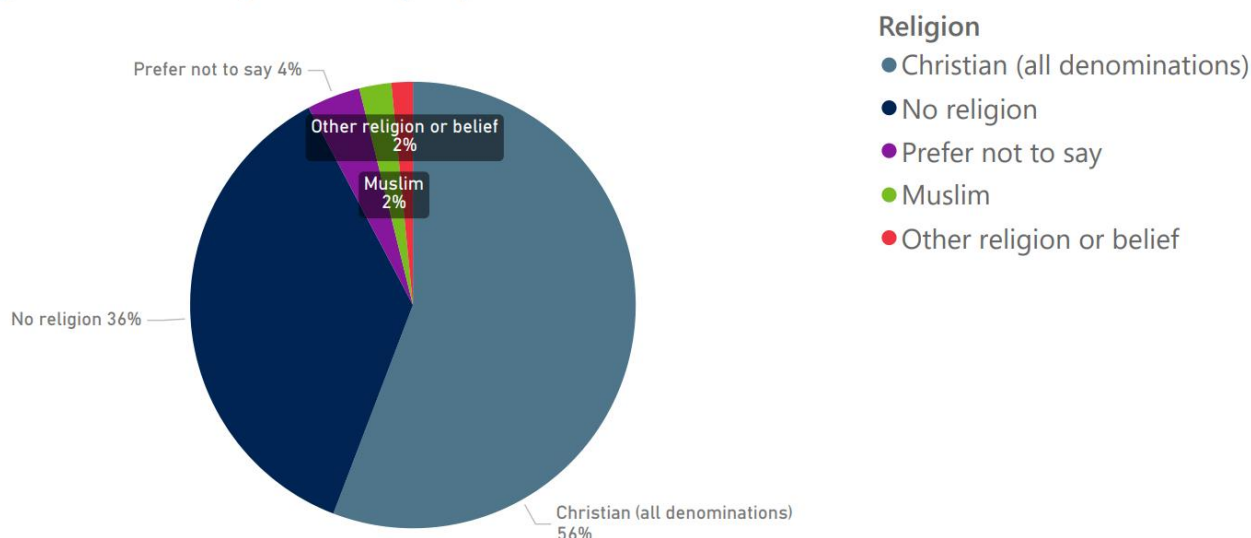
Age profile of online and postal survey respondents



In comparison to the age profile of the borough, survey respondents were older – 39% were aged 65 or over, compared to 20% borough-wide and only 2% of survey respondents were aged 24 or under, compared with a borough figure of 29%. There was a good representation of the middle age groups (25-44 year olds), while 45-54 year olds were overrepresented, with 21% respondents from that age bracket, as compared to a Rotherham figure of 12%.

Religion

Religion of online and postal survey respondents



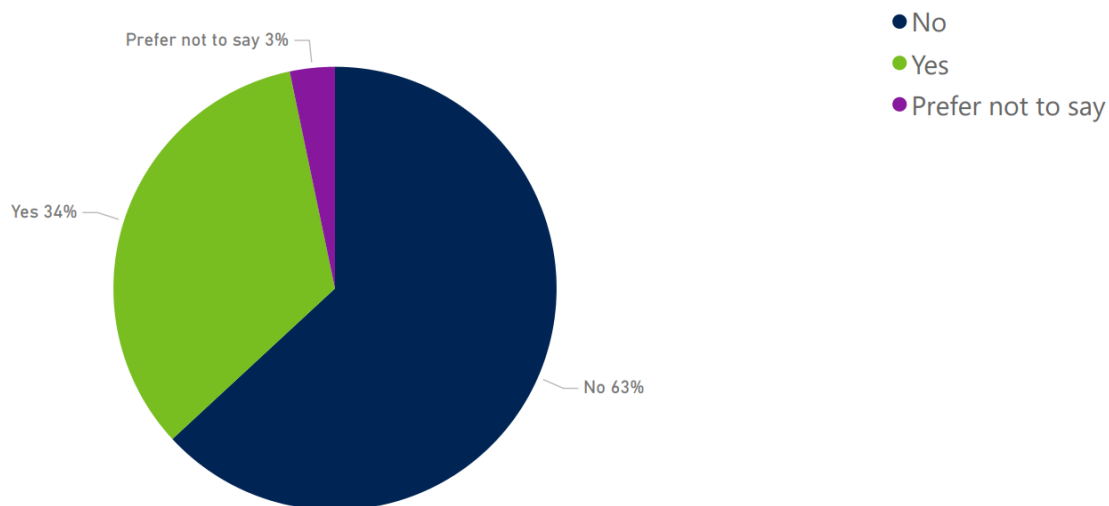
In comparison to the religious profile of the borough, more survey respondents identified as Christian (56% of survey respondents, compared to 49% borough-wide) and 36% stated no religion (compared to 40% borough-wide). 2% of respondents identified as Muslim, compared to the borough-wide figure of 5% and 2% stated 'other religion'.

Ethnicity

95.4% of online and postal respondents identified as White British and 4.6% identified as an ethnic minority group. This included 2.3% Asian or Asian British, 0.8% Black or Black British, 0.8% White – Western European and 0.8% White – Other. To put this into context, in the 2021 Census, 88.3% of Rotherham residents identified as White British and 11.7% identified as ethnic minority groups.

Disability

Respondents were asked if they had a disability or condition that had lasted or was expected to last at least twelve months.

Disability - online and postal survey respondents

Of those who provided a response, 34% stated that they have a disability. This is higher than the 21% of Rotherham residents who reported a long-term illness or disability in the 2021 Census. In addition, 19% of respondents stated that they were carers.

Sexual orientation

96% of respondents identified as heterosexual, which is slightly higher than the overall borough figure (92%), meaning that other sexual orientations were under-represented (1% bisexual, gay or lesbian, 1% other, 2% prefer not to say).

3. Findings from the Consultation and Engagement Methods

Focus Groups

The consultation included seven focus groups (internal and external). Each one was structured in a similar format, with some bespoke elements designed to suit the nature of each group and the amount of time allocated to the session. The focus groups were held on the following dates:

- RMBC wider leadership team - 1 October 2024 (56 attendees)
- Regeneration and environment manager forum - 16 October 2024 (35 attendees)
- Parish Council network meeting – 17 October 2024 (10 attendees)
- Children and Young People’s Partnership board – 22 October 2024 (a total of 33 attendees including 17 adults and 16 young people). An additional discussion took place with Young inspectors at their meeting on 7 October with 14 attendees – see appendix 3
- RMBC staff session – 5 November 2024 (20 attendees)
- Voluntary and Community sector session facilitated by Voluntary Action Rotherham – 6 November 2024 (20 attendees)
- RMBC Elected Member session – 12 November 2024 (22 attendees).

Focus groups were composed of stakeholders including partners, voluntary and community sector (VCS) organisations, RMBC staff, children and young people, and members of the public. There was a total of 210 participants across all seven focus groups.

Focus group discussions used a semi-structured format. The sessions were mostly facilitated by members of the Policy, Improvement and Risk team who were tasked with asking the questions and ensuring that the sessions remained focussed and relevant, whilst also allowing participants to independently hold discussions based on their own perspectives. The team started with a ‘scene setting’ presentation that provided a background to the current Council Plan, its achievements, challenges, opportunities, and the approach to consulting on the new plan for 2025. This was followed by an ‘icebreaker’ type question, where participants were asked to imagine what Rotherham will be like as a place to live in 2030. Then, where possible, focus group attendees broke up into smaller groups where they were tasked with considering the following questions:

- What do you think of the current Council Plan themes – do they look right or is there anything else the Council needs to focus on?
- What three things are most important to you? And what can the Council do to help respond to these?
- Creating a better borough needs everyone’s support. What can you do to help?

Most sessions included a general discussion (which was useful in sharing ideas and putting forward views) followed by group feedback. The sessions concluded by asking participants how they would like to be kept informed on Council Plan developments/progress in the future.

Individual focus group findings

Focus Group 1: RMBC wider leadership team session - 1 October 2024

This internal focus group discussion was framed around the challenges and opportunities under each of the existing Council Plan themes.

Under the **‘every neighbourhood thriving’** theme, the following challenges were identified:

- The need to change the ‘contract’ between service providers and communities, ensuring an understanding of what the Council can do and what the public can do. This point was linked to strength-based approaches and the distinction between statutory and non-statutory (other support) activity i.e. recognising how and when ‘the state’ can and should intervene or provide a service, versus facilitating or helping to create an environment/culture/ecosystem in which people and places can or are more likely to thrive. Part of the council’s role should be to ensure this is inclusive and to target scarce resources effectively, using evidence and insight, and involving the right stakeholders from the outset.
- The need to target help where it is most needed, suggestions included a focus on prevention and early intervention, providing assisted support when needed, tackling unemployment through the Pathways to Work programme, and a greater focus on preventing homelessness and rough sleeping.

The following opportunities were identified:

- The potential for increased community engagement with a supportive community, via neighbourliness and connectivity – to enable communities to be self-supporting and self-serve (potentially via enhanced digital solutions)
- Utilising a network of community inspired volunteers (both formal and informal) and enhancing links with parish councils
- Development of community-based multidisciplinary teams (MDTs) – with a mix of health and care professionals
- Joint commissioning (in particular) with VCS organisations – although funding risks to some VCS led projects were highlighted as a challenge.

Under the **‘people are safe, healthy and live well’** theme, the following challenges were identified:

- The cost-of-living impact on homelessness, mental health and drug and alcohol services – need to respond through place-based working and social prescribing
- Health inequalities – worklessness and long-term illness and the link between the two. A need to focus on systematic change through the Pathways to Work programme and apprenticeships to create higher standards of living and reduce deprivation.

The following opportunities were identified:

- Improving access to culture and sporting facilities/activities, bearing in mind the associated benefits they provide for health etc
- Strong partnership arrangements – links to Children’s Capital of Culture and Sports England funding
- Place-based working and social prescribing.

Under the **‘every child able to fulfil their potential’** theme, the following challenges were identified:

- Rising child poverty and inequalities
- Creating opportunities for transitions into adulthood and building aspirations
- Prevention and early intervention.

The following opportunities were identified:

- Lots of projects such as Grimm and Co, Skills Street, Children's Capital of Culture, and work with schools to engage with children and young people
- Family hubs and parenting support.

Under the '**expanding economic opportunities**' theme, the following challenges were identified:

- The need to create more jobs and deliver jobs at the right scale, including reducing the widening gaps in earnings. Static picture on total number of jobs and historic reliance on job creation across South Yorkshire
- In the context of an 'inclusive economy', how do we define excluded groups and take action?
- Raising aspirations across communities
- Making Rotherham an attractive place for businesses.

The following opportunities were identified:

- Employment Solutions and Pathways to Work
- The regeneration of the whole borough and engagement with communities, not just in the town centre
- Social value

Under the '**cleaner, greener local environment**' theme, the following challenges were identified:

- Implementing climate change adaptations and responding to the impacts of adverse weather conditions, helping communities to become more resilient
- Preparing projects for funding opportunities – including being 'shovel ready' for major infrastructure delivery
- Improving flood defences
- Limited funding to deliver on ambitions.

The following opportunities were identified:

- A wealth of green spaces and improving facilities (the country parks, Clifton Park's watersplash) to attract new customers and increase investment
- Environment and how this can help to develop communities and regeneration programmes
- Enhancing community pride in the environment – potentially through better green spaces, sustainable travel options etc
- Renewable energy project
- Biophilic environment – new green spaces strategy.

Focus Group 2: Regeneration and Environment Manager Forum - 16 October 2024

This internal staff focus group took place virtually over Microsoft Teams with managers from the Regeneration and Environment directorate of the Council. The Council Plan presentation was delivered, and this was followed by questions using an interactive voting system, Mentimeter.

The session began with the 'icebreaker' question – '*Fast forward to 2030 and imagine the best version of Rotherham possible. What would you like the borough to be like as a place to live?*'.

There were 68 responses in total from 32 participants, and the most common responses were (in order of most popular), safe (9), vibrant (7), clean (5), prosperous, proud, and thriving (all 4). The full set of responses are displayed in the word cloud below:



Participants were then asked, *‘What do you think of the current council plan themes, and do they look right?’* 33 respondents said yes and two said no. A follow up question was then posed that asked *‘If no, then what is missing? Or should anything be deleted or merged?’* There were ten responses to this question, including: climate change, ageing well, mental health, cultural destination, a focus on better housing, and cohesive communities. More detailed responses suggested that:

- The themes should be more explicit about specifics e.g. the cycle of poverty
- The value of keeping the themes the same for consistency
- The expanding economic opportunity theme is a bit vague.

Finally, participants were asked *‘What are the biggest opportunities for regeneration and environment for the next few years?’*. There were 55 responses from 28 participants. The most popular responses included; green spaces/greening, environment, investment, and housing. The full set of responses are set out in the word cloud below:



Focus Group 3: Parish Council Network meeting - 17 October 2024

The meeting took place at The Lyric Theatre in Dinnington. The Council Plan presentation was delivered at the meeting, followed by a discussion and the following feedback was received.

Under the cleaner, greener local environment theme, comments were made around the development of land and issues were raised around key green spaces being taken away and building development taking place on prime agricultural land.

Under the people are safe, healthy and well theme comments were made around the need to address the high levels of childhood obesity, high deprivation levels, and low male life expectancy.

The Parish Councillors asked how the Council was proposing to address all of the above issues. They also raised an issue regarding the consultation period, as they did not feel that they had received enough notice of the consultation closing date to be able to promote it effectively on their web pages and engage with other Parish Council members and constituents. Members were asked to participate in the online survey and to share the link with friends. Concerns were raised about people not being able to access the online link and suggestions were made that it should be more widely available in paper format.

Focus Group 4: Children and Young People's Partnership Board – 22 October 2024

The meeting took place in The John Smith Room, Rotherham Town Hall and was attended by 33 people in total, including 16 children and young people. The session began with an introductory exercise where everyone stated the best event that they had attended in Rotherham over the past year. The most common responses were the Rotherham Show, the Reytons concert, Grimm & Co, The Moon in the Minster, the Farrow the Fox event, and football matches.



A background presentation on the Council Plan was delivered, outlining themes and the consultation approach. This was followed by breakout group sessions which began with the 'icebreaker' question and a discussion on the themes and focus for the plan.

Icebreaker question – *'Fast forward to 2030 and imagine the best version of Rotherham possible. What would you like the borough to be like as a place to live?'*

The most popular response to this question was that they wanted Rotherham to be a safe place and for people to feel safe when travelling in and around their communities (many cited current issues around security at interchange; street lighting; people asking for money aggressively in the street; and people taking drugs/drinking in the streets). They wanted a cleaner environment with improved footpaths and walkways to improve mental health while out walking. They wanted supported transitions from school into work pathways (including work experience), better mental health awareness (especially in schools with training for teachers to deal with mental health and bullying) and more youth clubs. Other suggestions included more NHS dentists, independent living skills to be taught in schools (budgeting, housing advice), and for everyone to have a voice and access to opportunities.



The groups then moved on to discussing the Council Plan themes and outcomes, and the following question was asked - *'What do you think of the current Council Plan themes and outcomes – do these look right or is there anything else the Council needs to focus on?'*

The responses relating to their thoughts around the themes overall were that:

- The plan covers most key areas but feels very broad
- There are lots of overlap across the themes
- The themes could be more child- friendly (the economic theme in particular is difficult to understand). Another suggestion was for a young person friendly version to be produced.
- The plan should be made more accessible and easier to read
- There are clear linkages across the themes – however 'cleaner and greener' theme feels a bit isolated.

Under the **'every neighbourhood thriving'** theme, the responses included:

- Residents need specific council hubs located in communities to report problems
- Communities need physical spaces to gather, resources and people to facilitate this (staff)
- Community events are important and something positive for residents
- Plant pots don't matter (and could be a waste of money) – there are other things that make a neighbourhood thriving. Young people prefer having things to do rather than how a place looks
- There are people in the community that have important views but might not engage in consultation.

Under the **'people are safe, healthy and live well'** theme, the responses included:

- Safety is a significant issue for young people (and everyone else) and was raised by lots of participants with specific mention of anti-social behaviour, drug dealing, lack of local police (no visibility), and broken street lighting
- Feeling unsafe has a negative impact on mental health and does not support independence
- In relation to the town centre, participants thought it was clean and accessible but feels unsafe (due to all the issues previously mentioned above). They thought that additional

policing was needed in the town centre specifically to tackle drink and drug related issues alongside people asking for money and generally behaving aggressively towards young people

- Specific safety issues with the interchange in the town centre were raised – the group thought that increased security was required to ensure that people feel safe on buses and at the interchange
- Schools need to prioritise young people's mental health
- Suggestions to enhance feelings of safety included self-defence classes, safety events in local neighbourhoods, neighbourhood watch areas and a community safety centre where young people can talk about their experiences.

Under the '**every child able to fulfil their potential**' theme, the responses included:

- There are gaps in service provision and activities for teenagers/young people with specific gaps highlighted in relation to 16-17 year olds (it was felt that this particular age group is excluded from children's services, but not yet old enough to access the adult services)
- Every young person should have opportunity to thrive and fulfil potential – there is a need to raise/foster aspiration in young people
- A need for more youth clubs so young people have somewhere safe and a place to socialise to keep them off the streets. Specifically, places for 11-18 year olds to hang out; it was felt that there is a lot of support for younger children but not enough for those aged 11+. This provision should be away from a school setting, as schools were not considered to be the right environment for young people to feel 'special/free'
- Youth clubs to provide simple, fun activities (baking, making etc.) and day trips
- More support with bullying in schools, more training for teachers in how to deal with bullying, and better access to school councillors (there was a general feeling of young people not being listened to by the adults in school environments)
- Better understanding of the mental health needs of young people, including more mental health training for teachers and school staff
- Support with job searching/support after school
- Compulsory (and enforced) uniforms in schools – to remove competition and bullying from not having the 'most current' or popular clothing and shoes
- Lack of student voice in schools, and no opportunities to get involved in decision making in schools
- Some quality assurance standards and support for foster carers and social workers. Ensure social work caseloads are manageable and that social worker staffing levels are maintained. This comment was to be picked up outside of the consultation meeting.

Under the '**expanding economic opportunities**' theme, the responses included:

- Investing in local areas but also maintaining existing services
- A need for improved job opportunities
- Better careers advice in schools, with more practical support for transition into adulthood. For example - independent living lessons to be delivered in schools to include things such as information regarding paying bills, financial guidance, options and support, advice
- More work experience and better preparation for the world of work and transition to adulthood
- Town centre would be improved and more welcoming with more shops and parks – cinema is a good addition.

Under the '**cleaner, greener local environment**' theme, the responses included:

- A stronger focus on the environment and nature is needed as this supports good mental health – currently a lot of green spaces (such as canal sidewalks) feel inaccessible because it is not clean/clear
- Local communities and green spaces are dirty and footpaths in local areas need cleaning, lots of rubbish.

Finally, attendees were asked how they would like to be kept informed on Council Plan developments/progress in the future. Suggestions included communications via school channels (using emails, letters, and assemblies), community Facebook pages, drop-in sessions, word of mouth, and family hubs.

There was also an opportunity for attendees to participate in the short interactions counter exercise. 28 people participated in the 'either/or' exercise (although not all participants chose to vote for every question). They were asked to cast a vote in the statement that they believed was the most important. The number of votes cast for each statement are as below with the most popular responses highlighted in green:



Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	9	or...	Keeping streets clean	10
2	Resurfacing roads	4	or...	Improving local centres	16
3	People with second homes should pay more council tax	13	or...	More services should be cut	5
4	Tackling homelessness	24	or...	Allowing fewer new homes to be built	4
5	The Council should help create new jobs	25	or...	The Council should cut this service	1

The notes from the meeting can be found at appendix 2.

A discussion on the Council Plan also took place at the Young Inspectors meeting on Monday 7th October 2024. The short interaction questions were discussed and the Young Inspectors participated in the counter exercise. 14 Young Inspectors participated in this session and the responses can be found at appendix 3.

Focus Group 5: RMBC staff session – 5 November 2024

This internal staff focus group took place over Microsoft Teams with staff from across the Council. A background presentation on the Council Plan was delivered, outlining themes and the consultation approach. This was followed by breakout group sessions, which began with the 'icebreaker' question and a discussion on the themes and the focus for the plan.

'Icebreaker question' – '*Fast forward to 2030 and imagine the best version of Rotherham possible. What will the borough be like as a place for residents to live?*'. The main responses included:

- **Town centre** – a clean, tidy, better, accessible (including public toilets and NHS facilities located within the town centre) and regenerated town centre with more developments like Forge Island, more restaurants and bars, and increased footfall. The town centre would be safe and welcoming (with Town Centre Ambassadors like Sheffield and Barnsley – we should look at their regeneration model) with decent shops and things to do including more cultural events. Above all, the town centre should be safe, ASB should be dealt with and there should be a visible police presence (no point in regeneration if people don't feel safe visiting the town centre). Local shops and independent businesses would be well supported (with no more vape shops!).
- **Feelings of pride** - more pride in the town, feeling proud to live here, being able leave things in the past and move on.
- **Feeling of community and helping each other** – doing more through the neighbourhoods working model. Everyone feeling accepted across all communities. Nice communities, safer places, good engagement between residents and good local amenities.
- **A more equal society with thriving communities**– with affordability, stability, and equality for all. There are too many people currently being supported that are at crisis point, need a greater focus on enabling people.
- **Housing** – better, affordable homes and access to social housing in places where people want to live. Stopping corrupt landlords and people living in bad conditions, which has an impact on their health and pride. Ensuring tenancies are sustainable for the longer term, preventing homelessness. The eradication of homelessness, all services are safe in what they do - workplace safe, less aggression from users. Asbestos issues dealt with and less fuel poverty.
- **Transport** – better and improved public transport links (working with SYMCA). More frequent trains going to different destinations. More frequent bus services with better links across all parts of the borough (not just in certain areas), and services that run later than 11.15pm.
- **Education** - access to good quality education from early years, up to post 16-18, tailored to meet the needs of individuals. High standards of education delivered by multi-academy trusts. Access to pre-school education for those experiencing deprivation. Aspire to excellent SEND provision in schools. Better engagement in post-16 education.
- **Young people** – better and safer places for young people to go. A big youth centre (similar to the Barnsley model).
- **Creating opportunities for all** – including training and job opportunities, instilling aspiration at a young age. Promoting local recruitment opportunities – e.g. job fairs. Support for thriving businesses.
- **Health and social care** – better access to mental health services, better services for carers and adult social care (more funding).

