



CABINET

Monday 9 June 2025

10.00 a.m.

**Council Chamber, Rotherham Town Hall,
Moorgate Street, Rotherham. S60 2TH**

Cabinet Members:-

Leader of the Council	Councillor Chris Read
Deputy Leader & Children and Young People Portfolio	Councillor Victoria Cusworth
Adult Social Care and Health Portfolio	Councillor Joanna Baker-Rogers
Housing Portfolio	Councillor Linda Beresford
Finance & Community Safety Portfolio	Councillor Saghir Alam
Street Scene and Green Spaces Portfolio	Councillor Lynda Marshall
Transport, Jobs and the Local Economy Portfolio	Councillor John Williams

CABINET

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

Date and Time: **Monday 9 June 2025 at 10.00 a.m.**

Agenda Contact **Governance Unit – governance@rotherham.gov.uk**

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

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

A G E N D A

1. **Apologies for Absence**

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

2. **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.

3. **Questions from Members of the Public**

To receive questions from members of the public who wish to ask a general question in respect of matters within the Council's area of responsibility or influence.

Subject to the Chair's discretion, members of the public may ask one question and one supplementary question, which should relate to the original question and answer received.

Councillors may also ask questions under this agenda item.

4. **Minutes of the Previous Meeting (Pages 7 - 14)**

To receive the record of proceedings of the Cabinet meeting held on 19 May 2025.

5. Exclusion of the Press and Public

There are no exempt items on the agenda.

CHILDREN AND YOUNG PEOPLE

6. Update on the Family Help Strategy in relation to The Families First Partnership (FFP) Programme Guide (Pages 15 - 36)

Report from the Strategic Director of Children and Young People's Services.

Recommendations:

That Cabinet:

1. Note the expectations outlined in the Families First Partnership Programme Guide issued in March 2025.
2. Agree to the establishment of the governance structure for the management, oversight, and scrutiny of the Families First Partnership Transformation Programme and delegate approval of Terms of Reference to the Chief Executive in Consultation with the Leader and the Lead Safeguarding Partners.
3. Approve the use of the new Children's Social Care prevention grant to deliver transformation activity (30%), increased direct delivery of family help (50%), practice development, workforce development and ICT development (15%) and children and family voice (5%) as described in 2.15.
4. Delegate authority in line with recommendation 3 (above) to the Strategic Director, Children and Young People's Services in consultation with the Lead Member for, Children and Young People and the Assistant Director Financial Services.
5. Agree to receive a further update in November 2025 detailing the progress towards the expectations outlined in the Families First Partnership Programme Guide and expenditure of the Children's Social Care Prevention Grant.

FINANCE AND COMMUNITY SAFETY

7. Finance Update - June 2025 (Pages 37 - 52)

Report from the Strategic Director of Finance and Customer Services.

Recommendations:

That Cabinet:-

1. Note the update on the revenue budget financial outturn 2024/25.
2. Note the Council's progress on the delivery of the Local Council Tax Support Top Up payment.

8. Street Safe Team (Pages 53 - 70)

Report from the Strategic Director of Regeneration and Environment.

Recommendations:

That Cabinet:

1. Approve the proposed implementation plan.
2. Commit to receiving a further update in March 2026 once the Team has had time to be established and operational.

LEADER

9. Appointment to Outside Bodies (Pages 71 - 88)

Report from the Assistant Chief Executive.

Recommendations:

That Cabinet:

1. Agree that councillors be appointed to serve on outside bodies, as detailed on the schedule in Appendix 1.
2. Agree that any in year changes are delegated to the Chief Executive in conjunction with the Leader of the Council.

10. Social Value Annual Report (Pages 89 - 124)

Report from the Assistant Chief Executive.

Recommendations:

That Cabinet:-

1. Receive the annual report, noting the social value commitments along with outcomes delivered.
2. Approve the use of the new national TOMs (Themes, Outcomes, Measures) as detailed in Appendix 2.
3. Approve that the key priorities for 2025 include:

- a. Continuing the work on employee ownership.
- b. Delivering the partnership social value action plan with Social Value Portal, working towards the delivery of increased social value commitments across Rotherham's anchor network.
- c. Delivering further support to local businesses through the UK Shared Prosperity Fund social value project.
- d. Upskilling Council staff through training initiatives and one-to-one support.

STREET SCENE AND GREEN SPACES

11. Cultural Strategy (Pages 125 - 175)

Report from the Strategic Director of Regeneration and Environment.

Recommendations:

That Cabinet:

1. Note the achievements of the current Cultural Strategy 2019 – 2026.
2. Note that the Cultural Partnership Board will develop a new Cultural Strategy for 2027 – 2034.
3. Note the proposal to undertake consultation in support of the creation of a new strategy.

12. Street Cleansing and Fly Tipping Improvements (Pages 177 - 191)

Report from the Strategic Director of Regeneration and Environment.

Recommendation:

That Cabinet note the progress to date and commit to receiving a further update in April 2026 once the Team has had time to be established and is fully operational.

TRANSPORT, JOBS AND THE LOCAL ECONOMY

13. Employment Solutions 2025-26 (Pages 193 - 220)

Report from the Strategic Director of Adult Care, Housing and Public Health.

Recommendation:

That Cabinet note the proposed Employment Solutions targets and milestones for 2025-26.

14. Recommendations from Overview and Scrutiny Management Board (To Follow)

To receive a report detailing the recommendations of the Overview and Scrutiny Management Board in respect of the above items that were subject to pre-decision scrutiny on 4 June 2025.

15. Date and Time of Next Meeting

The next meeting of the Cabinet will be held on Monday 7 July 2025 commencing at 10.00am in Rotherham Town Hall.

A handwritten signature in black ink that reads "Sharon Kemp". The signature is fluid and cursive, with "Sharon" on the top line and "Kemp" on the bottom line.

SHARON KEMP OBE,
Chief Executive.

THE CABINET
Monday 19 May 2025

Present:- Councillor Read (in the Chair); Councillors Alam, Allen, Baker-Rogers, Cusworth and Taylor.

Also in attendance Councillor Steele (Chair of the Overview and Scrutiny Management Board)

153. DECLARATIONS OF INTEREST

There were no declarations of interest.

154. QUESTIONS FROM MEMBERS OF THE PUBLIC

There was one question from Mr Hussain who stated that he kept attending Cabinet and asking for progress updates on the contract negotiations between the Council and Dignity but was getting no answers. He stated that there was no movement, and the Council had confirmed at the last liaison group meeting that there had been no further progress. Mr Hussain stated that spaces were running out and he asked what the Council were doing about it.

Bal Nahal, Head of Legal, Registrars and Bereavement Services, explained that the Assistant Director of Legal, Registrars and Bereavement Services was still negotiating the contract and there were weekly discussions taking place. The Leader explained that he understood Mr Hussain's frustration but due to the commercial sensitivity of negotiations it was not always possible to provide updates however he could confirm that negotiations were still ongoing.

Mr Hussain asked if the Council could commit to a date by which the negotiations would be completed. The Muslim community needed certainty in relation to the number of spaces available. Mr Hussain also referenced the abandoned building in East Herringthorpe Cemetery. He believed that this was the responsibility of the Council and not of Dignity. Mr Hussain therefore asked if the building could be refurbished and brought back into use.

The Leader agreed to provide a written response regarding the building in East Herringthorpe Cemetery. He could not commit to providing a date by which the negotiations would be complete. The Leader did confirm that the required service was still being carried out at all cemeteries across the borough.

155. MINUTES OF THE PREVIOUS MEETING

During the meeting it was agreed that the following amendments would be made to the minutes:

Minute 148 – Economic Inactivity Trailblazer – Paragraph 6: change the “Go Get Britain Working Initiative” to the “Get Britain Working Initiative.”

Minute 149 – Household Design Guide Supplementary Planning Document – Paragraph 1: remove “Consideration was given to the report which.”

Resolved:

That the minutes of the Cabinet meeting held on 14 April 2025, as amended, be approved as a true and correct record of the proceedings and signed by the Chair.

156. EXCLUSION OF THE PRESS AND PUBLIC

The Chair advised that there were no items of business on the agenda that would require the exclusion of the press and public from the meeting.

157. REVIEW OF THE NON-RESIDENTIAL CHARGING POLICY

Consideration was given to the report which provided an update on the proposed review of the Non-Residential Charing Policy. The Policy was last reviewed in 2019 and focused on ensuring ongoing compliance with charging regulations and to ensure equity in approach to charging for all who received services and required a financial assessment. A review by legal officers had highlighted the need for a joint non-residential and residential charging policy. Therefore, it was proposed that a new Adult Care Charging Policy be produced that combined the two.

The aim of the report was to seek approval to produce and then carry out a consultation on a new Adult Care Charging Policy. It would set out the options available for the Council to consider, including options for the financial assessment. An initial review had been undertaken on the current Non-Residential Charging Policy and had identified three areas for consideration. The report referred to the current policy, when benchmarked against other authorities in the region.

The three areas for consideration were:

The Minimum/maximum charge - Currently Rotherham Council had in place a maximum charge of £689 per week per individual for non-residential charges. Of the other Councils in South Yorkshire, only Sheffield currently had a maximum charge. The current minimum assessed contribution was £1 per week for Rotherham. There were currently nine people who paid the maximum charge. Removing this could generate an additional £3,300 a week.

The option was to remove the maximum charge so as to charge up to the full cost of the care, and to retain the minimum charge of £1 per week.

Introduction of an administrative charge for organising care for self-funders - Currently Rotherham Council organised care for self-funders if requested to do so without charging. Both Barnsley and Doncaster charged an administrative fee to do this. Self-funders were customers who had capital assets over £23,250 (or £46,500 as a couple) or customers who had chosen not to be financially assessed. There were currently 224 customers who fell into this category. An annual charge of £350/yr could increase income by over £70,000 a year. The option was to introduce an annual charge to self-funders to organise their care, estimated at circa £350 a year.

Inclusion of all disability benefits in the financial assessment - Currently in Rotherham the process for carrying out the financial assessment took into consideration only the lower or middle rate of Attendance Allowance and Disability Living Allowance, and the standard rate of Personal Independence Payments where services were only received during daytime hours; this was the case even where the service user was in receipt of the higher and enhanced rates of these payments.

There were currently 2,713 non-residential customers, of which 1,291 received a high-rate disability benefit. A sample of 39% would generate an additional £11,000 a week so the full cohort was likely to be significantly higher. The option was to include all legally admissible income when the financial assessment was completed. It was not recommended that this option be included in the consultation because of the detrimental and disproportionate impact on people with the highest care and support needs.

Consultation was to be carried out with stakeholders through an online questionnaire and face to face sessions over a 12-week period. This consultation would be planned for summer commencement 2025, with letters being issued prior, to advise service users of their opportunity to feed back. The outcome of the consultation exercise would inform the future joint residential and Non-Residential Charging Policy for Adult Social Care subject to further Cabinet approval by the end of 2025.

The report was considered by the Overview and Scrutiny Management Board (OSMB), who advised that the recommendations be supported.