- **Organisational comments** – Rotherham is in a better budget position than many neighbouring councils but appears to invest less. In the future, all services should work together more effectively and have shorter waiting lists.
- **Environment** – Carbon net zero, fewer emissions, and clean air.

Question 1 - *‘What do you think of the current Council Plan themes. Do these look right? If no, what is missing? Or should anything be deleted or merged?’*. Some participants agreed that the themes sound good and covers most of what the organisation should be delivering. Some of the main points raised included:

- **General comments on themes**
 - Need to make the wording clearer, explain what each theme means, and provide some examples
 - Need to strengthen the One Council theme and what this actually means
 - Every child able to fulfil their potential theme – needs a better focus on SEND. What does children fulfilling their potential look like?
 - Themes need greater focus on climate change, with more emphasis on resilience, flooding defences, and links to active travel - “Don’t hold back as a council around climate change, go for it!”
 - Climate change and recycling should connect better to economic opportunity and job creation.
- **General comments on consultation processes**
 - Not everyone is consulting on their plans and strategies to the same extent as the Council Plan and it is important that more do this
 - Need more staff ownership and better engagement as it is difficult to get people to participate.
- **General organisational comments**
 - The Council needs to build trust with residents (this comes down to resources) and get better at sharing information
 - Need to work with residents on co-production (there are good examples of this in housing and Adult Social Care)
 - Function needs to be simplified - too many hoops to jump through that means that things don't happen!
 - Need to be more decisive and have greater accountability
 - Each directorate has their own service plan, they need merging together to get a better corporate approach
 - Lack of resources, difficult to get things done - hard to implement, chain of approval.
 - Improve the morale of staff through better sharing of good news stories
 - Good to know what the current situation is to get a better idea of what's happening across the board
 - Acknowledge what the current issues are to be able to improve things
 - We need to better visualise the end goal in order to engage staff and residents in the journey.

Question 2 – *‘What do you think are the biggest opportunities for the Council for the next few years? Consider where we can have the greatest impact to improve the lives of residents’*. Some of the ideas included:

- Climate change, resilience, retrofit of homes, infrastructure, reducing bills, grants for people

- Focus on smaller steps we can all take around climate change
- Focus on the working age population – adopt a lifestyle learning ethos which doesn't have to be a qualification as this doesn't suit everyone
- Job creation - do more with businesses helps lift people out of poverty, learn skills, keep homes
- Adopt an electric bike scheme around the town (like York and Birmingham Council).
- Strive to have a more reliable public transport system
- Changing the perception of Rotherham (currently only mentioned in a bad light) and promoting good news stories
- Further development around advanced manufacturing and technology, Advanced Manufacturing Research Centre (AMRC)
- Address the lack of shopping offer – attract more high-quality shops
- Housing is very important – need to do more on affordable housing
- Acquisition of empty buildings for shops and homes. Aim to increase the housing offer in the town centre to make it a more thriving place
- Better prevention work, for example, rather than tackling homelessness here and now, we should be going into schools to educate young people about it.

Focus Group 6: Voluntary and Community groups – 6 November 2024

The meeting took place at and was facilitated by Voluntary Action Rotherham. The session was attended by approximately 20 people representing a wide range of groups from the voluntary and community sector including representatives from protected characteristic groups. A background presentation on the Council Plan was delivered, outlining themes and the consultation approach. This was followed by breakout group sessions which began with the ice-breaker question and a discussion on the themes and focus for the plan.

'Icebreaker' question – 'Fast forward to 2030 and imagine the best version of Rotherham possible. What would you like the borough to be like as a place to live?'

The most popular response to this question was that they wanted Rotherham to be a safe place with vibrant and plentiful community facilities including lots of green space, improved waterways, and community gardens. Also frequently mentioned was a vibrant and welcoming town centre with good transport links. They wanted things for young people to do – including more youth clubs and they wanted people to have a sense of pride in the borough.

Question 1 – 'What three things are most important to you? And what can the Council do to help respond to these?'

The groups then moved on to discuss the question surrounding what was important to them and what the Council can do to help respond. The responses included:

- The need to **create inclusive and cohesive communities**. Suggestions to achieve this included:
 - More events needed across the borough and in the town centre
 - More spaces needed for people from different cultures to come together to socialise, and more needs to be done to educate people on different cultures and backgrounds to foster better relationships
 - More investment in our young people - more activities for teens and young people – more children's hubs and youth groups
 - Affordable and accessible community facilities (especially for VCS delivery).
 - Creating a better living environment – including community gardens, wildflower planting, and better use of waterways
 - Regeneration of deprived areas
 - Safer spaces.

- The need to **support people into good, well-paid employment to alleviate poverty.** Suggestions to achieve this included:
 - Fostering pride and purpose, encourage young people to stay in the borough by creating an attractive employment offer
 - Improving volunteering pathways into employment
 - Creating more employment opportunities tailored to people's specific needs
Encourage a diverse range of opportunities - education is not suitable for everyone, support employers and encourage more young people to work in trades
 - Tailoring important career choices at school to suit the individual, and development pathways should be identified to help lead people into employment from school
 - Working with employers to create more viable apprenticeship options - different approach needed to apprenticeships as these are not always an affordable option as apprentices are often not paid enough to sustain their employment
 - Removing barriers to engagement in community activities, encourage mentorship and critical friends.
- The need to look at **prevention and early intervention.** Suggestions to achieve this included:
 - Looking at the root cause of issues for individuals.
 - Addressing poverty
 - More support for community groups and not-for-profit organisations.
 - Better mental health provision
 - More support for recovery.
- The need for **more support for social care.** Suggestions to achieve this included:
 - More funding for adult social care
 - Maintaining independence, choice, and control - with access to support services that are tailored to the individual's needs
 - Supporting the elderly with care needs
 - More recognition for care workers and unpaid workers
 - Better and more accurate information and communication, including better information and advice for older people and those living in deprivation.
 - Ageing friendly community.
- The need for **a thriving town centre.** Suggestions included:
 - Create an alternative offer to Meadowhall and Parkgate
 - More spaces dedicated to independent makers
 - Create spaces for art projects that are free and accessible
 - Affordable town centre rents
 - Better parking
 - More green space to sit, eat and talk
 - Bring it back to life.
- The need for **the Council to prioritise support for the VCS to ensure sustainability.** Suggestions included:
 - Contracts with VCS to enable sustainable services and more funding
 - Better, more effective, fair, and co-designed commissioning to understand the whole picture of what is being commissioned
 - Less onerous paperwork

- Other items that were discussed included:
 - Better transport (especially buses) and a transport strategy that increases access and better connects communities
 - Digital inclusion
 - It is difficult to object to planning decisions, this could be simplified
 - Better communications and myth-busting needed so people understand why and how money is being spent – the perception is that some council budgets are mis-spent, and decision making is poor (made particular reference to cycle lanes that go nowhere)
 - Making Rotherham a safer place – tackling crime
 - More devolution of funding and decision making to local areas.

Question 2 – *‘What do you think of the current Council Plan themes and outcomes – do these look right or is there anything else the Council needs to focus on?’*

The groups then moved on to discussing the Council Plan themes and outcomes. The responses mostly related to their thoughts on the themes generally (as opposed to specific themes) and included:

- A consensus that the themes are very generic and difficult to disagree with, however by covering everything that the Council does, it then makes it unclear what is most important and what is being prioritised.
- The Council vision and activities are too short term – they are only firefighting and not tackling big issues. They provide support at a time of crisis, rather than preventative support.
- Make themes easy for people to understand
- One Rotherham would be better and more inclusive than One Council. This theme should be more connected to Rotherham and what is ‘out there in the community’ to tell the story across the piece
- Need to ensure we have a root cause and understanding of issues
- Cost of living doesn’t feature strongly enough – it is buried within the themes
- The ageing population is having an impact on the wider population – an ageing society is everyone. Older people are pigeonholed in the health and social care sections, but what is good for older people is good for younger people too
- Important to reflect that all the themes are connected
- Need to improve knowledge and understanding of front door services to help with prevention
- The Council website needs to be made simpler for people to use
- KPIs – need to be clear about how these are impacting on priorities
- Need to ensure that residents’ voices are heard
- Need to uphold standards for landlords to maintain properties and keep them clean and tidy as this can impact on health, pride etc
- Need to market Rotherham in a positive light within the themes and plan
- Need a bigger focus on making the borough cleaner as this links to pride
- Instilling pride and being proud doesn’t come through strongly enough in any of the themes
- How much control does the Council actually have over the actions underneath the themes? i.e. how devolved to local government are they and how many are dictated by central government constraints?
- Is it realistic to aim to cover all those themes from a financial point of view?
- Is there any scope to involve large businesses to investing in community facilities, with more emphasis on giving back (social value)? Need to make a bigger ask of partners and

the private sector e.g. work experience for young people, sponsorship of community spaces.

Question 3 – *‘Creating a better borough needs everyone’s support. What can you do to help?’*.
The group made the following suggestions and pledges:

- Talk positively about the borough to help to raise its profile to improve the perceptions about Rotherham
- Connect and challenge
- Enable collaboration to create great outcomes for older people
- Share expertise in personalisation, communities, and engagement
- As a charity, everything we do is for public benefit – we are for people, not for profit.
- Ask us for help and we will direct appropriately
- Let VCS share information with the Council on what that they do, including outcomes and impacts
- It takes a community to grow a child – promote independence and pride
- VCS can help to promote the directory of support services that are available
- Provide volunteering opportunities and life skills
- Provide support and supplies to food banks from allotments
- Promote civic mindedness – encourage people to feel that their voices are important.
- Instil aspiration in young people
- If the Council increases engagement with the VCS, they can spread the word about what is available for residents on their behalf
- Leading on projects relating to pride and sense of belonging
- Communication – spread the word about all the good things that are happening across the borough.

Finally, attendees were asked how they would like to be kept informed on Council Plan developments/progress in the future. There was agreement that the consultation should be part of ongoing conversations. Suggestions included workshops and regular face to face meetings. There was a request that the VCS need to know how they get invited to be a part of the decision-making process and become more involved in what is happening in the borough.

Additional feedback regarding the Council from the session included:

- The Council needs to go back to basics as it frequently shares dated information with VCS groups
- Many examples of the Council continuing to work in silos and a lack of communication between departments. Concerns were expressed about different parts of the Council requesting the same information and not joining this up
- VCS groups feel undervalued and unsupported by the Council. Suggestions were made that the Council only approaches the VCS when we need their help.
- Feeling that the Council do not understand what some VCS groups do and the value that they bring. It was stated that the Council never makes contact with groups regarding their work or the number of people they have supported – VCS groups would like to be able to feed in what they are doing, and numbers being supported beyond contracts. Some attendees felt that the Council should be using VCS statistics and data to report alongside their own to demonstrate the wider work of the whole borough, not just the Council e.g. mental health support, CSE, volunteering opportunities. Should be shouting about how we are all collectively making a difference

- Communication and consultation is of poor quality and inconsistent. Groups do not understand how decisions are being made and why they are being made, and feel they are not being consulted.

Focus Group 7: RMBC Elected Member session – 12 November 2024

This focus group with Elected Members took place virtually over Microsoft Teams. The Council plan background presentation was delivered, which included information on the approach to the consultation, and this was followed by an open discussion session.

Under the **‘every child able to fulfil their potential’** theme, there were questions covering the council’s approach to fostering and the capacity to provide suitable housing for potential and existing foster carers (this query was taken away as an idea for further discussion with relevant staff).

Under the **‘every neighbourhood is thriving’** theme, there were questions relating to the town centre regeneration and ensuring that planned projects happen. There was also a question on statutory challenges around the allocation policy on the sale of strategic sites. It was confirmed that a report will be coming back through Cabinet on this within the next couple of months.

Under the **‘one council’** theme, there were questions relating to the five ‘either/or’ statements and their purpose and effectiveness as part of the consultation. The response was that the questions were choices for the Council to consider and could help to inform budget setting for the next year. The questions were asked to ensure that the consultation did not only consist of a list of things that residents want. There was a further comment relating to why there were no questions included on active travel, and what would happen if the government remit on this funding changed. The response was that the active travel work is driven by government grants, and we are trying to make best use of the resources that has been made available to us. If the Council’s direction on that changes, then we will be responding to the national policy changes.

Under the **‘cleaner, greener local environment’** theme, there were queries around electric charging installation requirements for new build homes and housing developments, and whether the Council was being ambitious enough in its electric charging provision plans. There were additional comments on transport relating to electric buses and working on accessibility, journey routes, and times to improve the usage take up among under 25’s and elderly residents. The response confirmed that there was a specific round of government funding for converting buses to electric, so the Council was able to exploit that for the Stagecoach vehicles currently being used. The Council is trying to make the most of opportunities as and when they arise to best secure government funding that will improve the borough.

There were questions relating to the **performance monitoring of the Council Plan** and the targets, milestones and vision for the Council going forward and how these would be monitored, measured, and progress tracked. It was confirmed that they would either include key milestones, or targets to ensure we remain accountable. There are some actions that don’t have targets against them, as it is not appropriate. Underneath the set of KPI’s, there are several data sets within services that managers use to make sure the actions are effectively delivered. The most meaningful measures have been deliberately adopted that allow the journey of the Council Plan to be tracked. The Year Ahead Delivery Plan is reviewed every six months, so that the delivery of the broader projects and activities within the plan can be tracked against those KPIs. There is a selection of things that best demonstrate progress against each of those priorities, which brings

the plan to life. There are additional local data sets available that can help track progress, however the detail provided is appropriate to members of the public.

Short Interactions

The consultation included a series of short interaction activities which took place with participants in various ways, using the same three questions:

- *What do you most like about where you live?*
- *What is one thing would you improve about your area?*
- *What is your one wish for the future for Rotherham?*

This is a simple engagement exercise, a conversation starter. It has the capacity to collect substantive qualitative data, but due to its informal nature it is difficult to collect monitoring data. Therefore, the analysis is based on number of responses to determine common denominators.

In order to reach out to as many characteristic groups as possible, we tailored the activity to encourage people to engage in a way that best suited them.

This activity took place at the following locations:

- Rotherham Show in Clifton Park for two days on 7 and 8 September, using the consultation tower and the counter activity
- The Rotherham Together Partnership showcase event on 17 September at the Arc Cinema, Forge Island using the consultation tower
- The Chamber Means Business Event at New York Stadium on 19 September, using the display boards and the counter activity
- University Centre Rotherham on the 26 September, using the consultation tower
- Aston Community Library and Neighbourhood Hub on 9 October, using the consultation tower
- The Unity Centre Refugee and Asylum Seeker drop-in on 15 October, using the display boards
- Dinnington Library and Neighbourhood Hub on 16 October, using the consultation tower
- Maltby Library and Neighbourhood Hub on 18 October, using the consultation tower
- Chislett Centre in Kimberworth over 50's lunch group on 22 October – conversation with attendees using the three questions
- Housing Involvement Panel open day at New York stadium on 23 October, using the display boards
- Rawmarsh Library and Neighbourhood hub on 23 October, using the consultation tower.
- Riverside Library Café on 24 October, using the consultation tower
- Riverside Library Café Ukraine drop-in session on the evening of 24 October, using the consultation tower
- Swinton Library and Neighbourhood hub on 30 October, using the consultation tower
- Hellaby Depot staff session on 7 November, using the display boards.

In total, there were 1,499 individual responses across all questions. The results below do not include the responses from Rotherham Show, this is because the responses have been analysed in a separate section.

Question 1: What do you most like about where you live?

There were 353 responses to this question across all the short interaction sessions. The most common responses (in order of most frequently mentioned) are as follows:

- **The people** - The top response in the short interactions to what people liked about where they live was the people; including having good neighbours, community spirit, and a willingness to help each other (24%)
- **Parks and green spaces** - The second highest response was having access to parks and green spaces, with references to the countryside as well (20%)
- **Quiet and peaceful** - Many respondents also liked the fact that where they lived was quiet and peaceful (9%)
- **Local amenities** – People also felt that they had good local amenities and facilities where they lived (7%)
- **Location** – 6% of respondents felt that they lived in a good location and that it was close to other areas.

Question 2: What is one thing you would improve about your area?

There were 353 responses to this question across all the short interaction sessions. The most common responses (in order of most frequently mentioned) are as follows:

- **Regeneration of the town centre** - The most common theme running through all events was a desire to see Rotherham town centre as a vibrant, flourishing, clean, and safe place (13%)
- **Community safety / anti-social behaviour** – 10% of respondents wanted to feel safe and secure and for improved safety and security measures to be put in place in certain areas, mainly in the town centre
- **Public transport** – Respondents wanted public transport in Rotherham to be improved (10%), including cheaper fares, more frequent buses, and additional public transport links/routes
- **Cleaner streets** - Rotherham people would like to see cleaner streets that are free from litter and fly-tipping (9%), stating that this could be achieved by more pro-active measures such as raising awareness and education around these matters, coupled with greater enforcement put in place to encourage prevention
- **Roads** - People expressed that they would like to see roads kept in good condition, repaired when needed, and pavements well maintained so that they can be accessible for disabled people and young families (7%).

Question 3: What is your one wish for the future for Rotherham?

There were 321 responses to this question across all the events. The most common responses (in order of most frequently mentioned) are as follows:

- **Regeneration of the town centre** - 11% of people wanted continued regeneration of the town centre and felt that this was key to improve the reputation of the town
- **More services for children and young people** – 8% of respondents wanted more services and more activities/things to do for children and young people, both in the town centre and in the outlying areas such as Maltby, Dinnington and Swinton
- **Feeling safer** - 8% of respondents commented that they wanted to feel safer in Rotherham, particularly in the town centre. The issue of people drinking or taking drugs in the town centre was raised, which made people feel uneasy

- **Improved retail offer** - 6% of respondents also wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue, not only in Rotherham
- **Improved reputation** - The main response was around people wanting to feel proud about Rotherham, and for the town to be prosperous and thriving again (5%). They wanted Rotherham to have a better reputation and to be in the news for positive reasons.



Photo from Maltby Library and Neighbourhood Hub consultation

Rotherham Show

The short interactions activity took place at the Rotherham Show in Clifton Park on 7 and 8 September 2024. A three-sided consultation tower was used, which asked the three questions. Alongside this, an exercise using ten boxes with five paired statements was used, and people were asked to put a counter in the box of the statement they most agreed with. These activities were situated in the 'Rockingham Field and Food Court' area of the show, within the Council Plan and Neighbourhoods marquee.

Across the two days over 400 responses were received across all three questions, and over 450 votes were cast in the counter exercise. No monitoring data was collected; however, participants were asked if they were happy to supply a postcode or state their local area or ward. From observation, a diverse range of people engaged with the activity.



Tower question 1: What do you like most about where you live?

There were 175 responses to this question over the two days of the show. The most common responses (in order of most frequently mentioned) featured:

- **Community spirit** - An appreciation of the community spirit in Rotherham, with particular mention of '*friendly*' neighbours (15%)
- **Parks and green spaces** - An appreciation of the parks and green spaces within the borough. Many people made warm references to Clifton Park (this may have been influenced by the location of the consultation) and other parks within the borough (7%). Nice play areas and green spaces, specifically designed for children, were often mentioned as part of the same response (15%)
- **Education** - Many participants made positive references to the schools in their local area (7%)
- **Quietness** - Many cited that the quietness of their local area was what they liked most about where they lived (9%)
- **Amenities** - People also reflected on the local facilities and amenities within Rotherham, with specific mention of Forge Island and the new Arc Cinema (10%).

Tower question 2: What is one thing you would improve about your area?

There were 159 responses to this question over the two days of the show. The most common responses related to:

- **Cleanliness** - Concerns over street cleanliness, including references to litter, dog fouling, and general upkeep (11%)
- **Road improvements** - The need for road and footpath improvements and maintenance, including repairs to uneven pavements (7%)
- **Public safety and crime prevention** - Concerns surrounding public safety and crime prevention within the borough (18%). Many cited feelings of safety, particularly within the town centre, as an area for improvement. This included calls to tackle anti-social behaviour and increase police presence within Rotherham. Pleas to curb drug use were mentioned frequently.
- **Town centre regeneration** - Improvements to Rotherham town centre, including the need for more development, improved infrastructure, and better parking to make it a place that

people want to visit. Many were passionate about increasing the number of shops and restaurants within the town centre, and also across the borough (7%)

- **Facilities in the local area** - Better infrastructure within local areas, in particular leisure facilities and community-based hubs/activities to facilitate a greater sense of community spirit and inclusion (5%)
- **Parking facilities** – A need for increased parking facilities within the local area (4%).
- **Public transport** - Improvements to public transport across the borough (6%), specifically more regular and improved bus services.
- **Children and young people** - More support for Rotherham's children and young people (5%), including investment in activities, resources, services, and employment advice for teenagers in Rotherham.
- **Play areas and parks** - Improved play areas and parks to ensure better wellbeing and safety for children and parents (4%)
- **Increased SEN support for children and adults** - Increased help and support for those with disabilities, particularly an expansion of SEN support for children and adults within the borough (1%).

Question 3: What is your one wish for the future for Rotherham?

There were 138 responses to this question over the two days of the show. The most common responses included:

- **Regeneration of the town centre** - The regeneration of Rotherham town centre, with calls for a thriving and attractive town centre that people would like to visit (15%). Many suggested that this would improve the image of Rotherham and foster pride
- **Retail in the town centre** - More investment in the town centre, particularly in relation to retail and an increase in the number of shopping facilities (9%). There was a clear passion for Rotherham to have a desirable, prosperous, and successful town centre with lots of shops
- **Leisure and cultural activities** - More leisure facilities and additional investment in cultural activities (11%). Examples included more concerts in Clifton Park; skateparks across the borough; more events like Rotherham Show; and the creation of new attractions such as the new Arc cinema on Forge Island
- **Opportunities for young people** - More opportunities and investment in activities for young people, in particular more community centres and youth groups to help support young people in Rotherham (6%)
- **Support for communities** - A wider need for support for whole communities, many responses referred to a wish for more facilities and activities that support children and families. People also wished for harmony, peace, community spirit and social cohesion within the borough (8%)
- **Community safety** - Improved community safety, greater police presence, and for crime to reduce in the local area (7%)
- **Street cleanliness** - An improvement in street cleanliness, with specific mention of litter. Some participants wanted to encourage the local community to take increased ownership of their environment (9%).