Resolved:

That approval is given to consult on a new Adult Care Charging Policy, that includes both non-residential and residential charging and will include consideration of the following areas:

1. The removal of the maximum charge for non-residential care, while maintaining the minimum charge of £1. **Recommended.**
2. The introduction of an administrative charge for organising care for people who fund their own care. **Recommended.**

3. The inclusion of all disability benefits when carrying out non-residential financial assessments for services. **Not Recommended.**

158. NEW COUNCIL PLAN AND YEAR AHEAD DELIVERY PLAN

Consideration was given to the report which presented the new Council Plan 2025-2030 and the Year Ahead Delivery Plan 2025-2026. Informed by public consultation, the new Council Plan had been developed for 2025-30 and was attached to the report at Appendix 1. The Council Plan was a key document which set out the Council's vision for the borough and priorities for serving residents and communities. The Plan provided the medium-term basis for targeting resources, informing the budget-setting process and planning cycles, and ensuring that residents could hold the Council to account for delivery. The Council Plan included a suite of performance measures and targets for monitoring purposes.

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 was attached at Appendix 3 and was available on the Council website.

Informed by this programme of public and stakeholder engagement, the new Council Plan for 2025-30 'Forging Ahead' set 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 was 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.

Three cross-cutting policy drivers ran 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.

To enable the Council to work towards the Plan outcomes, a Year Ahead Delivery Plan, attached at Appendix 2, had been developed, setting out

the key activities to be delivered over the next year (April 2025 – March 2026). There were 116 priority actions, milestones and measures alongside a further twelve social care measures in the Year Ahead Plan.

To ensure that the Council Plan was managed effectively, six-monthly progress reports would be produced for Cabinet and made publicly available. The reports would 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 would have annual updates on the long-term measures of success as the majority of these were published annually. It was proposed that the first Council Plan 2025-30 mid-year progress report, covering the period April 2025 to September 2025, be reported to Cabinet in January 2026.

During the meeting Cabinet Members highlighted achievements relating to their portfolios from the previous plan and highlighted the outcomes that would be worked towards as part of the new plan:

Councillor Taylor, Cabinet Member for Transport, Jobs and the Local Economy highlighted the vast improvements to the brought roads, the government investment that had been secured, the opening of the Forge Island development and the success of the Employment Solutions Team. The new Plan would cover the development of Wath Library, Riverside Gardens and Rotherham Market. £300k would be invested in community facilities and work would start on the Health Hub for the Town Centre. Support would be provided for 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.

Councillor Cusworth, Deputy Leader and Cabinet Member for Children and Young People, highlighted the millions of pounds of investment in Children's services and the high quality services provided by the Family Hubs network. The Children's Capital of Culture initiative was well underway and successful. Further, an additional 50 school places had been created for children with additional needs. Councillor Cusworth highlighted some of the activity in the new plan that would support Children and Young People. This included ensuring 90% of families registered their children with the Family Hubs network within 6 months of birth; the completion of the work on the Special Educational Needs and Disability Centre at the Eric Manns Building and the delivery of Independent Travel Training to at least 30 children and young people. Work would also be undertaken to improve play areas, improve the time taken to issue Education, Health and Care Plans and to deliver Baby Packs.

Councillor Allen, Cabinet Member for Housing, noted the ambitious Council Homes Delivery Programme which had achieved over 650 new homes across the borough, against a target of 1000 by 2027. High quality homes had been delivered in the Town Centre. Work had also been done to reduce the number of homeless people staying in hotels. The Council

had also received the Northen Housing Award for Best Affordable Housing Development for the East Herringthorpe 'No Gas' Scheme. As part of the new Plan, a new Housing Allocation Policy would be agreed, and work would start or be completed on a number of new housing developments.

Councillor Baker-Rogers, Cabinet Member for Adult Social Care and Health, welcomed the activities and themes within the new Council Plan. Reflecting on the previous plan she noted the success of the Baby Pack initiative and the improvements in Health Visitor checks and Adult Social Care visits. Key activities from the new Plan that were highlighted included supporting 1000 residents to set a quit smoking day; the start of work on the Town Centre Health Hub and improvements to Rothercare. Councillor Baker-Rogers also confirmed that the building work for the Castle View Day Service would be completed in 2026.

Councillor Alam, Cabinet Member for Finance and Safe and Clean Communities, highlighted the activities related to keeping residents safe such as agreeing a new Community Safety Strategy and tackling hate crime and anti-social behaviour. Work would also be undertaken to issue a minimum of 60 fixed penalty notices for fly tipping.

The report was considered by the Overview and Scrutiny Management Board (OSMB), who advised that the recommendations be supported. Concerns had been raised around the consultation process, the lack of prominence of children's services in the consultation and overflowing bins. Additional concerns were raised around how to engage with the South Yorkshire Mayor. As a result of the discussions, OSMB requested:

- A schedule of when bins were emptied in each ward of the authority, including details of how many times those bins have been missed and why they have been missed.
- That consideration be given to widening the consultation process for future significant projects including:
 - A suggestion to consider utilising members in their ward capacity to support consultations.
 - Another suggestion to consider was the collection of consultees postcodes to give an indication of which area of the borough they were from.

Resolved:

That Cabinet:

1. Recommend to Council that the Council Plan 2025-30 be approved.
2. Agree the Year Ahead Delivery Plan for 2025-26.
3. Note that future progress reports will be presented to Cabinet in

January and July 2026.

159. ROTHERHAM ROADS PROGRAMME 2025/26

Consideration was given to the report which detailed the current strategy for the management and maintenance of Rotherham's Highways and the positive impact the recent Council funding had had on the highway network. The report also described the current performance, both in terms of the condition of Rotherham's highways and in terms of the delivery of highways maintenance services.

The additional investment in Rotherham's roads was making a real improvement to the highway network. This was evidenced by the improvement in the condition of the estate roads and classified network and a continued reduction in the number of potholes reported and highway claims received against the Council.

Prior to the meeting an updated version of Appendix 1, the Rotherham Highway Repair Programme 2025-26, had been circulated. During the meeting, the Assistant Director of Community Safety and Street Scene highlighted the positive impact of the investment in the highway network. The previous additional investment in the maintenance of unclassified roads had seen the condition of the unclassified network improve to better than National Average. The Department for Transport's current published National Average condition for unclassified roads showed 17% required repair in March 2024 (most current). In the same month Rotherham's unclassified road Network was reported as 12.69% requiring repair. The Council's unclassified network was over 770km long and the percentage of the unclassified network that required repair was currently measured at 11.1% (December 2024).

Members had been invited to provide their suggestions regarding which unclassified roads in their wards they would like to see repaired. Nominations received by 31 March 2025 had been assessed against the matrix criteria and those meeting the criteria were included on the Indicative Highway Repair Programme.

The Leader noted that significant investment and resulting progress on this matter.

Resolved:

That Cabinet:-

1. Agree the strategic approach to the management and maintenance of Rotherham's Highways and approve the Indicative Highway Repair programme.
2. Agree that a delegation be provided to the Strategic Director of Regeneration and Environment to approve - in consultation with

the Cabinet Member for Transport, Jobs and the Local Economy - any further amendments required to the Indicative Highway Repair programme.

3. Agree that for any additional in year funding provided to deliver highways repairs, the Strategic Director for Regeneration and Environment, in consultation with the Cabinet Member for Transport, Jobs and the Local Economy, may utilise that funding in accordance with the strategic approach to the Management and Maintenance of Rotherham's Highways as laid out in this report.

160. 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.

161. DATE AND TIME OF NEXT MEETING

The next meeting of the Cabinet would be held on Monday 9 June 2025 at 10.00am.

Prior to the conclusion of the meeting, Cabinet recorded its thanks to Councillor Allen and Councillor Taylor who would be stepping down from Cabinet on 21 May 2025. The Leader stated that both had served with distinction in what was a very hard job. Councillor Steele expressed his thanks to the outgoing Cabinet Members, on behalf of himself and of Overview and Scrutiny.

Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Update on the Family Help Strategy in relation to The Families First Partnership (FFP) Programme Guide.

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

Yes

Strategic Director Approving Submission of the Report

Nicola Curley, Strategic Director of Children and Young People's Services

Report Author(s)

Kelly White, Assistant Director Family Help

Ward(s) Affected

Borough-Wide

Report Summary

The Early Help Strategy: Family Help in Rotherham 2024-2029, approved by Cabinet in March 2024, was developed in response to revised government guidance, including the Department for Education (DfE) new edition 'Working Together to Safeguard Children December 2023'.

Following the launch of the Early Help Strategy: Family Help in Rotherham 2024-2029 in November 2024, the government published 'Keeping Children Safe, Helping Families Thrive'. This policy statement set out the Government's ambitious approach to rebalancing the children's social care system toward earlier intervention through Family Help.

In February 2025, the Government published the grant determination for the Children's Social Care Prevention Grant for 2025-26 (RMBC allocation £2.083m). This new grant is specifically for direct investment in additional prevention activity for children and families through the implementation of Family Help and Child Protection reforms. It is intended to fund local authorities to deliver against the planned new legislative duties. This is in addition to the Children and Families Grant, which is now mainstreamed funding, initially for the Supporting Families programme and intended to enable continuation of existing prevention services.

In March 2025, the Government published the Families First Partnership Programme Guide. The aim of the programme is to support safeguarding partners to implement

Family Help and multi-agency child protection reforms and make greater use of Family Group Decision Making. The programme guide describes the vision and objectives and sets out the practice change government expect to see to improve the support provided to children and their families. The timeline for delivery of the transformation is ambitious, with significant progress anticipated within this financial year.

This report provides an update on the published guidance and requests approval of the governance structure for the management, oversight and scrutiny of the Families First Partnership Transformation Programme, in accordance with the requirements of the Families First Partnership Programme Guide, Children's Wellbeing and Schools Bill 2024, Working Together to Safeguard Children 2023 and the Children's Social Care: national framework.

The report also requests agreement to delegate authority to the Strategic Director, Children and Young People's Services in consultation with the Lead Member, Children and Young People and the Assistant Director Financial Services to determine the use of the new Children's Social Care Prevention Grant in line with the expectations set out in the Families First Partnership Programme Guide.

Recommendations

That Cabinet:

1. Note the expectations outlined in the Families First Partnership Programme Guide issued in March 2025.
2. Agree to the establishment of the governance structure for the management, oversight, and scrutiny of the Families First Partnership Transformation Programme and delegate approval of Terms of Reference to the Chief Executive in Consultation with the Leader and the Lead Safeguarding Partners.
3. Approve the use of the new Children's Social Care prevention grant to deliver transformation activity (30%), increased direct delivery of family help (50%), practice development, workforce development and ICT development (15%) and children and family voice (5%) as described in 2.15.
4. Delegate authority in line with recommendation 3 (above) to the Strategic Director, Children and Young People's Services in consultation with the Lead Member for, Children and Young People and the Assistant Director Financial Services.
5. Agree to receive a further update in November 2025 detailing the progress towards the expectations outlined in the Families First Partnership Programme Guide and expenditure of the Children's Social Care Prevention Grant.

List of Appendices Included

- Appendix 1 – Family First Partnership Programme Governance
- Appendix 2 – Part A - Initial Equality screening Assessment form
- Appendix 3 – Early Help Strategy Carbon Impact Assessment

Background Papers

[The families first partnership programme guide](#) March 2025.

[Children's Social Care Prevention Grant Determination 2025 to 2026: draft](#) February 2025.

[Cabinet report - Early Help Strategy: Family Help in Rotherham 2024 – 2029. 18th March 2024](#)

[Early Help Strategy – Family Help in Rotherham 2024-2029](#)

[Working together to safeguard children 2023: statutory guidance](#)
[\(publishing.service.gov.uk\)](#)

[Children Act 2004 \(legislation.gov.uk\)](#)

[Guide for children and young people: Stable Homes, Built on Love - GOV.UK](#)
[\(www.gov.uk\)](#)

[Children's social care: national framework - GOV.UK \(www.gov.uk\)](#)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

N/A

Council Approval Required

No

Exempt from the Press and Public

No

Update on the Family Help Strategy in relation to The Families First Partnership (FFP) Programme Guide

1. Background

- 1.1 The Early Help Strategy: Family Help in Rotherham 2024-2029, approved by Cabinet in March 2024, articulates Rotherham's vision for family help. The Strategy describes three areas of support for children and families. These are Universal and Community Family Help; Focused Family Help; and Specialist Family Help.
- 1.2 On 17 March 2025 Cabinet received an update on the progress made in year 1 of the Early Help Strategy: Family Help in Rotherham 2024-2029. Significant progress was achieved against Phase 1 in year one of the five-year Delivery Plan.
- 1.3 Cabinet noted the minimum expectations detailed in The Families First Partnership Programme: Initial guidance document issued in December 2024 and agreed to be provided with a further update in Autumn 2025 once further government guidance is received.
- 1.4 The Families First Partnership (FFP) programme guide published in March 2025 provides clear expectations for safeguarding partners to transform how support and protection are provided to families, focusing on early intervention and prevention to avoid crisis situations. It emphasises a whole-family approach, bringing together multi-disciplinary professionals to support families in overcoming challenges and remaining together. The programme also involves greater family network engagement and stronger multi-agency safeguarding arrangements.
- 1.5 The programme guide is not statutory guidance and does not replace existing statutory guidance, including Working Together to Safeguard Children 2023: or the Children's social care: national framework. Four chapters set out; the vision for transformation in family support, to rebalance the system away from crisis intervention and toward earlier help and support; delivery expectations for Family Help, multi-agency child protection and Family Group Decision Making; key principles and system enablers and the national delivery support offer.
- 1.6 Key aspects of the Families First programme include:
 - Early Intervention and Prevention: The programme prioritises supporting families early on to prevent issues from escalating.
 - Whole-Family Approach: Multi-disciplinary professionals work together to address family needs rather than focusing solely on individuals.
 - Multi-Agency Working: The programme encourages collaboration between various agencies to ensure families receive joined-up support.

- Strengths-Based Approach: Families are supported to recognise their strengths and build resilience, empowering them to participate in their own development.
- Family Networks: The programme promotes greater involvement of family members in decision-making and providing support.
- Stronger Safeguarding: The programme aims to improve safeguarding arrangements, including the role of education and improved information sharing.
- Local Multi-Disciplinary Family Help Services: These services bring together early help, child in need and child protection provision to provide seamless support, differentiated to meet diverse needs.
- Dedicated Child Protection Teams: The programme includes new, expert-led teams to protect children from harm, differentiated to meet diverse needs.

1.7 Following publication of the Families First Partnership Programme Guide in March 2025, Children and Young People's Services have worked with safeguarding partners to understand the required transformation in Rotherham.

2. Key Issues

2.1 In the first year of the strategy the Assistant Director for Family Help has led a working group including representatives from across Early Help and Children's Social Care. The working group reviewed current arrangements in preparation for design and implementation of an effective delivery model taking into consideration feedback and changes to government guidance and legislation.

2.2 On 17 March 2025 Cabinet received an update on the overall progress made in year 1 of the Early Help Strategy: Family Help in Rotherham 2024-2029. The update advised that when published, the Families First Partnership Programme would be reflected in the development of the strategy Phase 2 (2025/26) Implement and Deliver.

2.3 The Family First Partnership Programme requires a transformative journey, with key changes expected from April 2025 to March 2026 and beyond. The immediate focus includes maintaining regular operations while appointing a programme lead to steer the development of a strategic plan. This will involve publishing an updated threshold document and creating a digital platform to assist families and practitioners in navigating services.

2.4 A population needs assessment must be completed to inform the transformation, which will see multi-disciplinary teams collaborating with a particular emphasis on joining Family Help and Special Educational Needs and Disabilities (SEND). As the foundational steps take shape, longer-term

changes should aim to integrate Early Help Practitioners, and Social Workers into a unified Family Help Service, addressing needs from targeted early help to child protection. A Multi-Agency Child Protection Team (MACPT), should include Social Workers, Police Officers, Health Practitioners, and other specialists tailored to community needs.

- 2.5 The workforce is required to evolve with the creation of Family Help Lead Practitioners (FHLPs) and Lead Child Protection Practitioners. The revised threshold document will underpin updated practice frameworks and protocols. These frameworks will prioritise whole-family assessments, tailored plans for diverse needs, and efficient processes for allocation, step-up/step-down, and harm outside the home. Oversight arrangements will ensure consistent supervision for all FHLPs.
- 2.6 Family Help will adopt a relationship-based model, emphasising tailored support for families with complex or diverse needs, including those facing barriers such as disability, language, or mental health challenges. Efforts will include innovative engagement strategies and co-production with families to create meaningful support offers.
- 2.7 Front door arrangements will be reviewed to ensure they are non-stigmatising, with an integrated approach. Services will be co-designed with individuals from diverse and high-needs communities, ensuring engagement and support for families in challenging circumstances. Family Group Decision Making (FGDM) will be mandated, offering structured facilitation and training for practitioners.
- 2.8 The transformation will aim to use data-sharing agreements to facilitate tracking needs and outcomes across education, healthcare, social care, police, and other sectors. Case management systems will be unified, enabling proportionate access for all partners and supporting single-family assessments. The potential integration of Artificial Intelligence for risk and needs analysis will be considered.
- 2.9 To deliver the Families First Programme Transformation, Phase 2 of the Early Help Strategy: Family Help it is proposed that six workstream steering groups drive delivery of the programme. Strategic oversight will be provided through the establishment of the Families First Partnership Programme Delivery group and Executive Group. The workstreams will report into the Families First Partnership Programme Delivery Group chaired by the Director of Children's Services. The delivery group will report into the Rotherham Safeguarding Children's Partnership Group and the Families First Partnership Programme Executive Group. The Executive group will be chaired by the Chief Executive and will be responsible and accountable for implementation of the transformation within the Council. The Programme Guide is explicit that all final design and structures are a partnership responsibility and will ultimately be approved by the Lead Safeguarding Partners designated in Working Together to Safeguard Children 2023 (i.e. the Chief Executive of the Council, the Chief Executive of the ICB and the Chief Constable). Regular reports to Cabinet, Lead Safeguarding Partners and the Health and Wellbeing Board via Place Board will ensure

transparency. Appendix 1 provides an overview of the proposed governance structure for delivery of the Families First Programme Transformation, Phase 2 of the Early Help Strategy: Family Help.

- 2.10 The workstream steering groups will take responsibility for overseeing the population needs assessment, the review and refresh of the threshold document and associated practice guidance and protocols, Development of the Family Help service delivery model (including the Front Door, Early Help and Child in Need) differentiated to meet diverse needs, a Family Help digital offer, Multi-Agency Child Protection delivery model differentiated to meet diverse needs, an offer for Kinship Carers and Care Leavers and embed Family Group Decision Making.
- 2.11 Analysis of the population needs assessment and engagement with key the statutory partners will inform the workstream steering groups' development of the workforce required to deliver the vision for an integrated system of family help and multi-agency child protection. This will include responsibility for the creation of Family Help Lead Practitioners (FHLPs) and Lead Child Protection Practitioners, and the establishment of new roles and a robust workforce development offer for the expertise required to meet the identified diverse needs e.g. attendance/ inclusion, SEND, kinship carers and care leavers. Specific navigator roles may well be appropriate to meet need in these areas, as well as possibly specialist practitioners in a range of areas such as prevention of domestic abuse, mental health support and drug and alcohol services. This will be subject to the needs assessment and ongoing DfE requirements.
- 2.12 The workstreams are also responsible for the delivery of and arrangements for family voice and the implementation of appropriate information-sharing, development of unified case management systems and exploration of potential integration of Artificial Intelligence.
- 2.13 Local Authorities have been provided with a Children's Social Care Prevention Grant for 2025-26. This is for direct investment to support the implementation of Family Help and Child Protection reforms. It is intended to fund local authorities to deliver against the planned new legislative duties. The grant can be used to buy in dedicated resource from partners, such as secondment arrangements, to support the development of the delivery plan and ongoing transformation. Plans should also consider expenditure, including transformation spend and resourcing a new/expanded team within the Council.
- 2.14 The Government recognises that every grant recipient, with their partners, are approaching these reforms from a different starting point and consequently, the proportion of transformation (including design) versus services spend in 25/26 will vary. Grant recipients are expected to spend around 30% of the funding on transformation activity to establish the right conditions for effective and sustainable practice and service change. The remainder of the grant should be spent on new prevention service delivery, alongside the Children and Families Grant.

2.15 The 30% spend on transformation activity (approximately £600,000) would include undertaking a joint family help needs analysis, stakeholder engagement and co-production of service delivery models. To establish the right conditions for effective and sustainable practice and service change it is anticipated a transformation team will be required. Learning from pathfinders indicates the transformation team should include (but not be limited to) a strategic lead, a senior project transformation lead, a project manager, secondment opportunities for key partners e.g. health, police, education, voluntary sector and commissioning, finance, HR, and performance resource.

2.16 It is envisaged that 50% of the grant (approximately £1 million) will be spent on direct delivery of family help including the development of new roles and interventions, 15% of the grant (approximately £300,000) will be spent on practice development, workforce development and ICT development and 5% of the grant (approximately £100,000) will be spent on children and family voice. Direct delivery of family help will include required changes to the integrated front door and multi-disciplinary teams in preventative services; increased access to family decision making meetings; changes to enable multi-agency child protection services to be implemented; support to the graduated response for kinship services; early intervention activity around ensuring children are in education settings; early intervention support to children with additional needs; and work around any practice model changes once these are determined by the multi-agency partnership.

2.17 The Children and Families Grant comprises previous Department for Education grants including Supporting Families. The Children and Families grant is intended to enable continuation of existing prevention service delivery.

2.18 The timeline for delivery of the transformation is ambitious, with significant progress anticipated within this financial year. Grant recipients must provide regular information to DfE, including local data, to provide assurance and support understanding of transformation and delivery progress against the objectives. Data collection will be conducted quarterly, starting June 2025.

2.19 More details will be published in guidance; however, reporting requirements will include the following:

- Detail on the Family Help workforce
- Information on the children benefiting from Family Help and child protection services
- Number of FGDM meetings offered prior to/at the 'letter before proceedings' to parents/those with parental responsibility; number of meetings facilitated after the offer is made
- A quarterly breakdown of expenditure, detailing costs across transformation activity, service design and service delivery.