Counter Exercise Results

464 counters were cast in the 'either/or' exercise over the two days of the show. Participants were given 5 counters each and asked to vote on 5 paired statements by placing a counter in the box with their preferred statement for each pair. It was set out to those taking part that the Council is responsible for providing a range of services and for each pair of statements they were provided with, respondents were asked to identify which mattered most to them. The number of votes cast for each statement are as below, with the most popular responses highlighted in green:

Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	60	or...	Keeping streets clean	42
2	Resurfacing roads	52	or...	Improving local centres	47
3	People with second homes should pay more council tax	69	or...	More services should be cut	13
4	Tackling homelessness	90	or...	Allowing fewer new homes to be built	8
5	The Council should help create new jobs	79	or...	The Council should cut this service	4

Online and Postal Survey

The online survey went 'live' on the Council website for eight weeks, from 6 September to 31 October 2024. There were ten questions in total, three of which were the same questions asked in the short interactions. There were also five pairs of 'either/or' statements, where respondents had to choose which of the priorities are the most important to them for each of the five questions. There were 214 responses to the online survey in total.

The postal survey ran concurrent to the online survey. A paper version of the online survey questions was also sent out to 500 randomly selected households across the borough with a freepost envelope provided. In total, 41 postal survey responses were received, which is an 8% return rate. This was a higher percentage than the national average return rate on a postal survey, which is between 3% and 4%.

Below are the key findings in both the online and postal survey responses combined:

Where you live

The survey opened with the same three questions that were asked as part of the short interactions. The first question asked, '*What do you most like about where you live?*'.

The most common responses (in order of most frequently mentioned) are as follows:

- **Parks and green spaces** - In open comments residents listed Rotherham's abundance of green space as the best thing about where they live. 26% of comments mentioned

proximity to green spaces, the countryside, and parks as the best thing about living in the borough

- **Peace and quiet** - 15% of respondents liked the fact that the local area was nice and quiet
- **Close to local amenities** - People felt like they had good local amenities in their area and 14% said that they liked the fact that they lived close to local amenities
- **The people** - 14% mentioned their neighbours and good community spirit as what they liked most about where they lived
- **Location** - 8% liked the location and the fact that they were in close proximity to other areas.

The next question was '*What is one thing you would improve?*'. The main responses are as follows:

- **Anti-social behaviour** - 17% of respondents wanted more to be done to tackle anti-social behaviour in their local area. Motorists speeding in residential areas was particularly flagged as an issue
- **Roads** - Residents felt that improvements were needed to roads within the area, with 12% highlighting the fact that roads and pavements needed repairing, along with grass verges at the roadside needing to be cut back
- **Better maintained green spaces** - The same percentage of people felt that green spaces in their local area needed to be better maintained (12%)
- **Cleaner streets** - This was followed by respondents wanting cleaner streets with less litter (11%), both in the town centre and in their local area
- **Parking** - 6% felt that parking was an area that needed improvements, with responses mentioning motorists parking on kerbsides, blocking driveways, and accessibility for disabled pedestrians. Respondents also mentioned that they would like free parking in the town centre.

Other comments included more activities for children and young people (5%) and improved bus services, including extra routes, cheaper fares, and a more reliable service.

The third question in this section was '*What is your one wish for the future for Rotherham?*'. Again, the most common responses are as follows:

- **Proud, prosperous, and thriving** - The main response was around people wanting to feel proud about Rotherham, and for the town to be prosperous and thriving again (17%). They wanted Rotherham to have a better reputation and to be in the news for positive reasons.
- **Feeling safer** - 13% of respondents commented that they wanted to feel safer in Rotherham, particularly in the town centre
- **Regeneration of the town centre** - 13% of people wanted continued regeneration of the town centre
- **Cleaner streets** - As in the previous question, respondents wanting cleaner streets came up again in the top five responses at 6%
- **Improved retail offer** - 6% of respondents also wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue, and that Rotherham is not the only place with a declining number of shops.

Your Opinion

The next section of the survey asked respondents to choose between pairs of statements and decide which was the most important to them or which was the one they agreed with the most. These were the same pairs of statements that were used for the counter box exercise at Rotherham Show. A written explanation was provided to participants to enable them to complete

the question. This highlighted that the Council is responsible for providing a range of services and for each pair of statements that they were provided with, respondents were asked to identify which mattered most to them.

Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	97	or...	Keeping streets clean	145
2	Resurfacing roads	180	or...	Improving local centres	66
3	People with second homes should pay more council tax	220	or...	More services should be cut	19
4	Tackling homelessness	187	or...	Allowing fewer new homes to be built	56
5	The Council should help create new jobs	218	or...	The Council should cut this service	31

The final question in the online and postal survey was an open text box that asked the respondent if there was anything else they wanted to let us know through the consultation? As this was an open question, the responses varied greatly. However, the following came out as the most common responses:

- Improved public transport links, lower fares, and more reliable services – 5%
- That the Council spends public money more wisely – 5%
- More affordable housing – 5%
- Improve the outlying areas of Rotherham – 3%
- That the Council listens to resident's views – 2%.

Postal Survey Responses

Of the 41 postal survey responses, 88% of people completed the equalities questions at the end. Of those, 83% were White British and were mainly older/retired people, with 65% of respondents who provided their age being 65 or older. Only 15% of respondents who provided their age were aged between 35-64 (with no responses received from people aged 18-34).

45% of postal respondents were male and were 40% female. None of the respondents stated that they identified as transgender. When asked about their sexual orientation, 78% stated that they were heterosexual and 12% did not respond to the question. 68% of respondents stated that their religion was Christianity, 3% Muslim and the remainder of those that responded stated that they had no religion (15%). None of the respondents from the postal survey said that they were asylum seekers or refugees, and 20% said that they were carers.

Key findings from the postal responses included:

'What do you most like about where you live?', the top five responses were:

- Quiet and peaceful (33%)

- Green spaces and countryside (30%)
- The people and community spirit (20%)
- Close to amenities (13%)
- Cleanliness of the local area (13%).

The top four responses were the same as the online survey. However, the exception is that the postal responses regarded cleanliness of the local area in the top five responses rather than location and Rotherham being close to other areas, like in the online survey.

'What is the one thing you would improve about your area?', the top five responses were:

- Green spaces to be better maintained (25%)
- Road improvements, including traffic management and improving the surface of roads/pavements (20%)
- Cleaner streets (15%)
- Anti-social behaviour, including speeding (15%)
- Public transport, including better transport links, lower fares, and more reliable services (10%).

The top four responses were also the same as those from the online survey. However, the exception is that the postal responses regarded public transport in the top five responses rather than parking, like in the online survey.

'What is your one wish for the future of Rotherham?', the top five responses were:

- Regeneration of the town centre (28%)
- Improvement in retail offer (28%)
- Safety, particularly in the town centre (25%)
- Cleaner streets (18%)
- Affordable housing (8%).

Four out of the top five responses were the same as the online survey but differed in order of importance. However, the exception is that the postal responses regarded affordable housing in the top five responses rather than proud, prosperous, and thriving place like in the online survey.



Photo from Dinnington Library and Neighbourhood Hub consultation

4. Conclusion

Summary of findings across focus groups

The presentations at the focus groups were well received and the general feedback (in particular at the external focus groups) was that participants welcomed the opportunity to engage, provide useful insights, and give their opinions on the priorities for the Council Plan. There was a real enthusiasm for continuing the conversation and for officers to keep engaging with them on a regular basis to provide updates on the plan.

The comments received were mostly thematic, with many areas of commonality across the sessions. The most frequently talked about subjects were:

- Safety and feelings of safety – with particular emphasis on the town centre
- The continued development and investment in the town centre
- Housing – including providing high quality, affordable homes and tackling homelessness
- Young people – including things for them to do, instilling aspiration, obtaining a good quality education, better SEND provision, improved careers advice and pathways to work, and providing a good work offer for them to want to stay in the borough
- The environment – including green spaces, net zero, flooding, climate change
- The need for a better transport offer across the borough – particularly bus services
- Improving access to culture and leisure facilities and continuing to maintain parks and play areas to high standards
- Improved access to health services – particularly mental health
- Continued cost of living support to alleviate poverty and inequalities
- Feelings of pride, community cohesion and neighbourliness in the borough. A need to harness all of the good things that are happening in communities
- Attracting investment to provide good quality jobs and create opportunities
- Comments relating to the organisation itself, including the role of the council and what it can provide for residents (given funding constraints) and what residents can do for themselves, also taking into consideration how it is able to respond to central government decisions. Adopting prevention and early intervention models. Having simplified, achievable plans, with an overall long term vision. Working in partnership, commissioning services and developing strategies collectively and sharing information and intelligence.

Combined Findings across the Short Interactions, Online and Postal Survey

Overall, for the three questions that were asked as part of the online survey, postal survey, and the short interaction sessions, the same themes and issues came out in the top five responses but in a different order of importance. With all the feedback combined, the most common responses in order are as follows:

What do you like most about where you live?

1. **Parks and green spaces** – The main thing that residents liked about where they lived was the abundance of green spaces, countryside, and parks
2. **The people** - The next most popular response was friendly neighbours and the fact that there was a good community spirit where they lived
3. **Peace and quiet** – Respondents also liked the fact that it was nice and peaceful where they lived
4. **Close to local amenities** - People felt like they had good local amenities in their area and said that they liked the fact that they were close by
5. **Location** – Respondents liked the area they lived in and the fact that they were in close proximity to other areas.

What is one thing you would improve about your area?

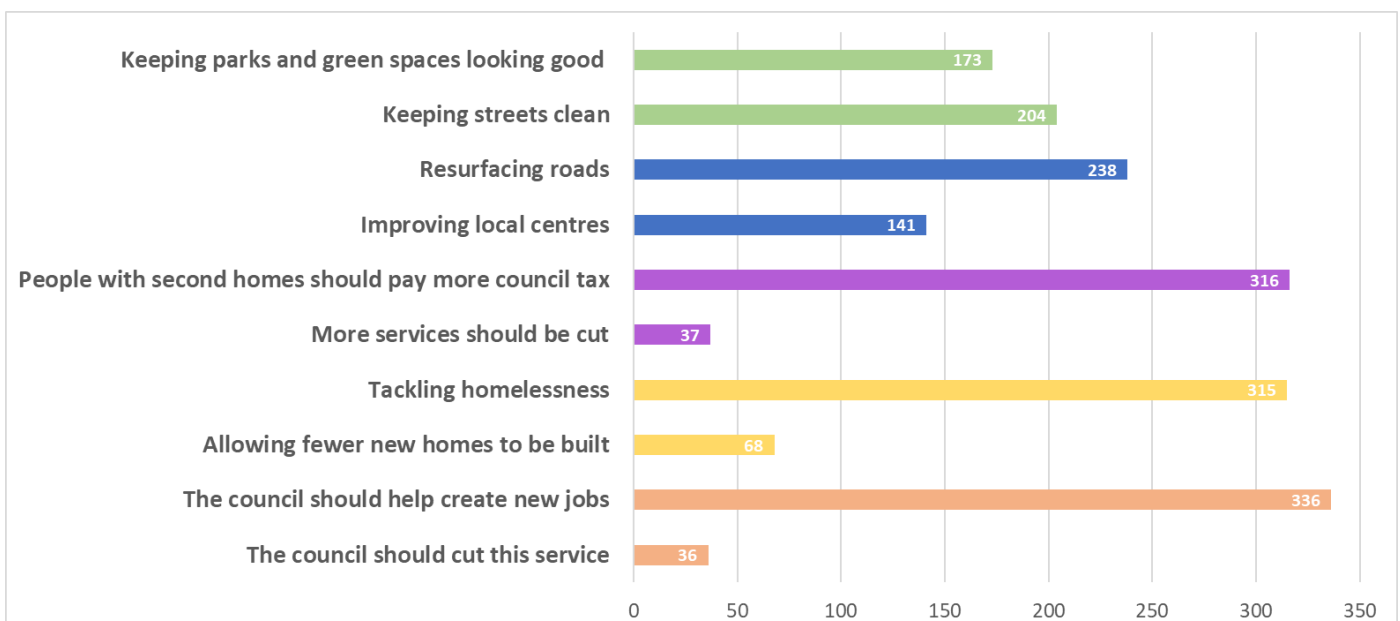
1. **Safety and tackling anti-social behaviour** – the most commonly cited area of improvement was community safety. Respondents wanted more to be done to tackle anti-social behaviour, both in the town centre and in their local area
2. **Cleaner streets** – Followed by respondents wanting less litter and cleaner streets, both in the town centre and in their local area
3. **Roads** - The next area that residents felt needed improvement was the roads, with people highlighting the fact that roads and pavements needed repairing, along with grass verges at the roadside needing to be cut back
4. **Better maintained green spaces** – Respondents also felt that parks and green spaces in their local area needed to be better maintained
5. **Regeneration of the town centre** - People also wanted continued regeneration of the town centre.

What is your one wish for the future for Rotherham?

1. **Regeneration of the town centre** - The main wish for the future was people wanting continued investment and development of the town centre, which also came in the top five for the previous question.
2. **Feeling safer** – The next thing that respondents mentioned was that they wanted to feel safer in Rotherham, particularly in the town centre.
3. **Proud, prosperous and thriving** - People also wanted to feel proud about Rotherham, and for the town to be prosperous and thriving again. They wanted Rotherham to have a better reputation and to be in the news for positive reasons.
4. **Improved retail offer** - Respondents also wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue and was not something particular to Rotherham.
5. **Cleaner Streets** - As in the previous question, respondents wanting cleaner streets came up again in the top five responses for their wish for the future.

Your Opinion: Counter Box Exercise Summary

The graph below shows the combined results from all responses to the counter box/pairs of statements exercise. This includes online and postal surveys, focus groups with young people (Children's and Young People's Partnership Board and Young Inspectors) and Rotherham Show. The graph shows the pairs of statements grouped by colour.



- For the online survey and the young people's focus groups more people chose the statement *'keeping streets clean'* (57% and 52% respectively), whereas *'keeping parks and green spaces looking good'* came out on top for both the postal survey (38%) and Rotherham Show (59%).
- *'Resurfacing roads'* came out as the top response online (71%), as it did at Rotherham Show (although not as strongly at 53%) and in the postal survey (63%). However, for the young people's focus groups *'improving local centres'* came out strongly as the top response (82%). This may be due to the fact that the young people don't drive and are therefore less concerned about the condition of the roads.
- The statement of *'people with second homes should pay more council tax'* came out strongly on top across all areas of engagement including Rotherham Show and young people's focus groups (both 84%) and the online and postal survey (80%), compared with the statement *'more services should be cut'*.
- 73% of respondents on both the online and the postal survey chose the statement of *'tackling homelessness'* over *'allowing fewer new homes to be built'* (22%), which was a similar to both Rotherham Show and the young people's responses although the percentage of people that chose *'tackling homelessness'* was higher for these (both at 91%).
- The statement of *'the Council should help create new jobs'* came out on top strongly across all responses including online and postal survey (85%), Rotherham Show (95%) and young people (98%), compared with the statement *'the Council should cut this service'*.

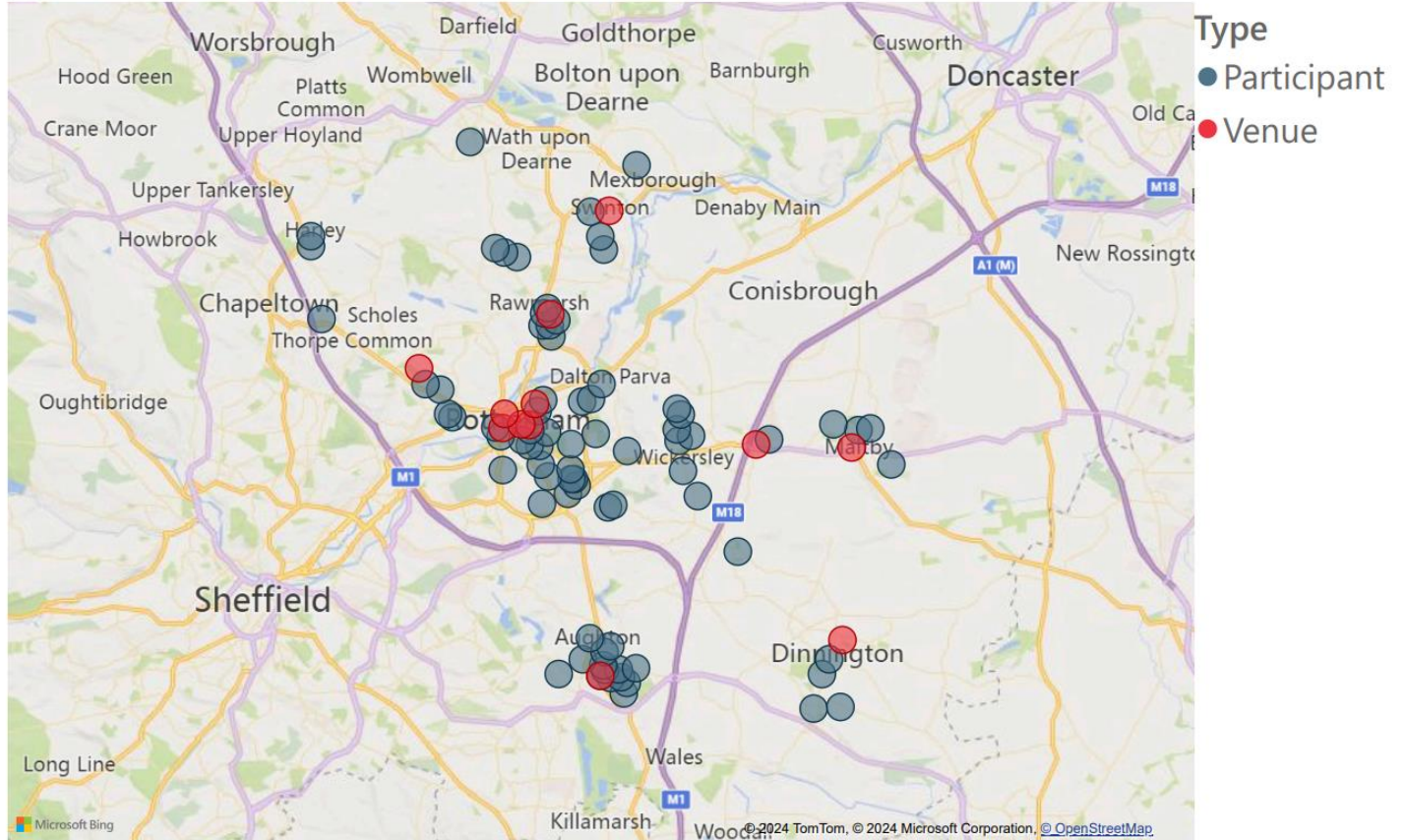
It is worth noting that none of the above percentages in the graph add up to 100%. This is due to the fact that not everyone responded to this question, and in the postal survey people chose both as being important for the first two statement questions (which they would be unable to do on the online version as the form was designed to only allow people to tick one box).

As stated previously, this consultation is seen as part of an ongoing dialogue between the Council and residents. Feedback will continue to be sought, to feed into the Council's Year Ahead Plan and the new Rotherham Partnership Plan. The results of this consultation will help to inform the writing of the new Council Plan for 2025, together with other key Council strategies and plans.

Appendix 1 Map showing short interaction locations and participants

The map below shows the location spread for the short interaction locations (in red) and the participants (in blue). 83 full postcodes were provided by short interaction participants and 80 were Rotherham based.

Location of short interaction venues and participants



Appendix 2 – notes from the Children and Young People's Partnership Board meeting

Children and Young People Partnership Board

On Tuesday 22nd October 2024, we met in the John Smiths Room of the Town Hall, Alex from the Youth Cabinet chaired our partnership board with Cllr Cusworth. We introduced ourselves and told the group our name, where we go to school or work and the best event we'd been to in Rotherham. We had lots of favourite events, like The Rotherham Show, the Museum of the Moon in Rotherham Minster and the Reytons concert, for some of us having our say at the CYPBB is best!



Tanya told us about the Council Plan for Rotherham and told us about what the current priorities are. She then told us about the consultation activity that was happening and told us how we can impact what goes into the new Council Plan.



We then thought about some of the highlighted priorities and voted the things we thought were most important by putting tokens in wooden boxes.

After we'd voted we spoke in our groups about the Council plan. Tanya and Kellie helped with our conversations. We said that it covered most things but some of the wording wasn't very child friendly or accessible. We thought there were plenty of things to do for children, but not enough things for teenagers or enough support with the transition from childhood to adulthood. We discussed what we were worried about and said how we see Anti-Social behaviour and broken street lighting and don't always feel safe, especially when using public transport or when we're in the town centre. We know that the environment is important, and we'd like to see a cleaner Rotherham as footpaths can be dirty and there's rubbish in the canal, but we think that there's more to a thriving neighbourhood than plant pots, as young people prefer to have things to do.



Tanya also asked us to think about how we would like to hear about the results of the consultation and be told about what changes will be made. We thought about this and said that schools are a useful method of communication, through letters, emails or assemblies. There could also be a drop-in to communicate issues and give updates, as well as using social media and asking people to spread the word across the borough.

We fed back our main messages to the group and agreed what should be done!

Our Actions:

- 1) Find out what decisions have been made after the Council Plan consultation is complete.
- 2) The plan needs to consider things to do for teenagers (we like that there is lots of Council activity to improve play/opportunities for younger children but feel there could be more for 11+)
- 3) The plan needs to consider safety. Safety is a key concern for young people.



Appendix 3 Council Plan – Young Inspectors Feedback (14 Young Inspectors)

WHAT DO YOU LIKE MOST ABOUT WHERE YOU LIVE?	
Comments	Postcode
Historical Sites – Chapel on the Bridge & Boston Castle	S60
Rotherham Minster	S60
Clifton Park	S60
Roads are well maintained	S60
Voting stations are close by during elections	S60
Reliable waste management – bin collection	S60
Well maintained infrastructure – streetlights, electric, gas	S60
Quiet areas	S60
Nice neighbours	S60
Loads of old people	S60
Boundary Mills	S60
Morrisons	S60
Quiet and no problems	S60
People are nice and helpful	S60
Some shops	S60
The Parks & Woodland Area	S61
Keppel's Column & the history around this and now it is restored	S61
Local Parks – Barkers Park & Greasbrough Park	S61
It is peaceful	S64
Good community	S64
There are scenic, peaceful walks	S64
Large amount of trees and flowers	S64
Simply Skate arena	S65
Good bus links	S65
Shops	S65
Fields	S65
Parks	S65
Mosque close by	S65

WHAT IS ONE THING YOU WOULD IMPROVE ABOUT YOUR AREA?	
Comments	Postcode
Improve community feel, and more events	S60
Protection of green spaces	S60
Less grey buildings	S60
More regular bin collections – recycling would benefit from this	S60
Transport links	S60
Vegetation encroachment on roads	S60
Some streets too much litter	S60
Inequalities – There is a difference and imbalance how different areas within S60 are managed – Broom v Wellgate – How do we find out priorities/funding allocation	S60
Littering	S61
Roads	S61
Tackle drug dealers	S61
Too many potholes	S61
Community centres	S61
Community, less racism	S61
Schools, bullying and harassment	S61
There is no route to school that feel safe	S64
No shops	S64

Lots of litter	S64
Improve parks	S65
Environment, add more plants, make areas eco friendly	S65
More outside sports	S65
More displays of religious activities	S65
Tackle late night parties from neighbours	S65
Ban late night music; loud noise	S65
Make all communities aware of loud music, drinking in streets that it is anti-social behaviour	S65
Improve security	S65
Improve cleanliness	S65

WHAT IS YOUR ONE WISH FOR THE FUTURE OF ROTHERHAM?	
Comments	Postcode
More open access information to history of my street/area	S60
Make town centre, less rough and more shops	S60
More flowers and plants	S60
Less litter	S60
A bigger community – nice events and nice town centre	S60
Unique initiatives to set Rotherham apart from other local towns. Use the waterway for boat links from River Don to other towns/cities	S60
More things for teenagers/young adults to do. (Some type of indoor activity/play area)	S61
Better society	S61
Fix the potholes	S61
Less litter	S61
Government that cares	S61
More job opportunities for young people	S61
Security gets better in case of more riots/attacks	S64
Facilitate more opportunities for apprenticeships as an alternative to higher education	S64
Rotherham should be lively, make it famous for right reasons like some cities – London and Manchester	S65
Rotherham should be seen in the future as a developed eco-friendly town	S65
More activities for older teens	S65
Improve university options for students – increase investment in young people	S65
More extracurricular activities	S65
Improve shopping opportunities in town centre	S65
More things to do in entertainment – something different	S65
People need to be kinder and care more	S65

Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	7	or...	Keeping streets clean	7
2	Resurfacing roads	2	or...	Improving local centres	12
3	People with second homes should pay more council tax	14	or...	More services should be cut	0
4	Tackling homelessness	14	or...	Allowing fewer new homes to be built	0
5	The Council should help create new jobs	14	or...	The Council should cut this service	0

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PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
Equality Analysis title: New Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26	
Date of Equality Analysis (EA): 13 th March 2025	
Directorate: Assistant Chief Executive	Service area: Head of Policy, Performance and Intelligence
Lead Manager: Fiona Boden	Contact number: Fiona.boden@rotherham.gov.uk
Is this a: <input checked="checked" type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input type="checkbox"/> Other If other, please specify	

2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Oscar Holden	Rotherham Metropolitan Borough Council	Corporate Improvement Officer
Tanya Lound	Rotherham Metropolitan Borough Council	Corporate Improvement and Risk Officer
Sunday Alonge	Rotherham Metropolitan Borough Council	Policy Officer
Chloe Harrop	Rotherham Metropolitan Borough Council	Corporate Improvement Officer
Kellie Rodgers	Rotherham Metropolitan Borough Council	Research Officer
Simon Dennis	Rotherham Metropolitan Borough Council	Policy, Improvement and Risk Manager

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

Aim/Scope (who the Policy/Service affects and intended outcomes if known)

This may include a group/s identified by a protected characteristic, other groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

The new Council Plan is an important document that will promote the council's strategic vision for the organisation, the borough and its communities. The Plan sets out headline priorities, outcomes and measures that will be utilised throughout its delivery.

This Plan provides the medium-term basis for targeting resources, informing the budget-setting process and planning cycles, and ensuring that residents can hold the Council to account for delivery.

To inform the strategic priorities and actions in the plan a public consultation and engagement exercise took place from 6 September to 12 November 2024 to seek the views of Rotherham residents and other local stakeholders. Participation in the Council Plan consultation saw a total combination of 1,963 interactions, survey responses or focus group attendees across all methods of engagement. This is an increase on the 1,300 engagements achieved in consultation undertaken in 2021 for the current Council Plan.

The consultation was conducted in a semi-structured manner, there were three set questions that formed the main parameters for discussion. The focus centred around what people thought were the biggest challenges and opportunities facing our communities.

The Council Plan for the period 2025-2030 will be considered for approval by Elected Members at the Council meeting in May 2025, along with the Year Ahead Delivery Plan for 2025-26.

The new Plan, which is focussed around five strategic outcomes, aims to improve the lives of every resident in the borough. This means focussing extra attention where it is needed, ensuring that everyone can achieve their potential. Outcomes include:

- Places are thriving, safe, and clean
- An economy that works for everyone
- Children and young people achieve their potential
- Residents live healthy, safe and independent lives
- One Council.

What equality information is available? (Include any engagement undertaken)

A mix of contextual equalities information, such as from the 2021 census, and consultation on the Council Plan is provided here.

Population

- Population estimates suggest the population is continuing to increase in its diversity with international migration, mainly from other EU countries. The 2021 census indicates the proportion of residents from ethnic minority communities increased from 8.1% in 2011 to 11.7% in 2021. The Pakistani community is the second largest ethnic group in Rotherham after White British, with 3.8% of residents in 2021 and 6.3% of school pupils in 2023.
- Rotherham's ethnic minority population is highly concentrated within the inner areas of the town centre in areas such as Boston Castle, Rotherham East and Rotherham West where 63.3% of the residents across the three wards are from ethnic minority backgrounds. The outer areas of Rotherham, however, are 95.3% White British in 2021. 42% of residents from ethnic minority backgrounds live in areas that are amongst the most deprived 10% of boroughs in England with that figure increasing for certain backgrounds. This compares to a borough background average of 19.5%.
- There is a decreasing trend in the number of residents who hold religious beliefs. In the 2021 Census 39.8% of residents identified as holding no religious beliefs, compared to 22.5% in 2011. The number of people reporting Christianity as their religion has decreased from 66.5% in 2011 to 49% in 2021. The number of people reporting their religion as Muslim has increased from 3.7% in 2011 to 5.1% in 2021.
- The borough's population is ageing with 52,228 residents aged 65 or over. At 19.6% of the total population, an increasing proportion of residents fall within this age bracket, which is also above the national average of 18.4%. This proportion of the population aged 65 or over is forecast to increase further to around 21% by 2026, with a particularly large increase in the number of people aged over 75.

Economy

- 22% of Rotherham residents live within the 10% most deprived areas of England and the borough is amongst the 14% most deprived local authority areas in England. 11,904 children were living in "absolute poverty" (DWP, 2022/23).
- According to the Office of National Statistics Annual Survey of Hours and Earnings in 2024, Rotherham women's gross full-time earnings averaged £570 per week, which equates to 79.6% of men's full-time earnings locally and 84.7% of women's full-time earnings nationally.

- During the 2025 Council Plan consultation as part of the counter exercise, the majority of respondents (90.3%) agreed that the Council should help to create new jobs, compared to not delivering this service (9.7%)

Health and Wellbeing

- The 2021 Census recorded Rotherham as having 56,177 residents with a long-term health problem or disability with 9.8% responding that this limits their activity a lot, above the England average of 7.3%. There was an overall decrease in people with a disability from 12% in 2011 to 9.9% in 2021, but despite this health inequality remains.
- Life expectancy in the most deprived areas of Rotherham is 9.9 years lower for men and 9.5 years lower for women than in the least deprived. Gaps in healthy life expectancy are greater at over 18 years for men and nearly 20 years for women.

Resident Satisfaction Survey

The Council Plan includes a number of measures from the 2024 Resident Satisfaction Survey.

- **Satisfaction with Local Area as a Place to Live** – 75% of respondents reported feeling ‘very satisfied’ or ‘fairly satisfied’ with their local area as a place to live. This is the same as the national average (75%).
- **Satisfaction with Rotherham as a Place to Live** – 66% of respondents said that, overall, they were ‘very’ or ‘fairly’ satisfied. This was above the average across all the previous surveys (61.5%), although there has been considerable fluctuation in the responses to this question. Respondents aged 18-24 were most likely to feel satisfied with Rotherham as a place to live, with 74% satisfied. Respondents aged 25-34 had the lowest level of satisfaction with Rotherham as a place to live, with only 52% satisfied. Dissatisfaction with Rotherham as a place to live was highest amongst people aged 45-54.
- **Feelings of Safety** – 85% of respondents in Rotherham said they felt ‘very safe’ or ‘fairly safe’ during the day when outside in their local area (lower than the figures observed nationally at 91%). Feelings of safety in the local area after dark were lower (57%), when compared to the national average (71%). There was a significant gender difference in feelings of safety after dark – 62% of men but only 54% of women said they felt ‘very safe’ or ‘fairly safe’.
- **Feelings of Optimism** – 53% of respondents reported feeling ‘very optimistic’ or ‘fairly optimistic’ about the future of Rotherham as a place to live, slightly below the 54% average across all surveys. Younger respondents (aged 18-24) were the most likely to be optimistic about the future of Rotherham as a place to live (70%) and women are more optimistic than men overall. Fewer respondents (27%) felt optimistic about the future of Rotherham Town Centre and 35% of respondents were not optimistic at all about the town centre. The cohort most optimistic about the future of Rotherham town centre were young people aged 18-24 (46%), whereas people aged 55-64 were most likely to not be optimistic.

- **Keeping Residents Informed** – 45% of Rotherham respondents said that the Council keeps residents ‘very well’ or ‘fairly well’ informed about the services and benefits it provides. This is below the most recent national result (52%) and below the average percentage across all Rotherham surveys (50%). Younger respondents (aged 18-24) and older respondents (65+) were the cohorts most likely to think that the Council keeps residents well informed. It should be noted that this measure covers not only corporate communications but could also refer to face to face or any other types of council touchpoint that the customer experiences.
- **Responsiveness of Rotherham MBC** – 52% of respondents in Rotherham answered positively when asked about the extent to which RMBC acts on the concerns of residents (i.e. ‘a great deal’ or ‘a fair amount’). This is the highest response across all surveys and similar than the national average (47%). Respondents aged 25-34 were most likely to think that the Council acts on the concerns of local residents (60% responded positively) whilst those aged 55-64 were least likely to have this view.
- **Provisions of Values for Money** – 38% of Rotherham residents agreed that the Council provides value for money, an increase from the previous year (36%). This is the same percentage as the national figures (38%) and the first time that Rotherham and national data has aligned on this measure.

Are there any gaps in the information that you are aware of?

Consultation Engagement Profile

There was a total of 214 responses to the postal and online surveys for the Council Plan. This was a return rate of 8%, above the national average for postal survey responses of 3-4%. Overall, there were more responses from women than from men, more from older people than from younger people, and more from those identifying as White British than those from BAME backgrounds, as compared to the Rotherham population.

Women made up 59% of the respondents, compared to 41% male respondents. Compared to the age profile of the borough, respondents were older – 39% over 65s, as compared to 20% - and only 2% of respondents were under 24, compared with a borough figure of 29%. There was a good representation of the middle age groups (25–34-year-olds and 35–44-year-olds), whilst 21% respondents were aged 45–54-year-old, a figure above that of their proportion of the borough’s population of 12%.

The religious make-up of respondents differed from Rotherham figures, with less of the respondents identifying as Christian (56% compared to 49%), and more stating no religion (36% compared to 40%). 2% of the respondents identified as Muslim, compared to the borough-wide figure of 5% (2021 Census). In terms of sexuality, 96% respondents identified as heterosexual, a proportion above the borough figures of 92%, 1% as bisexual, gay or lesbian, and 2% as prefer not to say.

95.4% of online and postal respondents identified as White British and 4.6% identified as an ethnic minority group. This included 2.3% Asian or Asian British, 0.8% Black or Black British, 0.8% White – Western European and 0.8% White – Other. To put this into context, in the 2021 Census, 88.3% of Rotherham residents identified as White British and 11.7% identified as ethnic minority groups.

Out of the respondents, 34% reported to have a disability. This compares with 21% of Rotherham residents who reported a long-term illness or disability in 2021. 19% of respondents stated they were unpaid carers.

Protected Characteristic Focus Groups

The consultation focus groups included a session with voluntary and community groups, which represented protected characteristic groups to participate in the discussions. Amongst these invitees was at least one group that work with communities representing each of the protected characteristics, however not all invited organisations attended.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?

Progress updates on the Council Plan and Year Ahead Delivery Plan are published twice a year and considered by Cabinet and Scrutiny. They include progress in relation to actions within the Year Ahead Delivery Plan and key performance measures. Supporting case studies are also provided.

As part of this monitoring process, services are required to set out progress on the delivery of equalities, diversity and inclusion outcomes for each individual action in the Year Ahead Delivery Plan. These updates are reviewed and challenged as part of the monitoring process. They are reported as part of the internal monitoring and are also used to inform the public monitoring reports.

In addition, as the Year Ahead Delivery Plan activities are implemented, services are required to complete an equality screening and/or analysis to ensure due regard has been given and that there is an understanding of the effects of a strategy, policy, service or function on those from a protected characteristic group, where this is applicable to do so.

Engagement undertaken with customers. (date and group(s) consulted and key findings)

The consultation included seven focus groups both internal and external as well as an online and postal survey and a series of “short interactions” with the public and stakeholders. Focus groups were composed of stakeholders including partners, voluntary and community sector (VCS) organisations, RMBC staff, children and young people, and members of the public. There was a total of 210 participants across all seven focus groups.

The focus groups specifically undertaken with customers were:

- Children and Young People’s Partnership board – 22 October 2024 (a total of 33 attendees including 17 adults and 16 young people). An additional discussion took place with young inspectors at their meeting on 7 October with 14 attendees
- Voluntary and Community sector session facilitated by Voluntary Action Rotherham – 6 November 2024 (20 attendees)

	<ul style="list-style-type: none"> • Parish Council network meeting – 17 October 2024 (10 attendees) <p>The detailed findings from these consultations appear in the consultation report at Appendix 3 to the Cabinet report.</p> <p>Key Findings</p> <p>Children and Young People’s Partnership Board</p> <ul style="list-style-type: none"> • The themes could be more child-friendly (the economic theme is difficult to understand) • The plan should be made more accessible and easier to read. • There is plenty to do for children, but not enough for young people (11+). Also need better communications about events and activities. • More support needed to support young people to transition to adulthood. • Worried about anti-social behaviour, street lighting and do not always feel safe, especially when using public transport in the town centre. The new plan needs to consider safety and the concerns of children and young people. • Would like to see a cleaner Rotherham, referred to dirty footpaths and rubbish in the canal. • Would like to be kept up to date through schools, drop-in sessions and social media. <p>Voluntary and Community groups</p> <ul style="list-style-type: none"> • A need to create inclusive and cohesive communities. • There is a need to support people into good, well-paid employment to alleviate poverty. • Activity needed for prevention and early intervention space. • More support for social care is needed. • There is a need for a thriving town centre. • The Council needs to prioritise support for the VCS to ensure sustainability. • Better transport (especially buses) and a transport strategy that increases access and better connects communities. • Cost of living doesn’t feature strongly enough – it is buried within the themes. • The ageing population is having an impact on the wider population – an ageing society is everyone. Older people are pigeonholed in the health and social care sections, but what is good for older people is good for younger people too. • Need to improve knowledge and understanding of front door services to help with prevention.
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	<ul style="list-style-type: none"> • Need to uphold standards for landlords to maintain properties and keep them clean and tidy as this can impact on health, pride etc. • Need a bigger focus on a clean borough linking to pride. • Instilling pride and being proud doesn't come through strongly enough in any of the themes. <p>Focus Group 3: Parish Council Network meeting</p> <ul style="list-style-type: none"> • There are issues around key green spaces being taken away and building development on prime agricultural land. • Need to address the high levels of childhood obesity, high deprivation levels, and low male life expectancy. • Not enough notice of the consultation closing date received to be able to promote it effectively on their web pages and engage with other Parish Council members and constituents.
Engagement undertaken with staff (date and group(s) consulted and key findings)	<p>Engagement with staff was undertaken through focus group discussions with:</p> <ul style="list-style-type: none"> • Rotherham Metropolitan Borough Council wider leadership team - 1 October 2024 (56 attendees) • Regeneration and environment manager forum - 16 October 2024 (35 attendees) • Rotherham Metropolitan Borough Council staff session – 5 November 2024 (20 attendees) • Rotherham Metropolitan Borough Council Elected Member session – 12 November 2024 (22 attendees). <p>Key Findings</p> <p>The findings are set out in detail in the report at Appendix 3 but the key themes from the engagements were:</p> <ul style="list-style-type: none"> • The need to target help where it is most needed and focus more on preventative support. • The potential for increased community engagement with a supportive community and enabling them to self-serve. • Development of community-based multidisciplinary teams with a mix of health and care professionals. • Joint commissioning opportunities with VCS organisations. • Place-based working and social prescribing needed to address the cost-of-living impact on homelessness, mental health and drug and alcohol services. • Improving access to culture and sporting facilities/activities, • Creating opportunities for transitions into adulthood and building aspirations. • Prevention and early intervention.

	<ul style="list-style-type: none"> • There is a need to create more jobs and deliver jobs at the right scale, including reducing the widening gaps in earnings. • Raising aspirations across communities. • Making Rotherham an attractive place for businesses. • The regeneration of the whole borough and engagement with communities, not just in the town centre. • Enhancing community pride in the environment – potentially through better green spaces, sustainable travel options etc • The Town centre needs to be clean, tidy, better, accessible and regenerated with more developments. • Better, affordable homes and access to social housing in places where people want to live. • Better and improved public transport links with more frequent trains going to different destinations and more frequent bus services with improved links across all parts of the borough. • Access to good quality education from early years, up to post 16-18, tailored to meet the needs of individuals and aspire to excellent SEND provision in schools and better engagement in post-16 education. • Need more staff ownership and better engagement as it is difficult to get people to participate. • The Council needs to build trust with residents and get better at sharing information. • Focus on the working age population – adopt a lifestyle learning ethos which doesn't have to be a qualification as this doesn't suit everyone. <p>More detailed reports of all focus group findings can be found in the Consultation Report, which is an appendix of the Cabinet Report.</p>
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4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

How does the Policy/Service meet the needs of different communities and groups? (Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

The Council Plan sets out the priorities for the borough over the next five years. It consists of five key outcomes:

- Places are thriving, safe, and clean
- An economy that works for everyone
- Children and young people achieve their potential
- Residents live healthy, safe and independent lives
- One Council.

Three cross cutting policy drivers run throughout the plan. One of these includes 'opportunities are expanded to all' to ensure as we open up new opportunities, we target help to those who most need it, so no one is left behind.

All outcomes aim to meet residents' and communities' differentiated needs.

Places Are Thriving, Safe and Clean

Activities in this area are aimed at meeting the needs of all residents and ensure they benefit from thriving neighbourhoods. The priorities of making neighbourhoods welcoming and safe, neighbourhoods to be cleaner and greener, local people having access to libraries, cultural activities, parks and green spaces, improved local town and village centres, reducing crime and anti-social behaviour and improving street safety are for the benefit of all residents regardless of protected characteristics. Residents, organisations and businesses are encouraged and enabled to use their skills and resources to help others.

Individual services, such as parks, libraries, cultural offers and neighbourhood working will each undertake an equality analysis, where required to do so, to identify gaps, making sure that any physical, cultural, language or other access barriers are identified, and all residents have offers meeting their needs.

An Economy that Works for Everyone

Actions under this outcome include a growing economy that provides decent jobs and chances to progress, places rejuvenated by regeneration that brings investment and opportunity, people have opportunities to learn, develop skills and fulfil their potential, working with partners and suppliers to create more local jobs, apprenticeships, paid at the living wage or above, strengthened digital infrastructure and skills which enable access for all. Contributing to these actions are programmes supporting vulnerable residents to gain skills and employment, and libraries providing IT and resource support to residents, to improve digital inclusion.

Equality analysis and monitoring will be carried out where appropriate to ensure vulnerable residents sharing protected characteristics benefit from this support.

Children and Young People Achieve Their Potential

Actions under this outcome are aimed at children having the best start in life, children and young people having a voice and feeling listened to, young people empowered to succeed and achieve their aspirations, and children and young people having fun things to do and safe places to go. Activities in the early years aim to address educational inequalities, collaborative working with schools to give children the opportunity to fulfil their potential, regardless of ability, including vulnerable and disadvantaged children, and reconnect those disengaged from education to opportunities and training.

Services contributing to this outcome, again, will carry out equality analyses where appropriate and monitor equality data.

Residents Live Healthy, Safe and Independent Lives

Actions in this area are aimed at protecting everyone's physical and mental health, while focusing on the most vulnerable. Within actions to ensure that people have good mental health and physical wellbeing, programmes to tackle loneliness and isolation will have

benefits to older people and those living with disabilities. Within the priority for children, families and adults to feel empowered, safe and live independently for as long as possible, actions focus on children in care, people with learning disabilities, independent living and adult social care ensure that the needs of these vulnerable groups are prioritised. Actions further include for everyone to have access to affordable, decent housing.

One specific action within this area focuses on addressing inequalities including health inequalities, ensuring nobody is left behind. This actions to tackle financial exclusion, homelessness and domestic abuse. Ongoing monitoring and improvement of the services contributing to this outcome will be key, as the most vulnerable often face the most barriers. Monitoring will identify and address gaps in provision, and ensure that individuals sharing several protected characteristics, and thus potentially facing multiple barriers, can access the support they need.

One Council that Listens and Learns

This outcome encompasses the ways in which the organisation operates and how it presents itself to the communities of Rotherham. The standards that service users experience from the council and our partner organisations will be attributable to this outcome for monitoring.