2.20 Delegation of authority to determine the use of the new Children's Social Care Prevention Grant in line with the expectations set out in the Families First Partnership Programme Guide would provide the ability to implement the transformation within the ambitious timeline.

3. Options considered and recommended proposal

3.1 Cabinet is asked to note the expectations outlined in the Families First Partnership Programme Guide issued in March 2025.

3.2 Cabinet is asked to agree the governance structure for the management, oversight, and scrutiny of the Families First Partnership Transformation Programme, phase 2 of the Early Help Strategy: Family Help in Rotherham 2024-2029. This will provide a clear structure with defined responsibilities and accountability for the delivery of this phase of the Early Help Strategy, including the Families First Partnership Transformation programme. This will ensure the Council is compliant with the recent legislative and policy change and is able to deliver its commitment in line with best practice to ensure effective services are in place for all children and young people in the Borough.

3.3 Cabinet is asked to delegate authority to the Strategic Director, Children and Young People's Services in consultation with the Lead Member, Children and Young People and the Assistant Director Financial Services to determine the use of the new Children's Social Care Prevention Grant in line with the expectations set out in the Families First Partnership Programme Guide. This will ensure robust and timely allocation of the grant to deliver the transformation programme within the period specified.

3.4 The alternative option is not to note the expectations or agree the governance and delegated authority to enable delivery of the programme. This would result in non-compliance with the government's legislative and policy requirements including the statutory guidance on multi-agency working to help, protect and promote the welfare of children. This is likely to result in underutilisation of the grant funding provided to support this transformation. This option is not recommended.

4. Consultation on proposal

4.1 Engagement and consultation with Public Health, Finance, HR, Marketing and Communications and Children and Young People's Service representatives has informed the interpretation of the guidance documentation and proposed governance.

4.2 The Safeguarding Partners have been briefed; they are supportive of the proposed governance. A further development session is planned to inform membership of the workstream steering groups.

5. Timetable and Accountability for Implementing this Decision

- 5.1 Rotherham Safeguarding Children's Partnership Development session to take place in May.
- 5.2 Inaugural meeting of the Family First Partnership Programme Delivery Group in June following Cabinet approval.
- 5.3 Inaugural meeting of the Family First Partnership Programme Executive Group in June/ July following Cabinet approval.
- 5.4 Funding released to enable appointment to key transformation roles/functions following Cabinet approval in June.
- 5.5 Inaugural meetings of the workstream steering groups to take place in June. Progress against the required delivery is monitored by the Family First Partnership Programme Delivery Group.
- 5.6 A further update on the delivery of Phase 2 of the Early Help Strategy: Family Help including the Families First Programme Transformation, will be brought to Cabinet as planned in the Autumn.

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct procurement implications arising from the recommendations detailed in this report.
- 6.2 The Council has been allocated £2.083m children social care prevention grant in 2025/26. The grant is ringfenced for direct investment in additional prevention activity for children and families through the implementation of Family Help and Child Protection reforms. The grant should be used alongside the existing Children and Families grants (inclusive of Supporting Families funding), which will enable continuation of existing prevention services.
- 6.3 In accordance with the draft grant determination letter, the £2.083m funding should be used for the following activities:
 1. **Transformation** – the council is allowed to spend (as one-off and/or set up costs) a proportion of the funding (maximum of 30%) on transformation activity to increase readiness for system change, which would include the following: (1) establishing a transformation team including but not limited to a strategic lead, a senior project transformation lead, a project manager, secondment opportunities for key partners and commissioning, finance, HR and performance resource. (2) Buy-in dedicated resource from partners e.g. health, police, education, voluntary sector, such as secondment arrangements, to support the development of the delivery plan.
 2. **Service Design** – the grant funding is allowed to be used for (1) undertaking a joint family help needs analysis to inform new service

delivery models; (2) stakeholder engagement (with local partners) to co-produce and design new service delivery models and strengthen multi-agency working and safeguarding arrangements. A diverse range of service users and practitioners are expected to be engaged in the co-design process.

3. **Service Delivery** - the grant is expected to be used across the full breadth of preventative services, including Early Help, Family Help, Family Networks, and child protection. Service delivery costs is expected to include additional workforce and commissioned services to enable the council to offer new and updated services for families and children, which meet the policy principles set out in the Programme Guidance. Paragraphs 2.7 to 2.12 provide an indication of some of the key service changes expected from April 2025 to March 2026 and beyond.

6.4 It should be noted that the focus in the first year would be on maintaining existing service delivery, whilst undertaking the necessary transformation and service design work (with local partners) to establish how existing services align with future delivery. DfE will expect a quarterly breakdown of expenditure, detailing costs across transformation activity, service design and service delivery.

7. Legal Advice and Implications

7.1 Section 7 of the Local Authority Social Services Act 1970 requires local authorities in their social services functions to act under the general guidance of the Secretary of State. Furthermore, under section 10 (8) and section 11 (4) of the Children Act 2004, local authorities are to have regard to any guidance given to them by the Secretary of State. It is under this legislation local authorities must also have regard to, Working Together to Safeguard Children, updated in 2023 which provides statutory guidance on how practitioners working with children, young people and their families should work together to ensure children and young people remain safe from harm. In addition, Children's Social Care National Framework, Dec 2023 sets guidance on the purpose, principles for practice and expected outcomes of children's social care.

7.2 Further statutory guidance was provided in November 2024, Keeping Children Safe, Helping Families Thrive that focused on keeping families together and children safe as well exploring to make the care system In December 2024, The Children's Wellbeing and School Bill was introduced. The key policy changes include measures around family group decision making, multi-agency child protection teams, strengthening the role of education within the multi-agency safeguarding arrangements, information sharing and consistent identifiers.

7.3 The Families First Partnership (FFP) programme guidance, March 2025 whilst it is not statutory guidance, builds on the foundations already in place thorough the requirements of Working Together and the National Framework and sets out the practice change the government expects to see to improve the support provided to children and their families. The key policy changes,

set out in the Children's Wellbeing and School Bill 2024, have also been included in the FPP.

7.4 In view of legislation and statutory guidance that local authorities ought to have regard to, it is to be noted that there would need to be exceptional reasons for not doing so. Considering the proposals set out above, there are no legal implications that arise by following the recommendations set out at 3.1 – 3.3.

8. Human Resources Advice and Implications

8.1 HR will continue to provide support and advice where changes may be required or the introduction of new posts.

9. Implications for Children and Young People and Vulnerable Adults

9.1 The aim of the Families First Partnership Programme is to support safeguarding partners to implement Family Help and multi-agency child protection reforms and make greater use of Family Group Decision Making. Government expects to see improved support provided to children and their families. The programme aligns with the key local partnership priorities and plans including Rotherham Metropolitan Borough Council Plan 2022/25, Rotherham Safeguarding Children Partnership plan and associated strategies, Rotherham Health and Wellbeing Plan and Rotherham Health and Social Care Place Plan.

9.2 In delivering the expectations outlined in the Families First Partnership (FFP) programme guide, safeguarding partners will transform how support and protection are provided to families, focusing on early intervention and prevention to avoid crisis situations. This will emphasise the whole-family approach embedded in Rotherham practice, bringing together multi-disciplinary professionals to support families in overcoming challenges and remaining together.

10. Equalities and Human Rights Advice and Implications

10.1 As this is a progress update, there are equality implications, but equality and diversity will continue to be considered and monitored as part of the strategy.

A Part A Initial Equality Screening Assessment is attached as Appendix 2.

11. Implications for CO2 Emissions and Climate Change

11.1 Implications included in the Carbon Impact Assessment (Appendix 3).

12. Implications for Partners

12.1 These are referred to in the report.

13. Risks and Mitigation

13.1 These are referred to in the report.

14. Accountable Officers

Kelly White – Acting Assistant Director, Early Help & Business Support

Approvals obtained on behalf of Statutory Officers: -

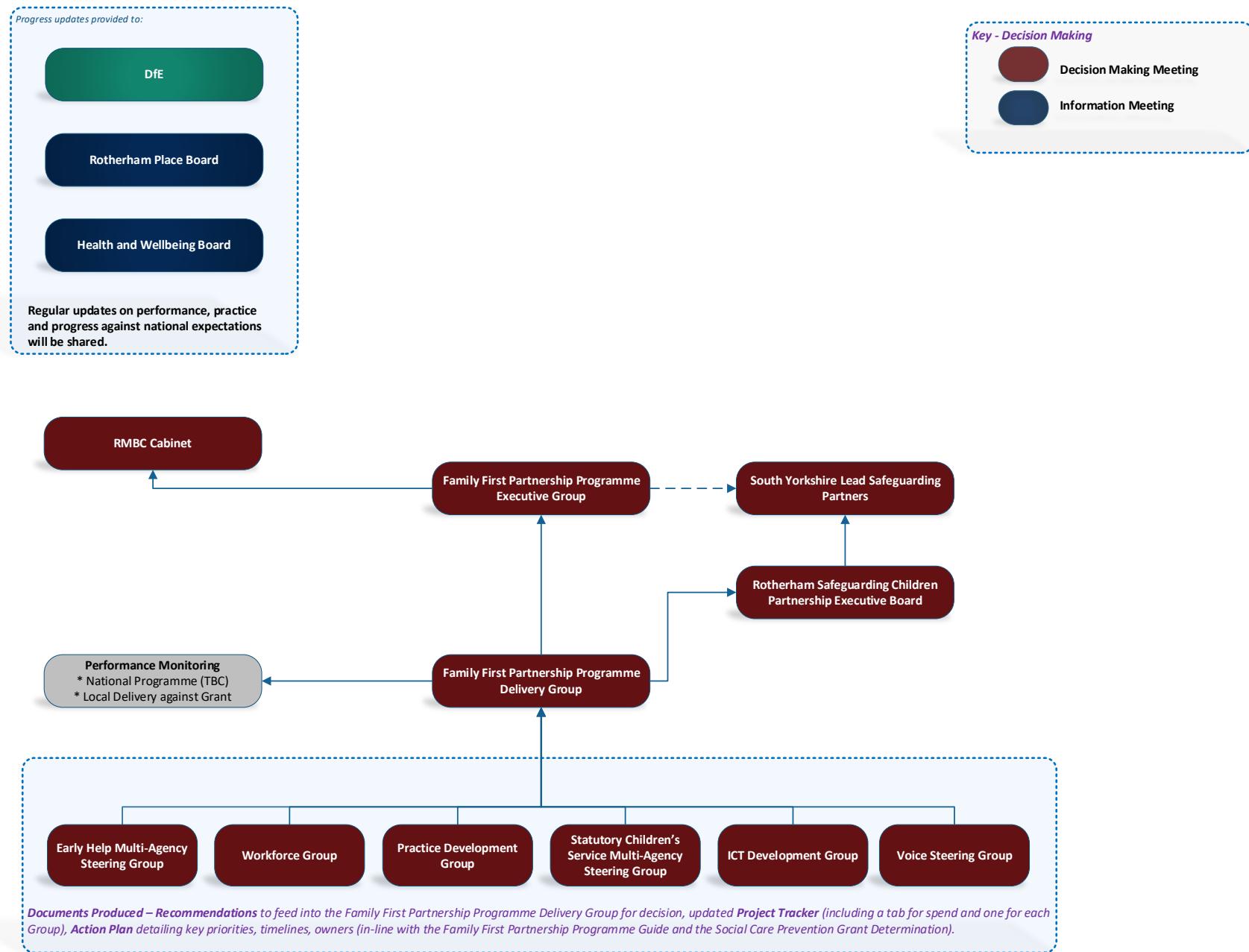
	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/2025
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	15/05/2025
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	15/05/2025