This outcome also encompasses reductions in carbon emissions, working towards net zero targets.

Services contributing to this outcome, again, will carry out equality analyses where appropriate and monitor equality data.

Does your Policy/Service present any problems or barriers to communities or Groups?

No problems or barriers have been identified. The Plan does not make specific reference to any protected characteristics, and ongoing monitoring as detailed above will be key to ensure any barriers are identified and addressed.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

Yes, detail found above.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

No negative impacts expected – any targeted activities are based on known needs and vulnerabilities.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

5. Summary of findings and Equality Analysis Action Plan

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 - See page 11 of the Equality Screening and Analysis guidance

Title of analysis: Council Plan 2025 – 2030 and Year Ahead Delivery Plan 2025 – 2026
Directorate and service area: Assistant Chief Executive, Policy, Performance and Intelligence
Lead Manager: Fiona Boden
Summary of findings:
<p>The Council Plan addresses inequalities in several of its key outcomes, and guiding principles, with the aim to decrease inequalities and for the council's services to deliver for all residents. Equality and access data will need to be monitored closely, as there are areas of considerable existing inequalities, which will make it more difficult for some individuals and groups to access opportunities and services.</p>

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Provide update reports to Cabinet twice a year, including consideration of the equality implications.	All	Six monthly
All services to undertake equality analyses where applicable and monitor.	All	Ongoing
Continue to obtain updates from directorates, regarding what has been done to consider equalities when delivering the Year Ahead Delivery Plan actions/activities.	All	Quarterly

*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

6. Governance, ownership and approval

Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.

Name	Job title	Date
Jo Brown	Assistant Chief Executive	16/04/25
Cllr Chris Read	Leader	06/05/25

7. Publishing

The Equality Analysis will act as evidence that due regard to equality and diversity has been given.

If this Equality Analysis relates to a **Cabinet, key delegated officer decision, Council, other committee or a significant operational decision** a copy of the completed document should be attached as an appendix and published alongside the relevant report.

A copy should also be sent to equality@rotherham.gov.uk For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

Date Equality Analysis completed	13 March 2025
Report title and date	New Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26
Date report sent for publication	22/04/25
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	16/04/25

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Will the decision/proposal impact...	Impact	If an impact or potential impacts are identified:			
		Describe impacts or potential impacts on emissions from the Council and its contractors.	Describe impact or potential impacts on emissions across the Borough as a whole.	Describe any measures to mitigate emission impacts	Outline any monitoring of emission impacts that will be carried out
Emissions from non-domestic buildings?	Decrease	Year Ahead Delivery Plan 2025 and the Council Plan 2025-30 include data for previous carbon emission reductions and targets for net-zero by 2030 across Council operational buildings.	Programmed upgrades to business centres across the borough could increase emissions (YADP).	Ensuring that Council buildings and its operations are more energy efficient and produce less carbon by investing in renewable technology.	Climate Impact Assessments required for all Cabinet reports. All emissions from operational buildings are monitored and reported publicly. Progress reports of the Council Plan/YADP to Cabinet will include an updated CIA.
Emissions from transport?	Decrease	Extend the purchase and use of electric vehicles, and increase the use of Hydrogenated Vehicle Oil (HVO) in our larger fleet. The development of the fleet replacement programme will decrease emissions (YADP).	May cause an increase in emissions as we construct and develop certain sites, though these will be temporary. The EV infrastructure programme will support the transition to net zero vehicles through increased charging provision. A reduction in Council fleet tailpipe emissions	Transitioning towards environmentally friendly vehicles for our transport team (see first column). Greater provisions of Electric Charging Vehicle infrastructure across the borough.	Approaches to monitoring vehicle usage, emissions, and fuel efficiency. Carbon Impact Assessments required for all cabinet reports. Progress reports of Council Plan/YADP to cabinet will include an updated CIA.

			will result in reduced borough emissions.		
Emissions from waste, or the quantity of waste itself?	Unknown	<p>Plan includes measures for reduction of waste, fly-tipping and environmental crime through the issuing of fines (YADP).</p> <p>Establishment of additional Roadside Cleansing Team could lead to greater reported waste.</p> <p>Increase the proportion of waste sent for reuse (recycling and composting) to 45% (YADP).</p>	A series of events and activities, including Rotherham Show, Signals Festival, Uplift, WoW Rotherham could increase the amount of waste.	Events should consider the waste management hierarchy as part of standard processes. This is built into the guidance provided to Events teams to be used when managing large events.	<p>Improved information and data to take further action in reducing waste, improving recycling rates and reducing contamination.</p> <p>Climate Impact Assessments required for all cabinet reports.</p> <p>Progress reports of Council Plan/YADP to cabinet will include an updated CIA.</p>
Emissions from housing and domestic buildings?	Unknown	<p>Delivery of the Council's Housing Delivery Programme, including:</p> <ul style="list-style-type: none"> New development at Bassingthorpe Farm. <p>New homes in the town centre through the Town Centre Masterplan.</p> <ul style="list-style-type: none"> Town centre housing programme. 	This is difficult to accurately assess as building new homes that are not net zero will increase emissions from both their energy use and in embedded carbon. It is not clear how the improvement in energy efficiency of homes through ECO grants and social housing upgrades will offset this.	<p>Refresh of Housing Strategy for 2025-2028 will include the Green Housing Strategy to reduce energy costs and improve efficiency of homes.</p> <p>All new council homes build will be rated at least EPC grade C, alongside prioritising existing houses. Homes being energy efficient helps to reduce bills and carbon emissions.</p>	<p>Establish housing stock emission baselines, consolidating the available intelligence and gathering further data as required, using existing data on council-owned housing stock, and developing intelligence on the wider housing stock across the Borough.</p> <p>Climate Impact Assessments required for all cabinet reports.</p>

				Incorporating learning from the retrofit pilot in Maltby, which improved the thermal efficiency of 130 homes, to inform the building of new Council homes to be more heat and energy efficient.	Progress Council Plan/YADP progress reports to Cabinet will include an updated CIA.
Emissions from construction and/or development?	Increase	<p>Construction and planned developments, such as the provision of the new library at Wath and Dinnington high street through the Levelling Up Fund will increase emissions. As part of the Levelling Up Fund, redevelopment works at Rother Valley and Thrybergh Country Parks could also rise emissions.</p> <p>Developing new and improved play areas for children and young people across the borough may raise emissions.</p> <p>Plans to improve the conditions of roads and pavements could increase emissions.</p> <p>Construction in Swinton and Maltby through the</p>	As per the impacts on the Council and its contractors.	<p>Specific mitigation to be incorporated into individual schemes.</p>	<p>Climate Impact Assessments required for all cabinet reports.</p> <p>Future Council Plan/YADP progress reports to Cabinet will include an updated CIA.</p>

		<p>Our Places funding may increase emissions.</p> <p>Large scale developments and improvements, such as the construction of the new market and library in the town centre, mainline train station, Templeborough Business Zone Project could significantly increase carbon emissions.</p> <p>Plans connected to the construction of flood alleviation schemes and barriers, such as reaching 'shovel ready' status for the Whiston Brook, Eel Mires Dyke and Kilnhurst flood alleviation schemes will all entail emissions.</p> <p>Support up to 20 businesses to improve shop units in town centre and on other principal high streets through 'shop units grants' (YADP) could potentially increase emissions.</p> <p>Invest £2 million into footway improvements</p>			
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		across the Borough to deliver 11km of footway repairs (YADP).			
Carbon capture (e.g. through trees)?	Unknown	<p>Country Parks master plan (Rother Valley and Thrybergh Country Parks) – sustainable approach, encouraging biodiversity and increasing wildflower areas, which will have potential impact on carbon capture.</p> <p>Plant at least 500 trees across the borough. This quantity of trees will not provide substantial carbon sequestration benefits when compared with the scale of emissions.</p>	Plan includes measures to plant trees and create land for woodland may have potential impact on carbon capture (YADP)		<p>The Council currently has little data related to carbon sequestered via trees, limiting our understanding of the planting required to offset emissions. However, it is unlikely that tree planting as part of the plan will provide substantial benefit overall.</p> <p>Climate Impact Assessments required for all cabinet reports.</p> <p>Future Council Plan/YADP progress reports to Cabinet will include an updated CIA.</p>
<p>Identify any emissions impacts associated with this decision which have not been covered by the above fields:</p> <p>The reduction of carbon emissions and working towards net zero targets, is part of the One Council theme in the Council Plan 2025-30 under the section 'Climate Change'. Actions under this theme encompass plans to decarbonise Council buildings by adopting new technologies; cutting down on activities that waste energy and resources; transitioning towards environmentally friendly vehicles in the transport team and using the Councils influence to encourage partners, local businesses, anchor organisations, and our residents to be mindful of their environmental impact and to be more sustainable.</p> <p>Both the Year Ahead Delivery Plan 2025 and the Council Plan 2025-30 focus on relevant goals regarding climate change and sustainability. However, it should be noted that there may be some increases in emissions due to other schemes that are included within the plan, especially with reference to new buildings, construction and housing development.</p>					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?

Flood Alleviation Scheme – done to mitigate the impact of climate change and as a response of the impact of flooding in Rotherham – in catchment areas impacted by flooding events in 2007 and 2019. A priority in both the Council Plan and YADP due to the predicted impacts of a changing climate exacerbating the risk of flooding, and the need for strategic solutions. Alongside the threat of flooding, also poses a threat to energy infrastructure at high risk from flooding events, and disruption to urban drainage systems.

The Council Plan poses the implementation of greater engagement with communities to provide information and develop knowledge in areas of carbon, climate and energy. Plans are set out to work with schools, colleges, and universities to develop green and renewable skills for the future that will support the infrastructure being developed and delivered within the borough, therefore assisting people in the boroughs capacity to adapt more to climate change impacts.

Building standards incorporated within housing strategies will improve resilience through better quality insulation and solar power where appropriate. This will make for more resilient communities when delivered.

Provide a summary of all impacts and mitigation/monitoring measures:

The 'One Council that listens and learns' outcome is focused around reducing harmful levels of carbon emissions to limit the impacts on the climate and environment. Actions within this outcome encompass plans for the reduction of emissions. The 'Places are thriving safe and clean' outcome also includes actions focused on flood alleviation projects and flood resilience measures for communities in the worst-affected areas.

Where individual schemes require cabinet approval a project specific climate impact assessment will be created and further mitigation on a project-by-project basis may be included.

The Council Plan and Year Ahead Delivery Plan will be monitored, reviewed, and updated every six months. Each update will include an accompanying Climate Impact Assessment.

Supporting information:

Climate Impact Assessment Author

Chloe Harrop
Corporate Improvement Officer
Policy, Performance and Intelligence Service
ACEX

Please outline any research, data or information used to complete this Climate Impact Assessment.	<i>Climate Change Action Plan</i> <i>Local Authority Climate Report</i> <i>Met Office – Climate Report for Rotherham</i>
If quantities of emissions are relevant to and have been used in this form please identify which conversion factors have been used to quantify impacts.	Not directly relevant for this report but individual actions arising from both the Council Plan and the YADP will include measurement where relevant.
Validation <i>Before submission to Assistant Directors for approval, completed Climate Impact Assessments must be returned by email to climate@rotherham.gov.uk for validation by Climate Change Officers.</i>	Tracking Reference: CIA452 Louise Preston Climate Change Manager

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Committee Name and Date of Committee Meeting

Council – 21 May 2025

Report Title

Appointment of the Chief Executive and Head of Paid Service

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Phillip Horsfield, Assistant Director Legal Services and Monitoring Officer

phillip.horsfield@rotherham.gov.uk

Report Author(s)

Lynsey Linton, Assistant Director, HR

lynsey.linton@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

The Council is required to appoint a Chief Executive and Head of Paid Service under Section 4 of the Local Government and Housing Act 1989. In addition the post is responsible for various other Proper Officer functions under the Council's Constitution including being the Returning Officer and Electoral Registration Officer. Full Council has this function under the terms of the Constitution and Legislation.

The Council are requested to agree to the recommendation of the Senior Officer Appointments Panel which was established in accordance with the terms outlined in the Staffing Committee report dated 23 January 2025.

Recommendations

That Council:

1. Appoints John Edwards to the post of Chief Executive and Head of Paid Service (including Returning Officer and Electoral Registration Officer).
2. Formally records its thanks to current Chief Executive, Sharon Kemp OBE, for her 9 years dedicated service to Rotherham

List of Appendices Included

None

Background Papers

The Constitution of Rotherham Metropolitan Borough Council.

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Appointment of the Chief Executive and Head of Paid Service

1. Background

- 1.1 On 23 January 2025, Staffing Committee approved the recruitment process for the Chief Executive and Head of Paid Service.
- 1.2 The Head of Paid Service is a statutory requirement under Section 4 of the Local Government and Housing Act 1989. It is responsible for the managerial leadership of staff and for advising the Council on the best ways to organise its functions, ensuring an effective and efficient service for residents. In addition the Constitution sets out the various other responsibilities and Proper Officer functions allocated to the role.
- 1.3 A detailed recruitment process was undertaken which has led to the appointment of the new Chief Executive, John Edwards. It is also recommended that the Council appoint Mr Edwards as the Head of Paid Service.

2. Key Issues

- 2.1 The Council has undertaken a robust recruitment process to arrive at the appointment of the Chief Executive, including technical interview, partner interview, and a cross-party Elected Member interview ahead of the Senior Officer Appointments Panel.
- 2.2 The Senior Officer Appointments Panel made their final decision on 17 March 2025 and recommend the Council to formally appoint John Edwards as its Chief Executive and Head of Paid Service.
- 2.3 The salary for the post of Chief Executive is £188,061. A returning officer fee is paid in addition to the above salary, where appropriate, and is a variable payment in accordance with the type of election.
- 2.4 The Council would wish to note the 9 years exemplary service of the current Chief Executive, Sharon Kemp OBE, and to formally thank Ms Kemp for her dedicated service to Rotherham.

3. Options considered and recommended proposal

- 3.1 The Council is required to appoint to the statutory role of Head of Paid Service, and in Rotherham MBC this is held by the Chief Executive. It has done so through a fair and transparent recruitment and selection process.
- 3.2 Recruitment to the role has been undertaken by the Senior Officer Appointments Panel and is required to be ratified by Council in accordance with the Constitution and Localism Act 2011.
- 3.3 The Council is required to have a Head of Paid Service and has followed the appointment process which accords with legislation. No other options are available for the appointment of this role.

4. Consultation on proposal

4.1 Consultation has taken place with the Leader and current Chief Executive.

5. Timetable and Accountability for Implementing this Decision

5.1 The date of commencement of the Chief Executive is 23rd June 2025 and all recruitment checks are complete.

6. Financial and Procurement Advice and Implications

6.1 The Chief Executive is a budgeted post, therefore the current and future costs of this post are factored into the Councils Budget and financial plans.

7. Legal Advice and Implications

7.1 The recruitment process has been undertaken in accordance with legislation, employment law and best practice. All other legal implications are covered within the main body of the report.

8. Human Resources Advice and Implications

8.1 All HR implications have been considered throughout this process and a fair and transparent recruitment and selection process has been followed.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no direct implications arising from this report.

10. Equalities and Human Rights Advice and Implications

10.1 There are no equalities implications arising from this report.

11. Implications for CO₂ Emissions and Climate Change

11.1 There are no direct implications arising from this report, although appointing to the role of Chief Executive will support continued leadership of the Council's strategies.

12. Implications for Partners

12.1 The role is the Head of Paid Service, working corporately with Elected Members and external stakeholders to ensure the Council's vision, priorities and values are actively promoted and made a reality. External stakeholders and Elected Members were involved in the recruitment and selection process.

13. Risks and Mitigation

- 13.1 Failure to proceed with the appointment to this role would create significant risk owing to its status as the Head of Paid Service and responsibility for the delivery of Council services. There is a legal requirement to have a Head of Paid Service role.

Accountable Officer(s)

Lynsey Linton, Assistant Director HR

Approvals obtained on behalf of:

	Name	Date
Chief Executive	Sharon Kemp	09/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	07/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phillip Horsfield	07/05/25
Assistant Director of Human Resources (if appropriate)	Lynsey Linton	07/05/25
Head of Human Resources (if appropriate)		Click here to enter a date.
Consultation undertaken with the relevant Cabinet Member	Leader of the Council - Councillor Read	13/05/25

Report Author: Lynsey Linton, Assistant Director, Human Resources Lynsey Linton, Assistant Director, HR

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This report is published on the Council's [website](#).

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NOTICE OF MOTION	Date of Council Meeting: Wednesday 21 st May 2025
	Mover: Councillor Baum-Dixon
	Seconded: Councillor Z Collingham
	Title of Motion: Amendment of the Flag and Lighting Up Protocol

This Council notes:

The flying of flags on Rotherham Metropolitan Borough Council (RMBC) buildings has, on several occasions, caused significant controversy.

Decisions around which flags to fly have often unintentionally upset residents and various community groups, leading to unnecessary division.

These decisions have also consumed considerable Council time, officer resources and public funds that could have been better spent on delivering key services.

This Council recognises:

The intention behind flying flags has often been to show solidarity with countries, peoples, and causes.

However, this practice has now gone too far. What was once a symbolic gesture has become a source of conflict, with inconsistent and politically charged decisions causing angst and upset.

A consistent and neutral approach is now needed to restore clarity and unity, ensuring public buildings reflect locational identity and civic unity, rather than political or subjective choices.

This Council therefore resolves:

To ask officers to provide Cabinet with an amended Council Flag and Lighting Up Protocol for approval that:

1. Restricts the flying of flags on all RMBC buildings and sites to the following:
 - a) The Union Flag
 - b) The Flag of England (St George's Cross)
 - c) The Yorkshire Rose
 - d) The official Coat of Arms of Rotherham

2. Withdraws from the current practice of flying any other flags, including in connection with specific events, causes, or international matters.
3. States that the Council acknowledges the importance of supporting causes and showing solidarity with global and local issues, but that it recognises this support and solidarity can be shown in other appropriate and inclusive ways that do not involve the use of flags on public buildings.

Final Statement:

This motion is not a rejection of any cause or group.

It is a measured response to reduce division, avoid unnecessary controversy, and return focus to core Council priorities.

A copy of the Council's current Flag and Lighting Up Protocol is attached.

ROTHERHAM METROPOLITAN BOROUGH COUNCIL FLAG AND LIGHTING UP PROTOCOL

1. This protocol has been prepared to provide a formal schedule of dates upon which specific flags will be flown from Riverside House and Rotherham Town Hall. The two principles governing this protocol are:
 - (a) That the Council will follow the advice of the relevant Government department in respect of the dates upon and the manner in which flags are to be flown and/or buildings illuminated.
 - (b) That the requests for support for a cause or campaign, which by implication will include the flying of a flag, will require a decision by Members at a meeting of the Council.
 - (c) That ad-hoc requests for Town Hall illumination will be considered by the Chief Executive, in consultation with the Leader of the Council, and recorded as officer decisions.
2. Where a request is received for a flag to be flown in support of a particular campaign, the Chief Executive shall arrange for a report to be prepared for consideration by the Council. It will be a matter for the Council to determine whether it wishes to demonstrate support for a campaign by permitting the flying of a flag from either Riverside House or Rotherham Town Hall.
3. In the event of a request to fly a flag at either Riverside House and Rotherham Town Hall being received which is not dealt with under this protocol and accompanying schedule, the Chief Executive, following consultation with the Leader of the Council, will have authority to arrange for specific flags to be flown, subject to the Council having demonstrated its commitment to the cause, set out in clause 2 above.

(NB when the Chief Executive is not available, the designated deputy will consult the Leader of the Council and arrange for specific flags to be flown. In the absence or unavailability of the Leader of the Council, the Deputy Leader of the Council shall be consulted.)

Instances where this approach would be required may include recognition of sporting events, such as the FIFA World Cup or The Ashes International Cricket Series, demonstrating support for particular communities or campaign groups

4. In the event of a national or international incident, the advice of the Ministry of Housing, Communities and Local Government will be followed in respect of how and when flags will be flown at Riverside House and Rotherham Town Hall.

5. When recognising a national or international incident, the Council will fly the Union Flag. If the Council is in possession of the flag of an affected nation, the Chief Executive may consult the Leader of the Council on flying the appropriate national flag at Riverside House and/or Rotherham Town Hall.
6. The Union Flag is to be hoisted on Rotherham Town Hall and Riverside House on all dates in accordance with circular issued by the Ministry of Housing, Communities and Local Government (updated March 2021)
7. The Ministry of Housing, Communities and Local Government permits 'double flagging' i.e. the flying of two flags from the same flagpole without the need for express consent. This allows county and other local flags to be flown alongside the Union flag on the same flagpole if required, providing the Union flag is in the superior position.
8. Flags in support of the NHS may be flown without the need for express consent

Occasions on which the Union Flag is to be flown at half-mast

- (a) From the announcement of the Death up to the Funeral of the Head of State except on Proclamation Day on which they are hoisted full mast from 11am until sunset.
 - (b) The funerals of members of the Royal Family, subject to any Special Commands by the Head of State in each case.
 - (c) The funerals of Foreign Rulers, subject to any Special Commands from the Head of State.
 - (d) The funerals of Prime Ministers and ex-Prime Ministers of the United Kingdom.
 - (e) Other occasions by Special Command of the Head of State.
9. The Cross of St. George Flag is the traditional flag for England and was the legal national flag of the Kingdom of England until 1707. This flag can be flown in conjunction with the Union Flag. However, the Union Flag will take precedence over the flag of the Cross of St. George. This flag will be flown specifically on 23 April to mark St. George's Day and on other days in accordance with the schedule of dates.
 10. The Borough Council's Flag incorporates the Coat of Arms of the Authority and motto 'By Industry and Honour'. The Borough Flag should be flown on the day of the Annual Meeting, the day of the Civic Service (usually the third Saturday in May) and whenever the Mayor holds an official reception at Rotherham Town Hall. The Borough Flag is to be flown on the days when meetings of the Council are taking place.

(a) Mayor and Past Mayors of the Council

The Local Authority Flag is to be flown at half mast on the death of the current Mayor, from the day of the death until 6.30pm on the day of the funeral. In relation to past Mayors, the Local Authority Flag will be flown at half mast on the day of the death and the day of the funeral where known. The dates will be notified by the Mayor's Office.