Report Author: Kelly White, Acting Assistant Director Early Help and Family Engagement kelly.white@rotherham.gov.uk

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

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Family First Partnership Programme Governance



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PART A - Initial Equality Screening Assessment

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title	
Title: Update on the Family Help Strategy in relation to The Families First Partnership (FFP) Programme Guide	
Directorate: CYPS	Service area: Family Help
Lead person: Kelly White – Assistant Director, Family Help	Contact: 01709 822318
Is this a: <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <input type="checkbox"/> Strategy / Policy </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Service / Function </div> <div style="text-align: center;"> <input type="checkbox"/> Other </div> </div>	
If other, please specify	

2. Please provide a brief description of what you are screening	
<p>The Early Help Strategy: Family Help in Rotherham 2024-2029, approved by Cabinet in March 2024, was developed in response to revised government guidance, including the Department for Education (DfE) new edition 'Working Together to Safeguard Children December 2023'.</p> <p>Following the launch of the Early Help Strategy: Family Help in Rotherham 2024-2029 in November 2024, the government published 'Keeping Children Safe, Helping Families Thrive'. This policy statement set out the Government's ambitious</p>	

approach to rebalancing the children's social care system toward earlier intervention through Family Help.

In February 2025, the government published the grant determination for the Children's Social Care Prevention Grant for 2025-26. This grant is for direct investment in additional prevention activity for children and families through the implementation of Family Help and Child Protection reforms. It is intended to fund local authorities to deliver against the planned new legislative duties. This grant does not replace the Children and Families Grant, which comprises previously Department for Education grants including Supporting Families and are intended to enable continuation of existing prevention services.

In March 2025, the government published the Families First Partnership Programme Guide. The aim of the programme is to support safeguarding partners to implement Family Help and multi-agency child protection reforms and make greater use of Family Group Decision Making. The programme guide describes the vision and objectives and sets out the practice change government expect to see to improve the support provided to children and their families. The timeline for delivery of the transformation is ambitious, with significant progress anticipated within this financial year.

This report provides an update on the published guidance and requests approval of the governance structure for the management, oversight and scrutiny of the Families First Partnership Transformation Programme, and delegation to the Strategic Director, Children and Young People's Services in consultation with the Lead Member, Children and Young People and the Assistant Director Financial Services to determine the use of the new Children's Social Care Prevention Grant, in accordance with the requirements of the Families First Partnership Programme Guide, Children's Wellbeing and Schools Bill 2024, Working Together to Safeguard Children 2023 and the Children's Social Care: national framework.

Any significant changes to services and/ or workforce as part of the delivery of the transformation programme would be subject to further approval.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		x
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		x
Has there been or is there likely to be an impact on an individual or group with protected characteristics? <i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>		x
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>		x
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>		x
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		x
If you have answered no to all the questions above, please explain the reason		
This is a progress update report and so has no equality implications. Equality and diversity will continue to be monitored, and the governance and delegated authority proposed in this paper would enable commissioning of a population needs assessment to inform the transformation. This would ensure that the needs of diverse groups and individuals are considered throughout delivery of the transformation.		

If you have answered **no** to **all** the questions above please complete **sections 5 and 6.**

If you have answered **yes** to any of the above please complete **section 4.**

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation. Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

<ul style="list-style-type: none"> • How have you considered equality and diversity? 	
<ul style="list-style-type: none"> • Key findings 	
<ul style="list-style-type: none"> • Action 	
Date to scope and plan your Equality Analysis:	N/A
Date to complete your Equality Analysis:	N/A
Lead person for your Equality Analysis (Include name and job title):	N/A

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Nicola Curley	Strategic Director, Children & Young Peoples Service	29/04/2025

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of **all** screenings 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 screening completed	30 th April 2025
Report title and date	Update on the Family Help Strategy in relation to The Families First Partnership (FFP) Programme Guide
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	9 th June 2025
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	1 st May 2025

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?	None	None	None	None	None
Emissions from transport?	Increase	New face to face meetings of groups established through proposed governance may require members to travel.	External partners may also need to travel to proposed governance meetings.	Use of Microsoft Teams reducing the requirement to travel will be considered. Meetings will be located in central building to encourage the use of public transport. Car sharing will be promoted.	Council officer travel is included with the council's net zero 2030 greenhouse gas emissions accounting.
Emissions from waste, or the quantity of waste itself?	None	None	None	None	None
Emissions from housing and domestic buildings?	None	None	None	None	None
Emissions from construction and/or development?	None	None	None	None	None

Carbon capture (e.g. through trees)?	None	None	None	None	None
Identify any emissions impacts associated with this decision which have not been covered by the above fields:					
None identified.					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?
While the proposed programme of works does not have any direct impacts on resilience to climate change, supporting families could contribute to families' broader resilience, including their capacity to deal with the impacts of climate change.

Provide a summary of all impacts and mitigation/monitoring measures:
The principal climate impact resulting from this decision is increased transport emissions related to attendance of meetings by council offices and partner organisations. To mitigate this, the use of Microsoft Teams will be considered to remove the need to travel. Where meetings are considered necessary, they will be located in central building to encourage the use of public transport. Car sharing will be promoted.

Supporting information:	
Climate Impact Assessment Author	Helen Sweaton Joint Assistant Director, Commissioning & Performance Commissioning & Performance Children and Young People's Services
Please outline any research, data or information used to complete this Climate Impact Assessment.	None
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.	None
Validation	Tracking Reference: CIA458 Katie Rockett Climate Change Officer

Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Finance Update

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

Yes

Strategic Director Approving Submission of the Report

Judith Badger, Strategic Director of Finance and Customer Services

Report Author(s)

Rob Mahon – Assistant Director Financial Services

Rob.Mahon@rotherham.gov.uk

Natalia Govorukhina – Head of Corporate Finance

Natalia.Govorukhina@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

This report provides an update to Cabinet on a number of financial matters. The report is provided as an interim update for Cabinet, following on from the approval of the Budget and Council Tax 2025/26 report at Council on 5 March 2025 and in advance of the Financial Outturn 2024/25 report and May Financial Monitoring 2025/26 report to be submitted to Cabinet in July 2025.

This report also provides an update on the Council's administration of the Local Council Tax Support Top Up payments.

Recommendations

That Cabinet:-

1. Note the update on the revenue budget financial outturn 2024/25.
2. Note the Council's progress on the delivery of the Local Council Tax Support Top Up payment.

List of Appendices Included

Appendix 1 – Initial Equality Screening Assessment (Part A)

Appendix 2 – Carbon Impact Assessment

Background Papers

Budget and Council Tax Report 2024/25 to Council on 28 February 2024

December Financial Monitoring Report to Cabinet 10 February 2025

Budget and Council Tax Report 2025/26 to Council on 5 March 2025

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Finance Update

1. Background

- 1.1 This report is provided to update Cabinet on a number of financial and budget matters following on from the approval of the Budget and Council Tax 2025/26 report at Cabinet on 10 February 2025 and at Council on 5 March 2025.
- 1.2 The report provides an interim update to Cabinet in advance of the more detailed Financial Outturn 2024/25 and Financial Monitoring 2025/26 reports which will be submitted to Cabinet on 7 July 2025.

2. Key Issues

2.1 Revenue Budget Financial Outturn 2024/25

- 2.1.1 The Financial Outturn 2024/25 report to Cabinet in July 2025 will set out the full details of expenditure against budget for 2024/25, revenue and capital, along with an updated analysis of revenue reserves and an updated position of the Capital Programme.
- 2.1.2 The Financial Monitoring Report 2024/25 submitted to Cabinet on 10 February 2025 was based on the financial monitoring position as at December 2024, which outlined that the Council anticipated an overspend of £3.1m. This forecast position was also outlined in the Budget and Council Tax 2025/26 report which was submitted to the same Cabinet meeting and to Council on 5 March 2025. The overspend was to be funded from Reserves as approved at Council as part of the Budget and Council Tax 2025/26 report. However, the report noted that the Council's intention was to further improve that outturn position in the remainder of the financial year, if possible, to help reduce the call on reserves.
- 2.1.3 The actual financial outturn position reflects an overspend of £0.3m for the financial year 2024/25. This position includes a final overspend of £12.8m across the core directorates services, however, the directorate overspend was partially offset by the planned £6.9m corporate budget risk contingency within Central Services approved within the Council's Budget and Council Tax Report 2024/25. Taken with savings delivered from the Council's Treasury Management Strategy, the final underspend in Central Services was £12.5m, which reduced the Council's overall outturn to a £0.3m overspend. This was an improvement of £2.8m from the December Financial Monitoring reported to February Cabinet, as service areas delivered savings ahead of year-end, maximised grant allocations, improvements in income were recognised and the Council generated further savings in Treasury Management.

2.1.4 The main reasons for the improvement in the Directorate outturn position are as follows, though more detailed narratives will follow in the Financial Outturn report to Cabinet in July 2025:

- Children & Young People Services' overspend for the year of £5.0m is lower (by £0.4m) than the position reported in December 2024. The reduction is due to increased staffing vacancies and maximising the use of grant funding to support the directorate's position. The reported position is inclusive of recovery plan savings implemented since Autumn 2024 and achieved without adverse impact on services.
- Adult Care, Housing & Public Health overspend has increased by £0.2m to £6.2m, as additional staffing costs and placement costs were offset by slippage in some Public Health programmes.
- Regeneration and Environment Services' outturn position has decreased, with a final outturn of £3.2m; £1.7m lower than December's forecast. This position is due to various improvements across the Directorate, particularly due to increased income, grant maximisation and lessening of key overspends such as Waste and Home to School Transport.
- Assistant Chief Executive underspend has increased by £0.2m to £0.5m due to vacancy control and maximisation of grant usage to support the overall Council position without adversely impacting service delivery.
- Finance and Customer Services underspend has increased by £0.3m to £1.1m due to maximisation of grants, further vacancies and work undertaken to reduce print and post costs in Corporate Services.

2.1.5 Central Services delivered an underspend of £12.5m resulting from the £6.9m corporate budget risk contingency approved within the Council's Budget and Council Tax Report 2024/25, along with savings made in year from the Treasury Management function.

2.1.6 The improvement in the treasury outturn position reflects the Council's approach to only borrow for cash flow purposes when required and maximise the benefits of the local authority lending market. It is also linked to slippage on the Capital Programme that has reduced the need to borrow during 2024/25.