(b) Serving Members of the Council

The flag is to be flown at half mast on the day of the death of a serving member and then on the day of the funeral until 6.30pm. The dates will be notified by Democratic Services.

Note: If death occurred after normal working hours the flag would be flown at half mast on the next working day.

11. The Yorkshire Flag should be flown at all times at Riverside House unless there are other specific circumstances requiring other flags to be flown, as identified in the schedule of dates. The Yorkshire Flag will specifically be flown annually to mark Yorkshire Day on 1 August.
12. On the occasion that an overseas visitor is present at Riverside House or Rotherham Town Hall, on official business/visit, whenever possible, the flag for the visiting country will be flown. The organiser for the visit should notify the Head of Asset Management and the Town Hall Attendants as soon as the date of the visit is known in order that the appropriate flag may be obtained and flown.
13. At Riverside House, the Union Flag should be flown on the nearest flagpole to the building, which is the principal flag pole. There are four flagpoles at Riverside House. Two flagpoles are situated at Rotherham Town Hall. The principal flagpole is located on the north-west edge of the Town Hall. The other flagpole is located above the entrance to the Town Hall.

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NOTICE OF MOTION	Date of Council Meeting: 21/05/25
	Mover: Councillor Yasseen
	Seconded: Councillor Tarmey
	Title of Motion: Upholding International Humanitarian Law and Human Rights in Gaza

That this Council notes:

- The ongoing concern of Rotherham residents about the continued attacks on Gaza, blocking of aid and suffering of the Palestinian people, as demonstrated in last year's petition signed by over 4,000 residents and the flying of the Palestinian flag outside the Town Hall.
- Rotherham residents have been campaigning tirelessly for a year and half demanding an end to the genocide in Gaza. Through protests, petitions, public meetings and community-led actions, they have consistently raised their voices in solidarity with the Palestinian people and called for justice, peace and meaningful political intervention.
- The ongoing genocide and humanitarian crisis in Gaza has resulted in the loss of over 50,000 Palestinian lives, mostly women and children, with entire families wiped out and communities reduced to rubble. The scale of devastation is unimaginable, with hospitals, schools and places of worship targeted, leaving a trail of destruction and trauma that will endure for generations.
- That more than 2 million people are now trapped in dire conditions, facing acute shortages of food, water, and medical aid. The deliberate use of starvation as a weapon of war is not only abhorrent but a clear violation of international humanitarian law.
- Recent findings that UK firms exported military items to Israel despite a suspension of certain arms export licences, raising concerns about compliance with international law.
- Statements from UK MPs and organisations such as Amnesty International acknowledge that Israel's blockade of Gaza constitutes a breach of international law.
- Calls from MPs across party lines, urging the UK government to recognise the State of Palestine and with immediate effect demand the end of the genocide, and reassess its foreign policy stance.

That this Council believes:

- That international humanitarian law must be upheld and Israel should facilitate the delivery of humanitarian aid to Gaza.

- That the UK government should ensure its foreign policy and trade practices do not contribute to violations of international law.
- That recognition of the State of Palestine could contribute to a just and lasting peace in the region.

Therefore, this Council resolves to:

1. Request the Leader of the Council to write to the Foreign Secretary and local Members of Parliament conveying the content of this motion, and requesting:
 - The Labour Government urgently calls for immediate international action to stop the genocide in Gaza.
 - The deliberate targeting of civilians, civilian infrastructure, use of starvation as a weapon, and mass destruction of infrastructure must end now.
 - Express their solidarity with all civilians affected by the conflict and support efforts to deliver humanitarian aid to Gaza.
 - Write to the UK government to review its arms export policies to ensure compliance with international law and prevent complicity in potential violations.
 - That the UK government formally recognise the State of Palestine, aligning with international consensus.

THE CABINET
14th April, 2025

Present:- Councillor Read (in the Chair); Councillors Allen, Baker-Rogers, Cusworth and Taylor.

Also in attendance Councillor Steele (Chair of the Overview and Scrutiny Management Board)

Apologies for absence were received from Councillor Alam.

141. DECLARATIONS OF INTEREST

There were no declarations of interest.

142. QUESTIONS FROM MEMBERS OF THE PUBLIC

There were two questions from members of the public:

1. A question was received from Mr Hussain who sought an update in respect of negotiations with Dignity regarding the cemetery contracts and an update on the independent review document on which the Council were conducting factual accuracy checks.

In his supplementary question, Mr Hussain asked if firm arrangements for an imminent meeting to discuss Dignity's proposals could be made at the earliest opportunity, and sought clarification as to whether the independent review due to be published would be the original or an amended version of the report.

2. A question was received from Mr Azam who queried which Cabinet member would be responsible for progressing the issues concerning the Cemeteries under contract with Dignity. They reiterated their willingness to work with the Council to address capacity limitations for Muslim burials throughout the Borough.

143. MINUTES OF THE PREVIOUS MEETING**Resolved:-**

That the minutes of the Cabinet meeting held on 17 March 2025 were approved as a true and correct record of the proceedings.

144. EXCLUSION OF THE PRESS AND PUBLIC

Minute 147 Sheffield Road had an exempt appendices - The Chair advised that Appendix 1 and 2 to Minute 147 (Acquisition of land and property at Sheffield Road, S60 1DA) were exempt under Paragraph 3, Schedule 12A of the Local Government Act 1974. However, the meeting remained open to the public and press throughout.

145. NEW APPLICATION FOR BUSINESS RATES RELIEF FOR HOPE CHURCH ROTHERHAM AND TARGET HOUSING LIMITED

Consideration was given to the report which presented the application for the award of Discretionary Business Rate Relief for Hope Church Rotherham and Target Housing Limited in accordance with the Council's Discretionary Business Rates Relief Policy (approved by Cabinet on 12th December 2016).

Both applications were considered against the Council's criteria and policy. Both organisations received 80% charitable relief already and were applying for a further 20% discretionary rates relief.

Hope Church Rotherham was a registered charity whose main objectives were to advance the Christian faith, relieve sickness and hardship and to promote and preserve good health by the provision of funds, goods or services including the provision of counselling and support.

The property was being used as a donation drop off point for Rotherham Foodbank, which is facilitated by Hope Church Rotherham, and is also used as a store and sorting location for pending deliveries to the client services point which is located at the Unity Centre in Rotherham.

Referrals into the service were via a broad range of agencies but included Citizens Advice, Mental Health Teams, Social Care and Voluntary Agencies. These agencies issued a foodbank voucher to clients in need of support and a typical food parcel contained a minimum of three days nutritionally balanced, non-perishable, tinned and dried foods that had been donated by the local community.

The foodbank was part of a nationwide network of foodbanks, supported by The Trussell Trust, working to combat poverty and hunger across the UK.

Target Housing Limited was a registered charity and social landlord which provided housing to the homeless or to those at risk of homelessness. Housing was available for those at risk of re-offending, victims of domestic abuse or anyone with drug related or mental health issues.

The property was used as offices to accommodate the housing support workers who supported the residents in the properties. Support staff provided individually tailored packages working in partnership with a

network of voluntary, statutory and community organisations to ensure that the people they support received the care that they needed with full independence being the end goal.

Target Housing Limited has projects across South Yorkshire, Humberside, North East Lincolnshire and East Midlands. Not all vulnerable groups are supported in every area, but the organisation has around 200 staff supporting its clients towards achieving independent living.

Hope Church fully met the Council's policy and criteria, set out and previously approved by cabinet and was therefore recommended for approval. Target Housing did not meet the Council's policy and criteria and was therefore not recommended for approval on the basis that an award of discretionary rate relief would be considered to give an unfair advantage over other social housing provisions in the borough who were offering a similar service.

Resolved:

That Cabinet

1. Approved the application for Discretionary Business Rate Relief for Hope Church Rotherham.
2. Refused the application for Target Housing Limited.

146. AGREEMENT OF THE BOROUGH'S HOUSEHOLD SUPPORT FUND ALLOCATION FOR 2025/26

Consideration was given to the report which detailed that the Household Support Fund (HSF) had been extended by Government from April 2025 to March 2026, with £742m of funding available in England. Government had also produced accompanying detailed guidance setting out how the resource could be used. As with previous allocations, the guidance set out the expectation that the fund should be used to support vulnerable households.

Rotherham had been awarded £4.387m for the Borough for the 2025/26 financial year. The report provided recommendations for a provisional allocation of that funding, and noted that any variations arising from actual spend under each of the provisional allocations would be managed through adjusting the allocation made towards the Energy Crisis Support Scheme.

The Chair outlined the local welfare arrangements associated with what was expected to be the final year of the Household Support Fund allocation. This included familiar schemes such as food vouchers for children who received free school meals during the school holidays, contributions towards Council Tax support, energy crisis support schemes and support for care leavers amongst others.

The report was welcomed by Deputy Leader, Councillor Cusworth who noted the peace of mind offered to parents and carers in low-income families through the Council's continued school holidays food voucher offer, particularly given the increased uptake that resulted from auto-enrolment which alongside the support over Christmas and New Year made a big difference to Rotherham families.

The report was considered by the Overview and Scrutiny Management Board (OSMB), who advised that the recommendations be supported. Councillor Steele, OSMB Chair outlined that discussion points during consideration of the report included how the value of the food voucher was arrived at and considered how support for care leavers linked to employment opportunities. It was noted that reassurances were received from Officers and the report was welcomed as it offered support to those most vulnerable in the Borough.

Resolved:

That Cabinet agreed:

1. That provisional allocations of the Household Support Fund Grant of £4.387m were made as follows:
 - a. £2.687m for food vouchers to children eligible for free school meals for school holidays up to and including Easter 2026.
 - b. £950k towards the estimated costs of the Council's Local Council Tax Support Top Up Scheme.
 - c. £500k to support applications from households for assistance with energy costs, through the Council's Energy Crisis Support Scheme.
 - d. £90k to provide additional financial support to care leavers.
 - e. £60k to local voluntary and community sector (VCS) organisations to support vulnerable households over Christmas / New Year through a supplement to the Crisis Support service level agreement.
 - f. £100k to provide parcels of household items to be distributed through VCS support.
2. Delegated authority to the Assistant Chief Executive in consultation with the Leader, to determine revised and final allocations for the Household Support Grant. This included provision for other eligible actions within the use of Household Support Fund should it not be possible to achieve full spend of the grant through the approved options.

147. ACQUISITION OF LAND AND PROPERTY AT SHEFFIELD ROAD, S60 1DA

Councillor Taylor, Cabinet Member for Transport, Jobs, and the Local Economy advised that the Council's regeneration of the Town Centre was well underway. Forge Island was up and running with more exciting developments expected in the upcoming weeks and months. Work was also well underway on the markets and library, alongside a host of public realm improvements in the pipeline and in preparation for the new Riverside residential quarter.

Consideration was given to the report which sought to enable the progression of the Town Centre regeneration programme, specifically the creation of a new residential community through the allocation of funds to undertake the acquisition of land and property at Sheffield Road.

Resolved:

That Cabinet:

1. Endorsed the allocation of the 'Strategic Acquisition Fund' to undertake the acquisition of land and property at Sheffield Road, shown in Appendix 1 of the report.
2. Authorised the Assistant Director of Property and Facilities Services to agree the terms and conditions and complete the acquisition of the land shown at Appendix 1 of the report in consultation with the Cabinet Member for Transport, Jobs, and the Local Economy.

148. ECONOMIC INACTIVITY TRAILBLAZER

Consideration was given to the report which outlined a strategic initiative to be implemented across South Yorkshire to reduce economic inactivity by integrating employment, skills and health services and sought Cabinet approval to accept funding and implement the programme.

With £1.7m in funding for Rotherham from the Department for Work and Pensions, the programme was set a target to engage with over 1,000 economically inactive residents and transition 400 into employment in 2025/26.

The report highlighted the complex barriers to employment for economically inactive residents including health conditions, caring responsibilities and skills gaps and stressed the need for multi-agency collaboration across local authorities, health services and community organisations.

The Cabinet Member for Transport, Jobs and the Local Economy outlined that the UK's population was ageing and businesses were already experiencing high levels of job vacancies. The cost to the economy of more people out of work due to ill health, post-pandemic was over £15 billion and rising. Labour market shortages were a huge constraint on growing the British economy.

In Rotherham, around one in three of the working-age population were not working and numbers were moving in the wrong direction. Most people who were economically inactive were in this category for reasons which were often complex and multilayered. The current system was not succeeding in helping those people into work.

The Economic Inactivity Trailblazer stemmed from the Go get Britain Working initiative with pilots in nine areas of England and Wales, one of which was South Yorkshire. In South Yorkshire the initiative would be known as 'Pathways to Work' and was an approach to change the employment support system across South Yorkshire to enhance connectedness and deliver more person-centred interventions. It was to be championed and delivered by the Local Authorities across the county, the South Yorkshire Mayoral Combined Authority and the South Yorkshire Integrated Care Board and held ambitious and stretching targets.

The Assistant Director, Planning, Regeneration and Transport highlighted the key components of the new system as described at section 1.5 of the report:

- A System Steward – operating at regional level with responsibility for policy, regulatory, funding and quality parameters of the employment service system.
- System Service Manager – at local authority level with responsibility for driving system change.
- Engagement with potential beneficiaries delivered at a hyper-local level.
- Personalised Support - Intensive Case Management (ICM) for people who have complex needs and/or significant barriers precluding them from securing employment.
- Employment activation - a set of targeted interventions focused on employers to enhance the employment opportunities for those that are economically inactive.

The OSMB Chair advised the report was the subject of lively debate at scrutiny, with questions raised concerning integration with the Council's existing Employment Solutions Team, and visibility of tangible results that targeted support where it was most needed in co-ordinated partnership with health services and other relevant partners. It was also noted that scrutiny was keen to see that veterans received support through the initiative.

Cabinet was advised that OSMB had requested a 4 month and subsequent 12 months update following implementation to afford oversight of the initial set up and pilot phases, and had supported the recommendations in the report.

Resolved:

That Cabinet:

1. Approved acceptance of the Council's indicative allocation of the Economic Inactivity Trailblazer funding to deliver activity targeted at implementing an integrated employment, skills and health system.
2. Approved use of the funding to manage the programme, commission community-based engagement activity, and personalised support (to include flexible support budgets), activate employers to create job opportunities for participants, pay for additional staff salaries (within RiDO, Employment Solutions and for other Pathways to Work roles within the Council) and cover miscellaneous costs.
3. Delegated authority to the Strategic Director, Regeneration and Environment, in consultation with Cabinet Member for Transport, Jobs and the Local Economy and the Section 151 Officer to determine detailed use of the grant or make any subsequent amendments to the proposed budget allocations.

149. HOUSEHOLD DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT

Consideration was given to the report which sought Cabinet approval to undertake public consultation on the draft Supplementary Planning Document (SPD) 'Householder Design Guide'.

Rotherham's Local Plan provided the framework for determining planning applications whilst Supplementary Planning Documents provided additional detail and guidance to support policies within the Local Plan. Once adopted, they were a material consideration which could be taken into account when determining planning applications. Supplementary Planning Documents helped improve planning applications, which could in turn speed up the planning process and produce better outcomes for the community.

The Householder Design Guide SPD was last revised in 2019. However, this required further updating to account for the latest guidance on boundary treatment and renewable energy considerations.

Resolved:

That Cabinet:

1. Approved a public consultation on the draft Supplementary Planning Document at Appendix 1 of the report.
2. Noted that following consultation a further report would be brought to Cabinet to approve the adoption of the Supplementary Planning Document.

150. LICENSING ACT 2003 - STATEMENT OF LICENSING POLICY

Consideration was given to the report which presented the draft Policy to Cabinet for review and approval prior to the commencement of a period of statutory consultation.

It was noted that a further report would be presented to Cabinet after the consultation had concluded for approval of the final Statement of Licensing Policy 2025.

Section 5 of the Licensing Act 2003 required the Council to publish a Statement of Licensing Policy which sets out the principles it proposes to apply in exercising functions under the Act. The Statement of Licensing Policy must be reviewed and republished at five-year intervals.

The current Statement of Licensing Policy was published in 2020, and therefore was due for the five-year review. The Cumulative Impact Policy was reviewed in 2023 and was therefore not due for further review until 2026.

The Council's Licensing Service had carried out informal consultation with partners, local licence holders and members of the public to identify areas within the current Policy that would benefit from development. Feedback was used to formulate an ambitious draft Policy that was considered to strike an appropriate balance between the need to promote a thriving licensed trade within the Borough whilst ensuring that any negative impacts of licensable activity were kept to an absolute minimum.

The Assistant Director, Community Safety and Street Scene emphasised that the report and draft policy really sought to recognise the importance of a thriving and well-managed evening economy for Rotherham's communities, patrons and employees alike. The draft policy covered late night refreshment, regulated entertainment and the sale of alcohol and affected in excess of 850 premises licensed across the borough and underlined its impact on how those businesses operated moving forwards.

The OSMB Chair advised that the policy was well received by scrutiny. Notably, a question was raised regarding consultation with current licensees in respect of proposed changes and the provision of updates and training to enable continued compliant trading practices.

There were also discussions with regards to temporary license applications and the circumstances in which these were or were not necessary. It was also noted that additional training for elected members to generate broader awareness and understanding of the Licensing Act and its local application.

It was confirmed that OSMB supported the recommendations in the report.

Resolved:

That Cabinet approved the draft Licensing Act Statement of Licensing Policy at Appendix 1 of the report for consultation in accordance with the requirements of the Licensing Act 2003.

151. RECOMMENDATIONS FROM OVERVIEW AND SCRUTINY MANAGEMENT BOARD

Consideration was given to the circulated report, the contents of which were included as part of the relevant items and the details included accordingly.

152. DATE AND TIME OF NEXT MEETING

Resolved:

That the next meeting of the Cabinet would be held on Monday 12 May 2025 at 10.00 am.

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HEALTH AND WELLBEING BOARD 26th March, 2025

Present:-

Councillor Baker-Rogers	Cabinet Member, Adult Social Care and Health
	In the Chair
Councillor Cusworth	Cabinet Member, Children and Young People's Services
Jo Brown	Assistant Chief Executive
Nicola Curley	Strategic Director, Children and Young People's Services
Chris Edwards	Executive Place Director, NHS SYICB
Kym Gleeson	Healthwatch Rotherham
Alex Hawley	Acting Director of Public Health
Shafiq Hussain	Voluntary Action Rotherham
Joanne McDonough	RDaSH (representing Toby Lewis)
Ian Spicer	Executive Director, Adults, Housing and Social Care

Report Presenters:-

Gilly Brenner	Public Health Consultant
Ruth Fletcher-Brown	Public Health Specialist
Katy Lewis	Carers Strategy Manager
Lorna Quinn	Public Health Intelligence Principal
Kate Tuffnell	Integrated Care Partnership
Hannah Thornton	Voluntary Action Rotherham
Andrew Turvey	Public Health Consultant, RMBC

Also Present:-

Sunday Alonge	Policy Officer, RMBC
Oscar Holden	Corporate Improvement Officer, RMBC
Jaimee Wylam	Acting Consultant in Public Health
Dawn Mitchell	Governance Advisory, RMBC

Apologies for absence were received from Andrew Bramidge, Helen Dobson, Bob Kirton, Toby Lewis, Jason Page, Claire Smith and Chief Supt. Andy Wright.

65. DECLARATIONS OF INTEREST

There were no Declarations of Interest made at the meeting.

66. QUESTIONS FROM MEMBERS OF THE PUBLIC AND THE PRESS

No questions had been received in advance of the meeting and there were no members of the public or press present at the meeting.

67. COMMUNICATIONS

There were no communications to bring to the Board's attention.

68. MINUTES OF THE PREVIOUS MEETING

Resolved:- That the minutes of the previous meeting held on 22nd January, 2025, be approved.

69. AIM 1 UPDATE - ALL CHILDREN GET THE BEST START IN LIFE AND GO ON TO ACHIEVE THEIR POTENTIAL

Board Sponsors:-

Nicola Curley, Strategic Director, Children and Young People's Services
Dr. Jason Page, Medical Director, Rotherham Place, SYICB

Nicola Curley, together with Alex Hawley presented a review of the success of the current Strategy under Aim 1:-

Best Start and Beyond Framework

- A framework was developed to derive optimum value from work already underway within the system and to improve interoperability of the 0-19 Service and the wider system
- This has been used to understand opportunities for partnership working

Strategic Priority 1 – Develop our approach to give every child the best start in life

Family Hubs and Best Start in Life Programme

- Rotherham's multi-agency transformational work to deliver the Family Hubs and Start for Life Programme has been co-produced alongside a wide range of partners
- Focussed on the first 1001 days with support available to all families
- Building on existing partnership working has been a real strength with joined up working across health, local authority and voluntary and community sector organisations
- Development of family hub network, Parent and Carer Panel and funded workstreams
- A website and printed resources have been developed to support children getting the best start in life

Breastfeeding Friendly Borough

- Rotherham's leaders pledged to work towards becoming a Breastfeeding Friendly Borough
- Peer Support Workers have been trained to support breastfeeding
- The first breastfeeding friendly business has been recruited with further work in this area to follow
- Breastfeeding friendly signage in libraries and Family Hubs

3-4 Month Visits

- A universal 3-4 month visit was introduced
- 73% uptake was achieved
- An evaluation of pilot underway
- Potential challenges in funding the current service beyond the pilot

Local Maternity and Neonatal Services

- A 3 year delivery plan which aimed to make care safer, more personalised and more equitable resulted in progress across 4 themes
 - Listening to women and families with compassion which promotes safer care
 - Supporting the workforce to develop their skills and capacity to provide high quality care
 - Developing and sustaining a culture of safety to benefit everyone
 - Meeting and improving standards and structures that underpin the national ambition

Baby Packs

- A Rotherham Baby Pack offer has been developed to ensure every newborn baby's family has access to essential items
- Baby packs will be available from the end of March 2025

Strategic Priority 2 – Support children and young people to develop well Mental Health of Children and Young People

- Covid-19 presented a challenge to the mental health and wellbeing of children and young people
- Targeted support was provided including a Team Around the School (TAS) approach, having Mental Health Support Teams in school settings and Kooth (an online mental health and wellbeing service) being available to 11-25 year olds

SEND

- An independent travel training (ITT) offer has been created to support children with special educational needs or disabilities
- A new post-14 specialist campus opened in September 2023 providing 50 school places for people with additional needs

Compassionate Approach

- A compassionate approach has been introduced with initial focus on weight management
- Training delivered and opportunities identified to incorporate into practice
- Reflects personalised holistic approach

Moving Forward

- A greater focus on school age children/young people
- Director of Public Health report 2025
- Continuing to roll-out breastfeeding friendly places

- Transition from Family Hubs short-term programme to an embedded model
- Continued roll-out and monitoring of baby packs
- Evaluation of the 3-4 month Health Visiting check

Discussion ensued on the presentation with the following issues raised/clarified:-

- To help the greater focus on school aged children/young people, the Director of Public Health's annual report would be used to gain an understanding of what the needs and gaps were in school aged children and those transitioning to adulthood
- Access to play was recognised in Rotherham's Strategy and was a key part of the provision through the Family Hubs and various drop-in sessions. They were clearly a key part of the early education offer but also needed to be included within the assessment for older children
- The starting point for Family Hubs was one per locality and inevitably had concentrated most of the resources where there was greater access e.g. public transport. However, due to the extensive spaces in Rotherham where there was no public transport, the opportunity had been taken to extend through VAR. This had been done in an opportunistic manner and needed to be planned
- A number of local authorities had declared themselves as Trauma Informed. Although Rotherham was not a Trauma Informed Borough, Rotherham's Children's Services did operate on a Trauma Informed basis, provided Trauma Informed training through the Safeguarding Board and a number of schools took a Trauma Informed Approach. There were a number of things that impacted on children and young people including issues around children and young people's mental health and emotional wellbeing
- The opening of the Post-14 specialist academy in September had been a significant achievement of the previous Strategy
- The Rotherham Family Hubs model had not been traditional; it had worked in partnership with all providers and included rural areas

Resolved:- (1) That the successes presented under Aim 1 be noted.

(2) That there be a greater focus on school age children/young people going forward.

(3) That the Board help with transition from family hubs short term programme to an embedded model.

(4) That the uncompleted actions highlighted in the Aim be rolled over to the Action Plan of the new Strategy.

(5) That a briefing note be circulated to the Board on the progress of the Post-14 specialist academy.

70. AIM 2 UPDATE - ALL ROTHERHAM PEOPLE ENJOY THE BEST POSSIBLE MENTAL HEALTH AND WELLBEING AND HAVE A GOOD QUALITY OF LIFE

Board Sponsors:-

Toby Lewis, Chief Executive, Rotherham, Doncaster and South Humber NHS Foundation Trust

Claire Smith, Director of Partnerships/Deputy Place Director (Rotherham Place)

Ruth Fletcher-Brown and Kate Tuffnell presented a review of the success of the current Strategy under Aim 2:-

Strategic Priority 1 – Promote better mental health and wellbeing for all Rotherham people

- Health and Wellbeing Board became a signatory of the Prevention Concordat for Mental Health in September 2023
- Good data to inform planning and commissioning – JSNA, Young People Lifestyle Survey, Real Time Surveillance, Mental Health Needs Assessment
- Evidence of early intervention and prevention projects delivered by partner organisations e.g. Smiles for Miles, Mental Health Small Grants, Open Arms, Alcohol Outreach, Wellbeing in Later Life
- Better Mental Health Funding (2021-2022)
- Launch of RotherHive. Regular updates now included a Working Well and Wellness hive
- Promotion of Five Ways to Wellbeing messages used in mental health campaigns throughout the year by partners
- In 2021 Rotherham people shared how they kept themselves happy and healthy and this resulted in the Great Big Rotherham To Do List
- Work has commenced with partners to develop a Measuring Mental Health Toolkit so that good practice can be captured and shared

Strategic Priority 2 – Take action to prevent suicide and self-harm

- Partnership Suicide Prevention Group delivering Rotherham's action plan
- Launch of Rotherham's Suicide Prevention Campaign, Be the One, in 2019 with men's groups across Rotherham
- Suicide prevention and women were the focus of Be the One in 2022
- Films of local people sharing their lived experience
- Promotion of Zero Suicide Alliance Training to all partners and now also promoting to taxi drivers' training
- Work with national organisations on making locations/places safer
- Work on early intervention and prevention measures

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- Now working with neurodivergent adults and young people to further develop the website so that it is accessible and promoting the ZSA Autism training
- SPOT and Speak suicide prevention courses delivered by Papyrus January-March 2024. 223 people trained
- Suicide Prevention Guidance issued for staff and volunteers across Place to assist with spotting the signs, asking and signposting
- Internal courses run on suicide prevention for teams within partner organisations – South Yorkshire Police, Voluntary and Community Sector, Rotherham Council (Revenues and Benefits and Adult Care staff)
- Taxi drivers encouraged to complete the Zero Suicide Alliance Training (ZSA) and taxi driver training
- Domestic Homicide and Suicide Prevention Learning events held for partner organisations
- Suicide prevention training for Primary Care in person in 2024 and online in previous years
- Safeguarding Awareness Week (SAW) – suicide prevention workshops held every year since 2020
- ZSA promoted to the public in libraries across Rotherham
- Self-Harm Awareness sessions run for parents/carers and practitioners by Early Help
- ‘Talking to Children and Young People when there has been a suicide’ courses run for staff
- Amparo service was supporting children, young people and adults across South Yorkshire who have been bereaved/affected/exposed to suicide
- 4 Survivors of Bereavement by Suicide (SOBS) Groups operating across South Yorkshire
- The toolkit ‘Walk with Us’ was launched in 2022 co-produced with young people bereaved by suicide. It won the Public Partnership LGC Award in 2023. 603 schools and alternative providers in South Yorkshire and Bassetlaw received the resource when it was launched with an easy read version about to be launched
- From 2021 there had been 4 memorial events for families and friends in South Yorkshire who had been bereaved by suicide
- Looking at developing a peer support service for young people across South Yorkshire following consultation with young people

Strategic Priority 3 – Promote positive workplace wellbeing for staff across the partnership

- Using the Five Ways to Wellbeing messages to promote good mental health and wellbeing for staff and then sharing good practice
- Mental Health Awareness training/workshops and staff wellbeing events held across the Partnership
- Improving support for staff who are affected by the death of someone to suicide

- Brunch and Learn sessions
- Wellbeing guides for staff
- Promotion of Be Well @ Work

Strategic Priority 4 – Enhance access to Mental Health Services

Milestone - Ensure partners are engaged in the development and mobilisation of the integrated primary/secondary care mental health transformation. This will include:

- Implementation of Mental Health Additional Roles Reimbursement Scheme roles (MHARRS)
- Long term plan eating disorders, Individual Placement Support (IPS) and Early Individual Psychosis targets by March 2024
- Implementation of Community Mental Health Integrated primary/secondary care transformation programme by 2024
 - To better support more people with serious and enduring Mental Health needs/other complex needs in their local communities
 - Create a more accessible and flexible system by bringing together Mental Health Services with GP practices, Social Care, voluntary sector, community groups and activities (Integrated Care Systems)
 - To redesign Community Mental Health Services in and around Primary Care Networks (PCNs)
 - To help prevent people from falling between gaps in services

What have we achieved?

- Integrated Care Pathway between Primary and Secondary care established (step-up/step-down)
- Increase in the number of people with a severe mental illness (SMI) receiving an annual health check
- Outcome framework developed (dialog, dialog+ and ReQoI-10) reporting and new guidance expected
- Closer to home services e.g. e-prescribing, services etc.
- 70% of people with a SMI have received an annual health check in the last 12 months
- Reduction in waiting times to access Mental Health Services
- Positive working relationships within Primary and Secondary Care to work collaboratively to initially transform and continue to ensure the CMHT Pathway is streamlined
- Working to embed the patient voice and VSC in Mental Health Pathway and development of Mental Health Alliance
- Workforce expansion and skill mix development
 - Primary Care Integrated Mental Health Hub Team established – increase skill-mix Psychology, Mental Health Practitioners, Occupational Health etc.
 - Mental Health Additional Roles Reimbursement Scheme (MHARRS) (19 additional posts created)

- Individual Placement Support (IPS) for employment (Good Work)
 - new team recruited 7 wte team. In December 2024 the Individual Placement Support Service had reported receiving 163 referrals, 31% of people who have achieved an employment outcome and 62% of employment outcomes sustained for more than 13 weeks
- Mental Health Community Connectors (Voluntary Action Rotherham – a team of 7 people recruited
- S62's Peer Support Workers (team of 3) people with lived experience recruited. Supported 22 people over the last 9 months
- Review/Transformation of Social Care Crisis Pathway in place (service specification agreed between RDaSH and RMBC)
- Kooth and Qwell Online Mental Health Support established
- Enhanced NHS Talking Therapies (RDaSH and IESO) – hours, modality etc.
- Improved access to information – RotherHive launched May 2020
- Expansion of Crisis Helpline (RDaSH text line for hard of hearing, 111 and SY Crisis line (to be launched later in 2025)
- 24/7 Adult Liaison Service based at The Rotherham Foundation Trust
- Mental Health Yorkshire Ambulance Service vehicle
- Expansion of the 24/7 Crisis Resolution (including older people) and Home Treatment Team
- Building capacity in the BSCE including Community Crisis Grants and wider Mental Health grants, Mental Health Alliance
- Rotherham Safe Space (Thursday-Monday, 6.00 p.m.-midnight) Out of Hours
- Samaritan's Support Pathway
- Vista Rotherham project to be launched April 2025

Moving Forward

- Working with Health and Wellbeing Board partners to update the Public Mental Health Strategy and action plan
- Implementation of the new Suicide Prevention action plan for Rotherham 2025-2028
- Commencement of the pilot Suicide Prevention Service for those who have attempted suicide – Vista Rotherham project
- Early intervention and prevention work to address themes and at-risk groups
- Suicide prevention work across South Yorkshire with partners

Discussion ensued on the presentation with the following issues raised/clarified:-

- RotherHive was a brilliant success and had been designed for both individuals and organisations. The voluntary sector had been really clever as to how they used it e.g. it was available at food banks. Further work was taking place on whether there could be live RotherHive and how to get the information

- There had been a very holistic/partnership approach in terms of the whole spectrum of mental health with regards to prevention and acute need; the voluntary sector had embedded in the workstreams with lots of examples where the VCS had organised prevent work and worked alongside partners to engage with families and individuals to work to stabilise mental health and prevent escalation. Targeted work had worked extremely well
- There was a Sudden and Trauma Bereavement Pathway that was not just for those who had lost someone to suicide. The organisations around the young person should be notified in order to provide timely and appropriate care. The Educational Psychology Service worked extremely closely with schools to provide that support and signpost and there was also an officer within South Yorkshire Police who would offer AMPARO. It was hoped that the peer-to-peer group support would provide another tool for young people to identify with other young people who had gone through that experience as well
- Concern that, should a school not recognise that it was a close enough family member/friend, that the child may not be offered any support. No system was perfect but generally speaking all of the Rotherham schools were very live to the wider emotionally health and wellbeing and needs of children and young people. If it was not an obvious individual or someone in the wider family it may be that the school needed to be alerted
- The Vista Project would support those that had attempted suicide some of whom may have told their families but some may not. The Project may be able to address wider support for families of those who could have been bereaved by suicide but thankfully were not as that was a very traumatic experience to go through and sadly could be a repeated experience going forward. AMPARO was only contracted to work with families where someone had died from suspected suicide

Resolved:- (1) To the successes presented under Aim 2 be noted.

(2) That work take place with HWB Partners to update the Public Mental Health Strategy and Action Plan.

(3) That the implementation of the new Suicide Prevention Action plan for Rotherham 2025-2028 be supported.

(4) That Early Intervention and Prevention work be supported to address themes and at-risk groups.

(5) To the uncompleted actions highlighted in the Aim be rolled over to the Action Plan of the new Strategy.

71. AIM 3 UPDATE - ALL ROTHERHAM PEOPLE LIFE WELL FOR LONGER

Board Sponsors:-

Jo Brown, Assistant Chief Executive, Rotherham Metropolitan Borough Council

Bob Kirton, Deputy Chief Executive, The Rotherham NHS Foundation Trust

Jo Brown, together with Katy Lewis, Gilly Brenner and Hannah Thornton, presented a review of the success of the current Strategy under Aim 3:-

Strategic Priority 1 – Ensure support is in place for carers
Borough That Cares Strategic Framework 2022-2025

- The Borough that Cares Strategic Group formed to co-produce strategic framework
- Strategic Group reformed as The Borough that Cares Network to represent the voice of the carer and influence change
- Strength-based approach to support carers linking them to community provision
 - Increased community provision through a Small Grants Programme
 - Linked voluntary and community sector groups to VAR to support sustainability
- Established a carer community
 - Carers Week and Carers Rights Days Events with visible social media presence
 - Strong links with VAR to support carers' health and wellbeing
- Robust Co-Production Platform
 - Borough That Cares Network, Unpaid Carers Multi-Agency Strategic Group, RASCAL Co-production Board and small VCS groups
 - Carer Conversations programme completed to inform commissioning decisions

Information, Advice and Guidance

- Re-designed Carers Information pages on Council website for the corporate digital platform refresh
- Carers Directory published and embedded in webpages
- Carers newsletter established
- Information Navigator roles incorporated into commissioned services
 - Making Space Dementia Cafes (Council)
 - Sight and Sound Sensory Impairment Service (Council)
 - Crossroads Carers Resilience Service (SY-ICB)
 - Crossroads Dementia Flexible Support Service (SY-ICB)
- Accelerating Reform Fund secured to develop a Carers app and increase respite opportunities through Shared Lives

Supporting Carers to Live Well

- Carer Link Officers established within Adult Care and Integration Supporting Independence Team to provide additional capacity for Carers Assessments
- Adult Care and Integration Service Carers offer reviewed
 - Practice guidance issued to ensure offer is clear, legally compliant and improves outcomes for carers
- Carers Emergency Scheme re-commissioned with contract in place until April 2027
- Moving forward
 - Carers Strategy to be revised through co-production
 - Ensure revised Strategy continues to build on the cornerstones put in place by the current strategic framework
 - Utilise ARF funding to develop a Carers app and increase the Shared Lives offer

Strategic Priority 2 – Support local people to lead healthy lifestyles including reducing the health burden from tobacco, obesity and drugs and alcohol

Tobacco Control

- Establishment of Tobacco Control Steering Group
- Tobacco Control Work Plan
- New Community Stop Smoking Service – October 2023
- Collaborative work across South Yorkshire – Tobacco Control Alliance established across the 4 local authorities
- Trading Standards activity on illicit tobacco and vapes
- Implementation of national initiatives e.g. Swop to Stop Scheme
- Local Stop Smoking Services and Support Grant – included additional investment in Stop Smoking Service with additional capacity in Community Services and local enhanced support through Primary Care and some hospital settings

Better Health Service: Smoking

Aim: For Rotherham to become smokefree by 2030 (<5% prevalence)

- Smoking prevalence has decreased to 14.5% (approximately 30,000 people) although the target of <5% prevalence is ambitious
- Local service performing in the top 10 in England – 1,500 people a year supported
- Quit rate of 72%

Better Health Service: Obesity

- 73.7% of the population were overweight - 155,000 in Rotherham were overweight (including obesity)
- Rotherham Healthwave had supported 1,800 people per year
- 4,500 activities booked on on 2024/25
- 40% of people achieving a 5% weight loss

Drugs and Alcohol

- Increased numbers of adults in treatment
- Young people supported by the Drug and Alcohol Treatment Service more than doubled since 2020/2021
- Improved rates of people accessing Community Treatment Services following release from prison
- Establishment of the Rotherham Combatting Drugs Partnership
- Several projects funded by the Supplemental Substance Misuse Treatment and Recovery Grant improved access to, quality of, and integration of wider services with drug and alcohol treatment
- Rotherham Individual Placement Support Service – 336 referrals
- Development of the Rotherham Recovery Community
- Local Drug Information System and Drug and Alcohol Death Related Review Processes

Rotherham Social Prescribing Service

- Helping people to manage their own health and wellbeing and live independently in their communities for as long as possible
- Working alongside clinicians and Adult Social Care within multi-disciplinary teams, the Service supports patients from:
 - Primary Care – people with long term conditions and/or frailty
 - Community Mental Health – support on discharge from services
 - TRFT – support on discharge from hospital
- 100+ funded referrals per month to specialist voluntary sector provision
- 6,000+ people supported since 2021/2022
- 25% living alone without regular support
- In 2023/24 the Service helped individuals secure £1.7M in additional benefits
- Sheffield Hallam University's 4 year evaluation of the service (published August 2024) identified:
 - Reduced in-patient admissions for all patients who had been admitted to hospital more than twice in the 12 months prior to RSPS support
 - Reduced attendances at A&E for patients below the age of 80 during the 12 months following RSPS support

Moving Forward

- Refresh of Tobacco Control work plan and continued collaboration
- Consideration of changes to weight management offers across Rotherham
- Continuation of partnership working through Combatting Drugs Partnership
- Continued working to support Rotherham Proactive Care model with priority on preventing unnecessary admissions
- Working with micro-commissioned VCS providers

It was noted that conversations had taken place with Barnardo's and their young carers. The young carers had been through a period of change with their service recently moving from Barnardo's to Family Action. Part of the new Strategy would be to incorporate young carers more widely with more outcomes around children and young people. The commencement of Family Action and connections therewith had been made and joint work would be taking place on a campaign run by Carers Trust around making sure anyone who met a young carer recognised the fact and made contact.

Resolved:- (1) That the successes presented under Aim 3 be noted.

(2) That the refresh of Tobacco Control Work Plan and continued collaboration be supported.

(3) That the consideration of changes to weight management offers across Rotherham be noted.

(4) That the uncompleted actions highlighted in the Aim be rolled over to the Action Plan of the new Strategy.

72. AIM 4 UPDATE - ALL ROTHERHAM PEOPLE LIVE IN HEALTHY, SAFE AND RESILIENT COMMUNITIES

Board Sponsors:-

Andy Wright, Chief Superintendent, South Yorkshire Police

Andrew Bramidge, Strategic Director, Regeneration and Environment, Rotherham Council

Gilly Brenner presented a review of the success of the current Strategy under Aim 4:-

Strategic Priority 1 – Deliver a loneliness plan for Rotherham

- Better Mental Health Fund Befriending project 2021-2022 – 835 people benefitted
- Prevention and Early Intervention Fund – 13 grants allocated to community groups to tackle loneliness (July 2024-July 2025)
- Use of libraries for Warm Welcome and Open Arms Hubs and Shared Reading groups
- Making Every Contact Count loneliness training delivered to staff and volunteers – to date 216 have attended this training
- Communications messaging using Five Ways to Wellbeing and quotes from local people and The Great Big Rotherham To Do List
- Promotion of volunteering through films and case studies
- Promotion of local assets/buildings/activities regularly taking place via monthly Ward e-bulletins and other more traditional channels and investment in Gismo
- JSNA Loneliness Chapter and mapping of services

Strategic Priority 2 – Promote health and wellbeing through arts and cultural initiatives

- 2022 CST COMF-funded Arts and Health programme with communities aged 55+ years
- Museums, Arts and Heritage – intergenerational family programmes
- Events and festivals
- Children’s Capital of Culture
- Rotherham Music

Creative Health

- Rotherham Creative Health symposium – held in July 2024
- Establishment of Rotherham Creative Health Board – currently developing an action plan
- Development of Creative Health commissioning framework for children and young people
- Pilot commissioning programme in 2025 as part of Children’s Capital of Culture
- Development of Creative Health Impact Framework based on five ways to wellbeing
- Legacy commissioning programme in 2026 funded by Arts Council England

Strategic Priority 3 – Ensure Rotherham people are kept safe from harm
Safer Rotherham Partnership Priorities 2022-2025

- Protecting vulnerable children
- Protecting vulnerable adults
- Safer stronger communities
- Protecting people from violence and organised crime

Action on counterfeit vapes, vape liquids and cartridges and illegal cigarettes (2022-2025)

- Joint Police and Council Trading Standards Officers operations resulting in over £639,000 worth of illegal tobacco and vape products removed from sale
- Tackling cannabis cultivation

Action on domestic abuse 2022-2025

- Improved domestic abuse pathway – 8,779 adults referred for support from April 2022 to December 2025. Average engagement rate 70%
- Awareness raising campaigns
- Tackling perpetrator behaviour – 72 adults have completed the intensive Cranstoun Inspire To Change programme to find better ways to manage and control abusive behaviour
- Cranstoun: Level Up – 31 young people (11-15 year old) have successfully completed trauma-informed psychoeducational interventions to help address the use of abusive behaviours

Safe accommodation support for domestic abuse victims/survivors 2022-2025

- 13 Local Authority specialist properties – fully furnished and equipped with target hardening essentials. These homes have accommodated 90 adults and 108 children
- 10 refuge and 10 safer options properties have supported 182 families
- Homeless Prevention Fund – 471 awards made supporting domestic abuse survivors with essential funds to prevent homelessness
- Target hardening – security measures installed in 142 properties to enable domestic abuse survivors to remain safely in their own homes

Community Payback

- An alternative to a prison sentence for people who had committed a crime
- Offenders carry out unpaid work to benefit communities as punishment and reparation
- From April 2022 to January 2025 over 27,000 hours of work have been completed with an equivalent real living wage value of £294,000

Strategic Priority 4 – Develop a Borough that supports a healthy lifestyle
Food

- Local Food Partnership established
- Bronze award obtained from Sustainable Food Places
- RotherHive eating well support information
- Links into a variety of work programmes e.g. Food in Crisis Partnership, Auto-enrolment of free school meals, MECC cost of living training

Physical Activity – Moving Rotherham

- Local Authority Declaration on Health Weight 2020
- Strategic Review 2021 and Big Active Conversation engagement – set priorities
- Highlights of delivery – 368 hours of volunteer time
- Sport England Place Expansion Programme

Moving Forward

- Work with partners to develop a new loneliness action plan
- 2025 Children's Capital of Culture Festival Year
- Development of Creative Health action plan for Rotherham
- Refreshing the Food Network action plan
- Delivery of Sport England Place Expansion Development Award
- Delivery on new priorities of SRP including new team in Town Centre tackling anti-social behaviour and review of partnership domestic abuse pathway

Discussion ensued on the presentation with the following issues raised/clarified:-

- The Creative Health Board was launched in May 2024. It met regularly and was developing an action plan looking at the priorities that arose from the Symposium. It would be submitted to the next Board meeting to formalise
- Children were a focus of the Place Expansion Development Award Sport England grant funding. One of the 4 priorities that had arisen from Sport England's work would be a new post of a Children and Young People Officer around physical activity. The post would specifically look at adding to the Children's Capital of Culture and link into community green spaces, a new development of Splash Zone in Clifton Park, the other playgrounds in the Borough as well as working with schools. One of real successes was the School Partnership event and special sports day
- RDaSH was to commence some work in Doncaster with Sport England around integrating physical activity into its talking therapy work. If some improvement in people's mental health was seen as well as increased levels of physical activity, RDaSH would look to consider expanding it into Rotherham and North Lincs

Resolved:- (1) That the successes presented under Aim 4 be noted.