2.1.7 The improvements in the Directorate forecast outturns represent a positive direction of travel for the Council's finances and a significant improvement from the £3.1m forecast overspend reported in the December Financial Monitoring to Cabinet in February. This prudent financial management will be important in managing future budget pressures given the known volatility in external factors and key financial challenges that were highlighted in the Council's Budget and Council Tax Report 2025/26. This improved position means the Council's Reserve balances also remain stronger than had been

projected when setting the 2024/25 and 2025/26 revenue budgets, this helps to ensure the Council has a robust financial position.

2.1.8 The Council's Budget and Council Tax report 2024/25 included the delivery of £9.904m savings, to be delivered across the Directorates. The Council can confirm that £5.002m of delivery has been secured in year. The biggest challenge on delivery related to CYPS Placements which has resulted in the Council being unable to fully deliver it's savings programme by 31st March 2025.

Table 1: Delivery of Savings agreed as part of the 2024/25 Budget and MTFS

Directorate	2024/25 Plan (Total Permanent and Temporary)	2024/25 Total delivered	Variance To Be Delivered in 2025/26
	£000	£000	£000
ACHPH	1,998	1,998	-
CYPS	5,850	1,059	4,791
R&E	1,411	1,300	111
FCS & ACX	645	645	-
Total Savings	9,904	5,002	4,902

2.1.9 Children in Care placement savings within CYPS have not been delivered due to the following factors:

- The number of external residential care placements is higher than planned for the year, with costs exacerbated by a number of unexpected high tariff and costly placements in the year;
- The in-house residential programme is behind planned schedule due to planning issues and subsequent delay in adaptation works to properties.

2.10 Children in Care placement projections for 2025/26 are currently being reviewed with operational leads which should give a clearer position on the timeframe for delivering this saving in full.

2.11 The economic climate during 2024/25 remained challenging. Inflation has reduced significantly; however, this doesn't mean that prices are falling, just that the rate of increase is slowing, and higher prices have become embedded in the Council's base costs. These financial challenges are being regularly reviewed as part of the Council's ongoing Medium Term Financial Planning.

2.2 CYPS Fostering Allowances and Skills Payments 2025/26

2.2.1 Fostering Allowances are statutorily uplifted annually each year by Government and for 2025/26 the confirmed uplift rate is 3.55%. This uplift will result in an increase in the following payments: Foster Care Allowances, Special Guardianship Orders, Child Arrangements Orders and Adoption Allowances. The total uplift cost is estimated at £341k, which compares favourably to the inflation cost (£669k) agreed for 2024/25 - based on a 6.88% uplift rate.

2.2.2 In addition, it was agreed at Cabinet in October 2022 that the skills payments annual uplift would also be uplifted at the same rate as the Fostering Allowances. As a result, skills payments would be uplifted in 2025/26 by 3.55% at a cost of £58k.

2.2.3 In addition to the above, budget provision was made for inflation on CYPS LAC placement costs. Work is still ongoing with residential care home and fostering agency providers to confirm uplift rates for 2025/26. Whilst the outcome is largely unknown, early indication is that actual inflation uplift cost would be within the budget provision. This will be closely monitored through the Council's management of the Medium Term Financial Strategy.

2.3 Local Council Tax Support Top Up Scheme

2.3.1 Council approved, as part of the Council's Budget and Council Tax Report on the 5 March 2025, continuation of Local Council Tax Support Top Up Scheme to run during 2025/26. The scheme will provide an additional award during 2025/26 of up to £126.12 additional support to low income households most vulnerable to rising household costs, through reduced Council Tax bills. The application of the scheme includes all those becoming eligible up to and including 31 March 2026. The 2025/26 scheme has commenced and at the time of writing a total of £1.486m has been awarded across 14,632 accounts, with 12,681 of these accounts being reduced to nil. Those bill payers in receipt of this award have been provided with a Council Tax bill that shows the top up support from the Council along with a letter explaining the reason for the award.

2.3.2 The estimated scheme costs are between £1.7m and £1.9m. As agreed in the Budget Report to Council 5 March 2025, this will be funded by a combination of the Household Support Fund for 2025/26 and the Local Council Tax Support Grant Reserve.

2.3.3 The 2024/25 Local Council Tax Support Top Up scheme provided additional support of up to £121.96 to low income households most vulnerable to rising household costs, through reduced Council Tax bills. A total of £1.696m has been awarded across 17,422 accounts with 10,684 being reduced to nil in 2024/25.

3. Options considered and recommended proposal

3.1 This report is retrospectively updating on outcomes and outputs from the Councils revenue outturn position and a host of key schemes where the approach has already been approved by Cabinet.

3.2 Cabinet are asked:

1. That the update on the revenue budget financial outturn 2024/25 be noted.

2. That the Council's progress on the delivery of the Local Council Tax Support Top Up payment be noted.

No alternative options have been considered.

4. Consultation on proposal

4.1 Consultation with residents, business and partners was undertaken as part of the development of the 2024/25 budget setting and then again as part of budget setting for 2025/26.

4.2 Officers in relevant Council services along with VCS partners have been engaged in producing the recommended options for allocation of HSF.

5. Timetable and Accountability for Implementing this Decision

5.1 The report is mainly an update on a range of financial matters.

6. Financial and Procurement Advice and Implications

6.1 The financial implications are contained within the main body of the report.

6.2 There are no direct procurement implications arising from this report.

7. Legal Advice and Implications

7.1 There are no direct legal implications arising from this report.

8. Human Resources Advice and Implications

8.1 There are no direct HR implications with the content in this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 The report includes reference to the cost pressures on both Children's and Adult Social care budget.

10. Equalities and Human Rights Advice and Implications

10.1 The objectives for the use of Household Support Fund targets towards vulnerable households including families with children and people with disabilities. The fund will contribute to addressing economic and social inequalities. It will have a positive equalities impact. Equalities data will be collected as part of administering the programme of support.

10.2 An Initial Equality Screening Assessment (Part A) has been completed and is attached as Appendix 1.

11. Implications for CO2 Emissions and Climate Change

11.1 There are no direct climate change implications arising from this report.

12. Implications for Partners

12.1 The report includes reference to partnership working with the voluntary sector as part of the Household Support Fund.

13. Risks and Mitigation

13.1 Budget management and spending controls remain as set out within the Council's Financial and Procurement Procedure Rules.

14. Accountable Officers

Rob Mahon - Assistant Director, Financial Services

Approvals obtained on behalf of Statutory Officers:-

	Named Officer	Date
Chief Executive	Sharon Kemp	23/05/2025
Assistant Director, Financial Services (Deputy S.151 Officer)	Judith Badger	21/05/2025
Assistant Director, Legal Services (Monitoring Officer)	Phil Horsfield	21/05/2025

Report Author: *Natalia Govorukhina, Head of Corporate Finance*
Natalia.Govorukhina @rotherham.gov.uk

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

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Initial Equality Screening Assessment (Part A)

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an equality analysis.

1. Title		
Title: Finance Update		
Directorate: Finance and Customer Services	Service area: Finance	
Lead person: Rob Mahon	Contact number: 01709 254518	
Is this a:		
<input type="checkbox"/> Strategy / Policy	<input checked="" type="checkbox"/> Service / Function	<input type="checkbox"/> Other
If other, please specify		

2. Please provide a brief description of what you are screening

The Council has a framework of budgetary monitoring and reporting that ensures budget management is exercised within annual cash limits.

Each month the Budget Manager receives timely information on income and expenditure to enable them to fulfil their budgetary responsibilities. Following the review of the budget information, each budget manager provides a forecast of their projected outturn position on each service. The Strategic Director subsequently provides a consolidated forecast for their directorate to the Chief Finance Officer and relevant Cabinet Member.

A budget monitoring report, which includes an up-to-date outturn forecast, information about significant variances from approved budgets and proposals for

dealing with them, is submitted to Cabinet at least 6 times a year, culminating with the Council's Financial Outturn report.

Whilst the framework described above relates to revenue budgets, the capital programme is also similarly monitored and reported alongside the Council's revenue position.

The financial monitoring position report summarises the key variances for each directorate and considers the key financial pressures and risks.

This report is the penultimate financial report in the financial year, it sets out the Council's outturn position in brief as the full revenue outturn position is not presented to cabinet until July. The report also covers off any other key items to be noted at the time.

The report also references the use of the Household Support Fund (HSF) grant for Local Council Tax Support Top Up Scheme. The objective for the use of the HSF targets towards vulnerable households including families with children and people with disabilities. The fund will contribute to addressing economic and social inequalities. Equalities data will be collected as part of administering the programme of support. A complete equality analysis was completed as part of the HSF report which sets out the positive equalities impact of the fund.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		X
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		X
Has there been or is there likely to be an impact on an individual or group with protected characteristics? <i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>		X

Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>		X
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>		X
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		X
If you have answered no to all the questions above, please explain the reason		
Given that the revenue and capital budgets have been approved by Council in February each year, when equality assessments would have been considered at that time in respect of the budget proposals, there are no further issues in respect of equality and diversity.		

If you have answered **no** to all the questions above please complete **sections 5 and 6.**

If you have answered **yes** to any of the above please complete **section 4.**

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals prior to carrying out an **Equality Analysis**.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below and use the prompts for guidance.

- How have you considered equality and diversity?

N/A

- Key findings

N/A

- Actions

No further action or a full equality assessment is required.

Date to scope and plan your Equality Analysis: N/A

Date to complete your Equality Analysis: N/A

Lead person for your Equality Analysis (Include name and job title):	N/A
---	-----

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Rob Mahon	Assistant Director Financial Services	29/04/2025

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of **all** screenings 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 screening completed	29 April 2025
If relates to a Key Delegated Decision, Executive Board, Council or a Significant Operational Decision – report date and date sent for publication	Outturn 2024/25 Finance Update Report to Cabinet 9th June 2025
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	9 May 2025

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?	None				
Emissions from transport?	None				
Emissions from waste, or the quantity of waste itself?	None				
Emissions from housing and domestic buildings?	None				
Emissions from construction and/or development?	None				
Carbon capture (e.g. through trees)?	None				

Identify any emissions impacts associated with this decision which have not been covered by the above fields:

None – this report constitutes an update on previous activity.

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?

There are no specific impacts on resilience identified as part of this assessment. Significant new actions will be or have been subject to their own climate impact assessments.

Provide a summary of all impacts and mitigation/monitoring measures:

As this report is a financial update on previous events, updates on levels of funding moving forwards and doesn't approve anything directly to happen, it does not have any carbon implications.

Supporting information:	
Climate Impact Assessment Author	Natalia Govorukhina Head of Corporate Finance Financial Services Finance and Customer Services
Please outline any research, data or information used to complete this Climate Impact Assessment.	N/A
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.	N/A
Validation	Tracking Reference: CIA462 Louise Preston Climate Change Manager

Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Street Safe Team

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

Yes

Strategic Director Approving Submission of the Report

Andrew Bramidge, Strategic Director of Regeneration and Environment

Report Author(s)

Emma Ellis Head of Service Community Safety and Regulatory Services

Emma.ellis@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

This report outlines the progress and plans for the new Street Safe Team in Rotherham Town Centre and the principal towns. This initiative aims to provide a welcoming presence for visitors to the area. The team will undertake a broad range of duties which will include signposting or providing information to the public as well as identifying and addressing issues in relation to the general street scene, such as littering, by enhancing the existing enforcement presence. The service is also aimed at enhancing community safety and improving perceptions of safety in town centres. The report highlights the importance of collaboration, continuous training, and community engagement in achieving the goals of the Street Safe initiative.

Recommendations

That Cabinet:

1. Approve the proposed implementation plan.
2. Commit to receiving a further update in March 2026 once the Team has had time to be established and operational.

List of Appendices Included

Appendix 1 – Equality analysis
Appendix 2 – Carbon Impact assessment

Background Papers

Anti-social Behaviour, Crime and Policing Act 2014
Anti-social Behaviour, Crime and Policing Act 2014: Anti-social behaviour powers
Statutory guidance for frontline professionals, Home Office, March 2023

Consideration by any other Council Committee, Scrutiny or Advisory Panel
None

Council Approval Required

No

Exempt from the Press and Public

No

Street Safe Team

1. Background

- 1.1 In March 2025, as part of the 2025/26 Budget, Council approved the revenue investment to create a new Street Safe Team. The new team represents a significant investment with 10 new front-line officers fulfilling brand new roles alongside the required management resources. This will be embedded within the Community Protection and Environmental Health Team, working in partnership with a range of internal and external partners to improve feelings of safety and security in town and village centre areas by providing a visible, uniformed Council presence, with a particular focus on Rotherham Town Centre, alongside a presence in the principal towns of the borough.
- 1.2 The Team will provide a visible, welcoming and engaging presence in Rotherham Town Centre and the principal towns (Maltby, Dinnington, Wath and Swinton) in order to provide reassurance to the public, improve feelings of safety and act as the eyes and ears of the Council, proactively identifying issues and working with relevant departments or partner organisations to resolve them. The Team will be aware of the areas they are working in and the local services or facilities and able to provide information to the public whenever approached.
- 1.3 In addition to the proactive visible and engaging presence, the Team will also support directly the delivery of a range of Community Protection and Environmental Health services within specific neighbourhoods, including enforcement and regulation, providing regulatory advice and guidance while supporting the delivery of projects aimed at prevention and early intervention, specifically:
 - Provide a dedicated resource which will enforce Public Spaces Protection Orders (PSPO) and wider relevant legislation including the Environmental Protection Act.
 - Contribute towards the improvement of efforts to address anti-social behaviour and feelings of safety in and around the town centres.
 - Proactively network, support and intelligence gather from partners and other RMBC town centre services and resources.
 - Provide a visible presence in the target locations, focus upon priorities and determine a working pattern to ensure appropriate coverage for daytime, evening and weekend issues.
 - Identify and report issues in the areas the Team are deployed.
 - Provide advice and guidance when approached by members of the public.
 - Contribute to the delivery of the Town Centre Strategy.

2. Key Issues

- 2.1 The 'Street Safe Team' aims to improve feelings of safety and security in town and village centre areas by providing a visible, uniformed Council presence, with a particular focus on hot spot areas in the town centres across the Borough. The Team will work both inside and outside of normal working

hours as well as regular weekend working to ensure the service is present when needed.

- 2.2 As noted under the Council plan theme 'People are safe, healthy and live well', 'everyone deserves to feel happy, healthy and secure'. Reducing crime and the fear of crime is a key area of concern for the community, the Council and its partners and will contribute to people's feelings of safety in public spaces. Negative perceptions of the Town Centre are seen to have a significant impact on people choosing to spend time in the town centres and when they do, not fully enjoying the experience, which is improving as a result of the Council's focus on regeneration.
- 2.3 The 'Street Safe Team' will provide dedicated resources and the ability to deploy various powers to bolster enforcement and provide a welcoming and reassuring presence in the town centres. By being a highly visible presence, the Team will act as the eyes and ears of the Council and will be expected to identify and report issues where they are unable to intervene directly as well as understand thoroughly the areas they are working in and be able to advise and engage with members of the public who approach them.
- 2.4 The Team will focus on making best use of intelligence data and information in order to target resources and problem solve Community Safety issues. The Team will do this by increasing capacity for both preventative and responsive interventions such as building and coordinating local intelligence, dealing with street drinking, anti-social behaviour, parking enforcement, as well as enforcement for issues such as littering and wider environmental issues (commercial waste etc).
- 2.5 The Team will work alongside a range of partners including South Yorkshire Police to undertake joint operations, conduct high visibility patrolling, undertake enforcement and engage with members of the public and businesses.
- 2.6 The aim is to reduce both actual and perceived crime and increase feelings of safety. This was a significant factor in the recent consultation exercise for the Long-Term Plan for Towns submission, and reflected the priority given to the issue in the Council Plan consultation in 2024.
- 2.7 Alongside direct delivery, a communications plan is being established to promote the investment and refreshed focus as well as routinely promoting the work of the Team to improve perceptions of safety.
- 2.8 Specific duties and requirements to include:
 - Enforcing the terms of the Public Spaces Protection Order (PSPO) and wider relevant legislation.
 - Patrolling the Town Centre within the PSPO boundary.
 - Patrolling within other Principal Town Centres - Dinnington, Wath, Swinton and Maltby – with the opportunity to work more widely on a demand-led basis.

- Contribute towards the improvement and feeling of safety in and around the Town centre, Forge Island and pedestrian areas throughout the town centre.
- Pro-actively address street drinking, substance misuse and anti-social behaviour which may include developing cases for escalated enforcement such as injunctions or Criminal Behaviour Order's under Anti-social Behaviour, Crime and Policing Act 2014.
- Proactively network, support and Intelligence gather from other RMBC town centre services and resources.
- Conduct littering enforcement.
- Enforce relevant aspects of the Environmental Protection Act 1990.
- Maximise the proportion of available time providing a visible presence in the target locations, focus upon priorities and determine a working pattern to ensure appropriate coverage for daytime, evening and weekend issues.
- Identify and report issues in the areas the Team are deployed.
- Provide advice and guidance when approached by members of the public.

2.9 Recruitment and training

2.10 Whilst the roles will be required to fulfil the duties above, the Council are seeking candidates from a wide range of backgrounds and experience who will have excellent communication skills, the ability to manage conflict and experience of working with partners to achieve change.

2.11 The Street Safe officer roles will be offered at career progressive grades dependent on experience and this will offer a developmental opportunity for those with the right skills and approach to gain experience, knowledge and qualifications enabling progression. Officers will be offered the opportunity to undertake professional qualifications via the apprenticeship scheme currently operated within the service to encourage career development and progression within the service

2.12 The induction programme for new enforcement officers is designed to ensure thorough preparation, integration, and support for the new Team members who will be delivering new functions. The induction will span seven weeks, covering essential training, practical experience, partner collaboration, advanced skills, legal and technical training, and independent patrols. The programme aims to equip officers with the knowledge, skills, and confidence needed to perform their duties effectively and learning and development will continue to be reviewed and delivered as part of continuous professional development.

2.13 As Street Safe officers, they will be representing Rotherham Metropolitan Borough Council (RMBC) in all interactions with the community. Their conduct and attitude are essential to the success of the Team and the trust and respect of the public. Professionalism, empathy, and integrity should always guide their actions. Upholding these values will ensure that RMBC is seen as a supportive and effective presence in the community.

- 2.14 It is essential that Street Safe officers are able to articulate the plans and developments happening in the town centre and other principal towns when asked by members of the public, the ongoing training with internal partners from Events, Regeneration, Transport, Homelessness and Neighbourhoods Teams will ensure that the Street Safe Team are up to date with the most recent information. Regular Team Meetings will develop these relationships.
- 2.15 By combining thorough training, practical experience, partner collaboration, and continuous support, the programme aims to develop well-prepared, , and capable officers who can effectively, and confidently, contribute to community safety.

3. Options considered and recommended proposal

- 3.1 That Cabinet approve the proposed implementation plan and commit to receiving a further update in March 2026 once the Team has had time to be established and operational.

4. Consultation on proposal

- 4.1 Key stakeholders have been involved in the development of the induction programme and will be part of the recruitment and marketing of the roles

5. Timetable and Accountability for Implementing this Decision

5.1	Step 1: Interviews and assessment centre – (Multi agency)	13/06/2025
	Step 2: Potential start date (assuming 1 month notice)	14/07/2025
	Step 3: Training, onboarding and induction	14/07/25 - 31/08/2025
	Step 4: Team operational	01/09/2025

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct procurement implications associated with the recommendations detailed in this report.
- 6.2 On 5th March 2025 Council approved a £570k a permanent revenue budget investment as part of the Council's Budget and Council Tax Report 2025/26, to create this new Street Safe Team. Ongoing progress in relation to this budget investment will be reported to Cabinet, as part of the regular budget monitoring reports submitted to Cabinet.

7. Legal Advice and Implications

- 7.1 The legal implications in respect of the creating a new Street Safe Team are two-fold. The initial process of recruitment to the new roles must be completed in accordance with the Council's policies and procedures and the legal framework in respect of recruitment and selection.

7.2 Once the recruitment process has been completed and the Street Safe Team has been established the role will involve working with Legal Services in respect of enforcement action. Week 6 of the proposed induction will address legal and technical training; it is crucial that this training gives Officers a thorough understanding of the legal processes involved in the enforcement process and the importance of compliance with the different pieces of legislation the Team will be utilising.

8. Human Resources Advice and Implications

8.1 Approval of the recommendations will contribute to the creation of a safe and attractive town centre and townships to create safer neighbourhoods and safeguarding of those at risk.

8.2 The new Enforcement Team will be managed in accordance with relevant policies and procedures.

9. Implications for Children and Young People and Vulnerable Adults

9.1 The Team will provide an increased focus on safeguarding vulnerable adults, children and young people and will receive additional training to identify and support vulnerable individuals, ensuring they receive appropriate help and protection.

9.2 The Team will need to understand and respond to trauma experienced by vulnerable individuals to respond to sensitive situations empathetically and build trust within the community, especially among vulnerable groups to enhance overall public safety and reducing risks for vulnerable individuals.

10. Equalities and Human Rights Advice and Implications

10.1 The Street Safe initiative has integrated equality and diversity considerations throughout its planning and implementation phases. The Team aims to create a safe and inclusive environment for all community members, particularly focusing on vulnerable groups. Specific measures include:

- Inclusive Recruitment: The recruitment process seeks to recruit candidates from diverse backgrounds and a range of employments, ensuring a wide range of skills, perspectives and experiences within the Team.
- Training: Officers will receive training on cultural competency, safeguarding, and mental health awareness to handle diverse community needs sensitively and effectively.
- Community Engagement: The Team will engage with various community groups to understand their specific safety concerns and needs, ensuring that the services provided are inclusive and equitable.

11. Implications for CO2 Emissions and Climate Change

11.1 The following sources of emissions are likely to result from the creation of the Street Safe Team:

11.2 1. **Increased Vehicle Emissions:**

- The use of vehicles can lead to higher carbon emissions, contributing to air pollution and climate change.
- Inefficient patrol routes and unnecessary travel can result in excessive fuel consumption and emissions.