(2) That work with partners to develop a new loneliness action plan be noted.

(3) That a Creative Health action plan be developed for Rotherham.

(4) That the Food Network action plan be refreshed.

(5) That the uncompleted actions highlighted in the Aim be rolled over to the Action Plan of the new Strategy.

73. **CROSS-CUTTING PRIORITIES AND THE JOINT STRATEGIC NEEDS ASSESSMENT**

Lorna Quinn presented a review of the success of the current Strategy under the cross-cutting aims with a focus on the Joint Strategic Needs Assessment:-

Strategic Priority 1 – Work in partnership to maximise the positive impact of anchor institutions

RDaSH Poverty Proofing

- RDaSH have formed a partnership with Children North East to Poverty Proof all services (in line with the Promise)
- Around 35% of Rotherham's population live in the 20% of most deprived areas nationally
- Phased approach over 18 months with positive feedback from the pilot service in Rotherham: Early Intervention in Psychosis in Rotherham

Strategic Priority 2 – Support safe and equitable recovery from the Covid-19 pandemic

- Strategic impact assessment of Covid-19 on residents and Council services
- Regular meetings of the Humanitarian and Community Group
- MECC training (484 as at February 2025)
- IPC Care Home Champions Network

Strategic Priority 3 – Develop the Pharmaceutical Needs Assessment

- Regular steering group meetings
- Published 2022-2025 and next update underway
- Public consultation being hosted by Healthwatch Rotherham

Strategic Priority 4 – Work in partnership to further develop the Rotherham Data Hub and assess population health

- Joint Strategic Needs Assessment – new additions – Deprivation, Food, Unpaid Care, Core20Plus50 but also includes Children and Young People, Ward profiles, long-term conditions, small geographies (LSOA and MSOA) loneliness, end of life care and inclusion health
- Population Health Monitoring – Excel training, Power BI training, 'How to use and interpret the JSNA' training

Moving Forward

- Quarterly JSNA newsletter
- Additional JSNA, Excel and Power BI training
- PNA update for 2025-2028
- Continued monitoring of the Prevention and Health Inequalities Assurance Framework
- The use of the JSNA to inform the Health and Wellbeing Strategy

Resolved:- (1) That the successes presented under the Cross-cutting priorities be noted.

(2) That the quarterly JSNA newsletter be published.

(3) That the PNA be updated for 2025-28.

(4) That the JSNA be utilised to inform the Health and Wellbeing Strategy.

(5) That the uncompleted actions highlighted in the Aim be rolled over to the Action Plan of the new Strategy.

74. NEW ROTHERHAM JOINT HEALTH AND WELLBEING STRATEGY

Andrew Turvey reported that the 2020-2025 Rotherham Health and Wellbeing Strategy was due for refresh this year. Since September 2024, a working group had met to oversee a programme of consultation and evidence review to support the development of the 2025-2030 Strategy.

The draft Strategy consisted of:-

Overview of evidence gathering process

- Summary of consultation work and approach
 - Board members – 1:1 discussions
 - Working Group – shaping the engagement plan
 - Stakeholders – working group, bespoke survey, individual submissions, events
 - Population – review of existing consultation; bespoke survey
 - Evidence – JSNA and partnership discussion around opportunity
- Follow-up at Board development session to agree focus of content

Vision – To enable the people of Rotherham to live happy, healthy, independent lives within thriving communities regardless of background and personal circumstance

Our strategic aims

1. Enable all children and young people up to age 25 to have the best start in life, maximise their capabilities and have influence and control over their lives
2. Support the people of Rotherham to live in good and improving physical health throughout their lives, accessing and shaping the services and resources they need to be able to do so
3. Support the people of Rotherham to live in good and improving mental health throughout their lives, accessing and shaping the services and resources they need to be able to do so
4. Sustain an environment where detrimental impacts from commercial and wider determinants of health are reduced and opportunities for healthier living are nurtured

Our ways of working

- Ensuring our practice is evidence informed
- Applying a strong emphasis on prevention
- Strengthening population, independence and resilience
- Tackling health inequality and provide help to those that need it most
- Taking a compassionate approach
- Strengthening and making the most of community assets
- Taking joint responsibility across the system to tackle difficult challenges

Next Steps

- Prioritisation workshop in May
- Narrow the focus from 16 priorities to 3 or 4
- Select priorities which fit the following criteria:
 - Is it an issue which would benefit from cross-partner intervention?
 - Would tackling this issue have a significant impact on our population as a whole or on one of our key vulnerable groups?
 - Is it possible to make substantial measurable progress within the given timeframe?
- Agree ways to come together and deliver

The Strategy

- Will be published on the Health and Wellbeing Board website
- Full version will not be printed
- An easy-read version will be produced once the full version is approved
- Require some additional prompts in cover papers for Board reports

Discussion ensued with issues raised on the draft Strategy as follows:-

- Support for the Board to focus on 3/4 priority actions that could be realistically achieved in the 5 years
- More emphasis on tackling inequalities
- Possible alignment with RDaSH under the proposed third aim (mental health for all people) and work collectively
- That the Children and Young People Partnership Board be invited to the workshop for their contributions
- It was hoped to engage patients and communities in the decision making process. Working was ongoing as to how to do that
- The full document would not be printed. The easy to read version would be printed as well as a 1 page summary and available in all partner locations

Resolved:- (1) That the stakeholder consultation that had taken place and how comments had been incorporated into the Strategy, where appropriate, be noted.

(2) That Board members discuss the Strategy within their own organisations and networks.

(3) That, following endorsement by partner organisations and the Cabinet, the Strategy be submitted to the September 2025 Board meeting for final sign-off.

75. ITEMS ESCALATED FROM PLACE BOARD

Chris Edwards reported that, with regard to the GP collective action, a settlement had been offered and approved by the GP Committee England. It was hoped this would lead to reconciliation.

76. BETTER CARE FUND

It was noted that the BCF Quarter 3 Template (Appendix 1) would be submitted to NHS England regarding the performance, expenditure, capacity and demand and actual activity of Rotherham's Better Care Fund Plan for 2024/25.

The overall delivery of the Better Care Fund continued to have a positive impact and improve joint working between health and social care in Rotherham.

Resolved:- To note the information.

77. ROTHERHAM PLACE BOARD PARTNERSHIP BUSINESS

The minutes of the Rotherham Place Board Partnership Business meetings held on 18th December, 2024, and 15th January, 2025, were noted.

78. ROTHERHAM PLACE BOARD ICB BUSINESS

The minutes of the Rotherham Place Board ICB Business meetings held on 18th December, 2024, and 15th January, 2025, were noted.

79. DATES OF FUTURE MEETINGS 2025/26

Resolved:- That meetings of the Health and Wellbeing Board be held as follows:-

Wednesday,	25th June 2025
	24th September
	3rd December
	28th January 2026
	25th March

all commencing at 9.00 a.m. venue to be confirmed.

LICENSING SUB-COMMITTEE
25th March, 2025

Present:- Councillor Hughes (in the Chair); Councillors Beresford and Jones.

30. CONSIDERATION OF AN APPLICATION (MADE IN ACCORDANCE WITH S.17 OF THE LICENSING ACT 2003) FOR THE GRANT OF A PREMISES LICENCE IN RESPECT OF THE PREMISES KNOWN AS FUZION BITEZ, SITUATED AT 62 WALES ROAD, KIVETON PARK, SHEFFIELD S26 6RD

Consideration was given to an application (made in accordance with Section 17 of the Licensing Act 2003) for the grant of a Premises Licence in respect of the premises known as Fuzion Bitez, situated at 62 Wales Road, Kiveton Park, Sheffield S26 6RD.

The applicant, Anna Witham, was seeking authorisation to allow:-

- The sale of alcohol, for consumption on the premises, on every day of the week between 12.00 Noon and 10.30 p.m.
- Provision of recorded music, inside the premises, on every day of the week between 12.00 Noon and 10.30 p.m.

The premises were described as a restaurant with a bar and seating area on both the ground and first floors that also provide a takeaway service.

The applicant had offered 24 management control conditions in the application.

It was noted that licensing deregulation allowed limited forms of live and recorded music to be provided at a premises without the need for a Premises Licence. As a result any playing of recorded music between 08:00 a.m. and 11.00 p.m. on premises authorised to sell alcohol for consumption on those premises, provided that the audience did not exceed 500, did not require licence permission.

Consultation on the application had been carried out in accordance with the statutory requirements and the Council's procedure. At the end of the consultation period, 7 "Other Persons" had submitted representations opposed to the application (2 by Ward Councillors and 5 by local residents) as well as a petition signed by 24 local residents also opposing the application. The petition, although objecting to the grant of the application, failed to state which of the licensing objectives would be undermined if the application was to be granted.

Ms. A. Witham (Applicant) was in attendance together with Mr. L. Siaw (Fuzion Bitez) and Ms. A. Nawal (local business owner).

The applicant had responded to the "Other Persons" in an attempt to

LICENSING SUB-COMMITTEE – 25/03/25

address their concerns but this had not led to the withdrawal of any of the representations of the petition.

The Sub-Committee took into consideration the written submissions that had been provided as well as the verbal presentations by 2 of the local residents at the meeting:- The objections centred around:-

- Public Safety
- Potential impact on local residents/children in the area
- Could lead to increased foot traffic and activities in the vicinity posing safety risks for residents, especially children, who may be in the area
- Potential for increased noise levels, late night disturbances and possible anti-social behaviour
- There had been an increase in vehicular movements/parking since Fuzion Bitez had taken up occupancy, exacerbating the current issues with cars double parking etc. and alleged issues with residents being unable to access their properties due to delivery drivers/attending customers
- Why was there a need for the playing of music all day
- The premises were situated on a very busy main road within a built-up residential area
- There were already 5 fast food establishments and one licensed establishment within 50 yards of each other; there was no need for another alcohol licensed premise
- The business was already having an impact on local residents; the granting of a licence would escalate the problems currently experienced

There were no objections received from the Responsible Authorities.

In response to questions, the applicant provided the following information:-

- There was no access to the backyard of the premises so was not suitable/feasible to have anything there (with regard to the alleged use of a beer garden/BBQ) other than the storage of wastebins
- Ms. Witham would be the Designated Premises Supervisor and had a Personal Licence
- The manager would also be applying for a Personal Licence as well as someone on the opposite shift so that there was always someone on site who had a Personal Licence
- The restaurant had space for 28 seats
- A noise assessment survey had been submitted to the Council
- No-one would be allowed to take a drink outside of the premises
- The target audience were diners and not a pub. There was a micro bar opposite which served alcohol for the purpose only of drinking
- On Fridays and Saturdays there would be 9 people working solely for the purpose of sit down diners – 5 in the front and 4 in the back
- The aim was for a family environment restaurant and children only

- allowed with someone aged 18 and over, either parent or guardian
- ‘Ask Angela’ would be a standard element of staff training
- As the licence application was submitted, patrons would be unable to take any left over drink away with them. That would be made clear to customers
- The upstairs of the premises would eventually be an extension of the restaurant but not at the present time and would have to have an independent noise assessment
- Should there be a need for door security staff it would be implemented but was currently not necessary

The Licensing Manager drew the Sub-Committee’s attention to the issue of parking which could not be considered as part of the application as it did not apply to any of the 4 licensing objectives.

Resolved:- That the application, as amended, for the grant a Premises Licence in respect of the premises known as Fuzion Bitez, situated at 62 Wales Road, Kiveton Park, Sheffield S26 6RD be approved as follows:-

- (1) That a CCTV system that covers the internal and exterior of the premises shall be fully maintained and operational.
- (2) That the CCTV system shall show accurate dates and times of images that are recorded.
- (3) That CCTV images shall be kept for a minimum of 31 days and, if requested, made available for viewing immediately by the Police and/or Licensing Authority.
- (4) That there will be a Personal Licence Holder on the premises at all times.
- (5) That the Designated Premises Supervisor, or their nominated deputy, shall regularly attend local Pubwatch meetings.
- (6) That a record of each member of staff who is authorised to sell alcohol shall be kept on the premises. This record shall include the staff member’s full name, address and date of birth.
- (7) That all staff shall be trained to request photographic identification to control the sale of alcohol to anyone under the age of 18 years old and a “Challenge 25” Policy shall be operated.
- (8) That “Challenge 25” signs shall be on display at the premises.
- (9) That a log of all refusals made under the “Challenge 25” Policy shall

be kept on the premises. This log shall include the date of the refusal, the number of the member of staff who made the refusal and whether fake ID was used/seized.

(10) That an incident book shall be kept on the premises. Any incidents of crime/disorder at the premises, together with whether the Police have been called, shall be recorded in this book.

(11) That the Designated Premises Supervisor, or their nominated deputy, shall checked the “Challenge 25” log and incident book each week and sign and date each check.

(12) That the “Challenge 25” log and incident book shall be kept on the premises and will, if requested, be made available for viewing by the Police and/or Licensing Authority.

(13) That the ‘Ask Angela’ scheme shall be in operation at the premises.

(14) That a zero drug tolerance policy shall be in operation at the premises. This policy shall request that regular checks are carried out and recorded by management to prevent the use of drugs by customers.

(15) That a copy of the premises’ drugs policy, and all associated records, shall be kept at the premises and, if requested, made available for viewing by the Police and/or Licensing Authority.

(16) That doors, except for access and egress, and windows shall be kept closed and there will be no outside entertainment provided at the premises.

(17) That signage shall be in place at the premises asking people to arrive and leave quietly.

(18) That there will be a sufficient number of staff on the premises at all times, regular glass collections shall be carried out and a taxi booking service shall be provided.

(19) That no adult entertainment or services shall be provided at the premises.

(20) That children must be accompanied by a responsible adult at all times and shall not be permitted in the first floor bar area or the outside smoking area.

(21) That the following measures be in place at the premises to ensure public safety:-

- Employers and public liability insurance

- Annual gas safety check
- Annual electrical check and PAT testing safety checks
- Up-to-date health and safety policy, risk assessments and asbestos survey of premises
- Sufficient lighting internally and externally
- Regular fire checks and servicing of fire detection and extinguishing equipment including 5 extinguishers located throughout the building
- Staff trained in emergency procedures

(22) That all staff receive training on induction and yearly on “Challenge25”, types of acceptable ID, method of recording refusals, refusing sales of alcohol to persons who appear to be drink, preventing proxy sales, incident recording and when to call the Police, operation of the ‘Ask Angela’ scheme and how to receive the CCTV system if requested.

(23) That staff training shall be recorded and training records shall be kept at the premises and if requested made available for viewing by the Police and/or Licensing Authority.

(24) That the premises shall operate primarily as a restaurant. Alcohol will only be sold with food which is to be consumed as a table meal, or immediately prior to or following the consumption of such a meal (for example whilst waiting for a booked table to become available). The premises will not operate exclusively as a bar.

(25) That alcohol will only be consumed by patrons whilst they are seated in the premises.

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LICENSING BOARD SUB-COMMITTEE
7th April, 2025

Present:- Councillor Hughes (in the Chair); Councillors Beresford, Brent, Jones, Stables and Thorp.

43. DECLARATIONS OF INTEREST

There were no Declarations of Interest made at the meeting.

44. EXCLUSION OF THE PRESS AND PUBLIC

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in the Police Act 1997 and Paragraphs 3 and 7 of Part I of Schedule 12A to the Local Government Act 1972 (business affairs and prevention of crime).

45. APPLICATIONS FOR THE GRANT/RENEWAL/REVIEW OF HACKNEY CARRIAGE/PRIVATE HIRE DRIVERS' LICENCES

The Sub-Committee considered a report of the Licensing Manager relating to three applications for the grant of hackney carriage/private hire drivers' licences in respect of Messrs. Y.T., G.K. and D.A.

Messrs. G.K. and D.A.. were in attendance at the hearing. Mr. Y.T. was in attendance together with a friend in the capacity of character witness.

Resolved:- That the applications for the grant of hackney carriage/private hire drivers' licences for Messrs. Y.T., G.K. and D.A. be refused.

46. DETERMINATION OF APPLICATION FOR HOUSE TO HOUSE COLLECTION PERMIT

Consideration was given to a report, presented by the Licensing Manager concerning the following application for the grant of a promoter's permit to carry out house-to-house collections:-

Organisation	Area	Date
Leukaemia and Myeloma Research UK	Whole of the Borough	7 th April-1 st September, 2025

Resolved:- That, in accordance with the provisions of the House to House Collections Act 1939, the application be refused.

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PLANNING BOARD
10th April, 2025

Present:- Councillor Williams (in the Chair); Councillors Bacon, Ahmed, Currie, Keenan, Mault, Tarmey and Thorp.

Apologies for absence:- Apologies were received from Councillors Adair, Baker-Rogers, Cowen, Elliott, Fisher, Hussain and Knight.

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

65. EXCLUSION OF THE PRESS AND PUBLIC

There were no items on the agenda to warrant exclusion of the press and public.

66. MATTERS OF URGENCY

There were no matters of urgency for consideration.

67. DECLARATIONS OF INTEREST

There were no Declarations of Interest to report.

68. MINUTES OF THE PREVIOUS MEETING HELD ON 6TH FEBRUARY, 2025

Resolved:- That the minutes of the previous meeting of the Planning Regulatory Board held on Thursday, 6th February, 2025, be approved as a correct record of the meeting and signed by the Chair.

69. DEFERMENTS/SITE VISITS

Application RB2024/1538 (Discharge of conditions 25 & 32 imposed by planning application RB2022/1638 at land North of Tickhill Road, Maltby for Homes By Honey) was deferred pending consideration of late representations.

70. DEVELOPMENT PROPOSALS

Resolved:- (1) That, on the development proposals now considered, the requisite notices be issued and be made available on the Council's website and that the time limits specified in Sections 91 and 92 of the Town and Country Planning Act 1990 apply.

In accordance with the right to speak procedure the following people attended the meeting and spoke about the application below:-

PLANNING BOARD - 10/04/25

- Extension to storage facility unit at MTL Advanced, Grange Lane, Brinsworth for MTL Advanced Limited (RB2025/0060)

Mr. K. Stewart (Applicant)

A joint statement was read out on behalf of Councillor A. Carter and Councillor C. Carter (Objectors – Ward Members)

(2) That application RB2024/1538 be deferred pending consideration of late representations.

(3) That application RB2025/0060 be granted for the reasons adopted by Members at the meeting and subject to the relevant conditions listed in the submitted report.

71. UPDATES

Consideration was given to the Planning Board meeting date on the 22nd May, 2025 and the likelihood of membership changes following the business Annual Council Meeting on 21st May, 2025.

To avoid any unnecessary delay in training Planning Board Members it was suggested and agreed the date be moved back one week to the 15th May, 2025.

**PLANNING BOARD
1st May, 2025**

Present:- Councillor Mault (in the Chair); Councillors Bacon, Adair, Ahmed, Currie, Elliott, Fisher, Hussain, Tarmey and Thorp.

Apologies for absence:- Apologies were received from The Mayor (Councillor Cowen), Councillors Baker-Rogers, Keenan, Knight and Williams.

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

72. EXCLUSION OF THE PRESS AND PUBLIC

There were no items on the agenda to warrant exclusion of the press and public.

73. MATTERS OF URGENCY

There were no matters of urgency for consideration.

74. DECLARATIONS OF INTEREST

Councillor Thorp declared a personal interest in application RB2024/1360 (change of use to metal recycling plan (use class Sui Generis) at JBM Metal Recycling Unit G, 2 White Lee Road, Swinton for JBM Metal Recycling) on the grounds of their company having previously worked for JBM Metals at this site.

75. MINUTES OF THE PREVIOUS MEETING HELD ON 10TH APRIL, 2025

Resolved:- That the minutes of the previous meeting of the Planning Regulatory Board held on Thursday, 10th April, 2025, be approved as a correct record of the meeting and signed by the Chair.

76. DEFERMENTS/SITE VISITS (INFORMATION ATTACHED)

There were no site visits or deferments recommended.

77. DEVELOPMENT PROPOSALS

Resolved:- (1) That, on the development proposals now considered, the requisite notices be issued and be made available on the Council's website and that the time limits specified in Sections 91 and 92 of the Town and Country Planning Act 1990 apply.

In accordance with the right to speak procedure the following people attended the meeting and spoke about the application below:-

- Discharge of conditions 25 and 32 imposed by planning application RB2022/1638 at Land North of Tickhill Road, Maltby for Homes by Honey (RB2024/1538)

Ms. J. Reynolds (on behalf of the Applicant)

Mr. A. Tinsley (Objector)

Mr. A. Laird (Objector)

A statement was read out on behalf of Mr. J. Richards M.P. (Objector)

(2) That application RB2024/0593 be granted for the reasons adopted by Members at the meeting and subject to the relevant conditions listed in the submitted report.

(3) That application RB2024/1360 be granted for the reasons adopted by Members at the meeting and subject to the relevant conditions listed in the submitted report subject to an amendment to Condition No. 4 to now read:-

04

The external storage on site shall be in accordance with the layout shown on Site Plan (003) received on 28 November 2024. The maximum height of any external storage shall be 3 metres and all materials shall be stored within the allocated bays in accordance with the approved plan. The site shall be operated in accordance with the submitted plan and restrictions on height of the stored material within immediate effect of the date of this permission.

Reason

In the interest of visual amenity of the locality.

(4) That application RB2024/1538 be granted for the reasons adopted by Members at the meeting.

(Councillor Thorp declared a personal interest in application RB2024/1360 (change of use to metal recycling plan (use class Sui Generis) at JBM Metal Recycling Unit G, 2 White Lee Road, Swinton for JBM Metal Recycling) on the grounds of their company having previously worked for JBM Metals at this site.)

78. UPDATES

There were no updates to report.