Mitigation:

- Plan and optimise patrol routes to minimise travel distance and fuel consumption.
- The service will seek to utilise electric or hybrid vehicles to reduce emissions from patrol activities where available.
- Where time allows and distance allows, officers to be encouraged to travel by active travel, public transport or car sharing.

11.3 2. **Energy Consumption:**

- The operation of electronic devices such as body-worn cameras, communication tools, and other equipment can increase energy consumption, leading to higher carbon footprints.

Mitigation:

- Use energy-efficient electronic devices and ensure they are powered by renewable energy sources where possible.
- Implement energy-saving practices, such as turning off devices when not in use.

11.4 3. **Waste Generation:**

- The use of disposable materials and lack of recycling practices can contribute to increased waste and carbon emissions.

Mitigation:

- Reduce paper usage by digitising records and reports.
- Promote recycling and waste reduction within the Team.

11.5 **Training and Awareness:**

Carbon emissions can further be reduced by:

- Providing training on environmental sustainability and encourage eco-friendly practices among Team members.
- Raising awareness about the importance of reducing carbon emissions and how individual actions can contribute.

By implementing these strategies, the Street Safe Team can reduce carbon emissions and contribute to the Council's sustainability goals.

12. Implications for Partners

12.1 Creating the Street Safe Team will require enhanced coordination and collaboration with key partners such as South Yorkshire Police,

Neighbourhood Teams, Substance Misuse Services, Homeless Services and relevant Communications Teams to share progress and relevant information.

12.2 This collaboration will involve regular joint training sessions, information sharing, and coordinated responses to community issues. Partners will need to align their plans and resources to support the new Team effectively, ensuring a comprehensive and unified approach to community safety and the protection of vulnerable individuals. This increased collaboration aims to strengthen relationships, improve service delivery, and enhance overall perceptions of safety.

13. Risks and Mitigation

13.1 Creating a new Team involves potential risks such as recruitment and retention challenges and impact on the capacity of the wider Community Protection and Environmental Health service who will support the training and induction initially. To mitigate these, the service will implement clear role definitions, detailed budget planning, targeted recruitment strategies, and a structured induction programme.

13.2 Focusing on community engagement, regular joint training with partners, thorough legal training, mental health support, hands-on technology training, and strategic patrol plans will seek to ensure the Team's successful integration and operational capability.

14. Accountable Officers

Sam Barstow: Assistant Director Community Safety and Street Scene

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/25
Assistant Director, Financial Services (Deputy S.151 Officer)	Rob Mahon	14/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	15/05/25

Report Author:

Emma Ellis Head of Service Community Safety and Regulatory Services
Emma.ellis@rotherham.gov.uk

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

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PART A - Initial Equality Screening Assessment

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title	
Title: Street Safe Team – Progress update	
Directorate: Regeneration and Environment	Service area: Regulation and Enforcement
Lead person: Emma Ellis	Contact number: 07823 641348
Is this a: <div style="display: flex; justify-content: space-around;"> <input type="checkbox"/> Strategy / Policy <input checked="" type="checkbox"/> Service / Function <input type="checkbox"/> Other </div>	
If other, please specify	

2. Please provide a brief description of what you are screening

This report outlines the progress and plans for the new Street Safe team in Rotherham Town Centre and other principal towns. This initiative aims to enhance community safety and improve perceptions of safety in town centres. The report highlights the importance of collaboration, continuous training, and community engagement in achieving the goals of the Street Safe initiative.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		X
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		x
Has there been or is there likely to be an impact on an individual or group with protected characteristics? <i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>		x
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>		X
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>		X
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		x
If you have answered no to all the questions above, please explain the reason		
This is an update report on a previous decision made by Cabinet in March 2025		

If you have answered **no** to **all** the questions above please complete **sections 5 and 6.**

If you have answered **yes** to any of the above please complete **section 4.**

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

Date to scope and plan your Equality Analysis:	N/A
Date to complete your Equality Analysis:	N/A
Lead person for your Equality Analysis (Include name and job title):	N/A

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Emma Ellis	Head of Service Community Safety and Regulatory Services	23/4/25

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of all screenings 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 screening completed	23/4/25
Report title and date	Street Safe Team – Progress update
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	25/4/25

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Climate Impact Assessment, Appendix 2, Street Safe Team – Progress update

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?	Increase	The operation of electronic devices such as body-worn cameras, communication tools, and other equipment can increase energy consumption.		Use energy-efficient electronic devices and ensure they are powered by renewable energy sources where possible. Implement energy-saving practices, such as turning off devices when not in use.	The council monitors its greenhouse gas emissions from its estate – where devices are charged in council buildings the emissions would be included within these figures.
Emissions from transport?	Increase	Small increase projected due to travel associated with activity.		Plan and optimise patrol routes to minimise travel distance and fuel consumption. The service will seek to utilise electric or hybrid vehicles to reduce emissions from patrol activities where available. Where time allows and distance allows, officers to be encouraged to travel by active travel, public transport or car sharing.	Officer travel is included with the council's net zero 2030 greenhouse gas emissions accounting.

Emissions from waste, or the quantity of waste itself?	Increase	The use of disposable materials and lack of recycling practices can contribute to increased waste and carbon emissions.		Reduce paper usage by digitising records and reports. Promote recycling and waste reduction within the team.	Waste is included with the council's greenhouse gas emissions accounting.
Emissions from housing and domestic buildings?	None				
Emissions from construction and/or development?	None				
Carbon capture (e.g. through trees)?	None				
Identify any emissions impacts associated with this decision which have not been covered by the above fields:					
None identified.					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?

The team could support residents' resilience to climate change by visible a visible presence in the borough's town centre. This could be, for example by providing basic advice to residents or by partnership working with homelessness teams during periods of extreme weather such as a heatwave or flood event.

- *Do actions recommended in the report affect the ability of Council services to continue during, or recover after extreme heatwaves, flooding and other climate-related hazards?*

Street Safe officers will be available to provide support during or in recovery after any climate relate hazards as required

- Will the proposal affect resident's capacity to adapt to climate change impacts? No
- Will the proposal affect the risk of climate change impacts in the Borough of Rotherham? No

Provide a summary of all impacts and mitigation/monitoring measures:

The following sources of emissions are likely to result from the creation of the Street Safe team:

1. Increased Vehicle Emissions:

- The use of vehicles can lead to higher carbon emissions, contributing to air pollution and climate change.
- Inefficient patrol routes and unnecessary travel can result in excessive fuel consumption and emissions.

Mitigation:

- Plan and optimise patrol routes to minimise travel distance and fuel consumption.
- The service will seek to utilise electric or hybrid vehicles to reduce emissions from patrol activities where available.
- Where time allows and distance allows, officers to be encouraged to travel by active travel, public transport or car sharing.

2. Energy Consumption:

- The operation of electronic devices such as body-worn cameras, communication tools, and other equipment can increase energy consumption, leading to higher carbon footprints.

Mitigation:

- Use energy-efficient electronic devices and ensure they are powered by renewable energy sources where possible.
- Implement energy-saving practices, such as turning off devices when not in use.

3. Waste Generation:

- The use of disposable materials and lack of recycling practices can contribute to increased waste and carbon emissions.

Mitigation:

- Reduce paper usage by digitising records and reports.
- Promote recycling and waste reduction within the team.

Training and Awareness:

Carbon emissions can further be reduced by:

- Providing training on environmental sustainability and encourage eco-friendly practices among team members.
- Raising awareness about the importance of reducing carbon emissions and how individual actions can contribute.

By implementing these strategies, the Street Safe team can reduce carbon emissions and contribute to the Council's sustainability goals.

Supporting information:	
Climate Impact Assessment Author	Emma Ellis Head of Service Community Safety and Regulatory Services Community Safety & Street Scene Regeneration and Environment
Please outline any research, data or information used to complete this Climate Impact Assessment.	None.
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.	None.
Validation	Tracking Reference: CIA457 Katie Rockett Climate Change Officer

Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Appointments to Outside Bodies

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

No, but it has been included on the Forward Plan

Strategic Director Approving Submission of the Report

Jo Brown, Assistant Chief Executive

Report Author(s)

Samantha Mularkey, Governance Advisor

01709 247916 or samantha.mularkey@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

Outside bodies are external organisations which have requested that the Council appoint a representative to them. Outside bodies have separate governance structures to the Council. Appointments to outside bodies can be an important mechanism for community leadership, partnership and joint working and knowledge and information sharing.

The Council's Constitution states that Cabinet is responsible for the appointments to Outside Bodies. This report presents the nominations received and recommends the appointment of the nominees to the various organisations and partnerships.

Recommendations

That Cabinet:

1. Agree that councillors be appointed to serve on outside bodies, as detailed on the schedule in Appendix 1.
2. Agree that any in year changes are delegated to the Chief Executive in conjunction with the Leader of the Council.

List of Appendices Included

- Appendix 1 Proposed representatives on outside bodies 2025-2026
- Appendix 2 PART A - Initial Equality Screening Assessment
- Appendix 3 Climate Impact Assessment

Background Papers

The Council's Constitution

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

No

Exempt from the Press and Public

No

Appointments to Outside Bodies

1. Background

1.1 Outside bodies are external organisations which have requested that the Council appoint a representative to them. Outside bodies have separate governance structures to the Council. Appointments to outside bodies can be an important mechanism for community leadership, partnership and joint working and knowledge and information sharing.

2. Key Issues

2.1 The procedure rules governing the appointment of councillors to serve on outside bodies requires Cabinet to review the list of notified outside bodies and determine whether the authority should make or continue to make an appointment to those bodies. Determination should be based on one or more of the following criteria being met:

- the proposed appointment is a statutory requirement,
- the proposed appointment would be consistent with the Council's policy or strategic objectives; and/or
- the proposed appointment would add value to the Council's activities.

2.2 With regard to making appointments, Cabinet should first consider whether it is appropriate for an appointment to be a specific office holder, either by reference to the constitution of the outside body concerned, or in the light of any other circumstances as it (Cabinet) may determine. The procedure rules do not require Cabinet to adhere to the principles of political balance.

2.3 Cabinet is responsible for making any appointment to an outside body, other than those reserved to Overview and Scrutiny Select Commissions. In making such appointments, the procedure rules require Cabinet to have regard to a Member's current interests, prior to making any appointment.

2.4 The appointments to the South Yorkshire Mayoral Combined Authority are now dealt with at the Annual Council meeting and as such have been removed from the outside bodies list.

3. Options considered and recommended proposal

3.1 Whilst the external organisations listed within Appendix 1 have contacted the Council seeking a nomination, the appointment of representatives to outside bodies is at the discretion of Cabinet. As detailed in section 2.1 of the report determination of any appointment is based on the organisations ability to meet the specified criteria.

3.2 It is evident that the level of appointments to outside bodies has an impact on already busy councillor workloads. Whilst retaining links with outside bodies is an important aspect of community leadership, it is also important that the activities of the Council and councillors are focused on corporate priorities.

3.3 Option 1: To reduce the number of representatives appointed to serve on outside bodies or to not appoint representatives to that outside body.

This is not the preferred option as this may inhibit the organisations' ability to adhere to its governance procedures or conduct its business within the legislative requirements as detailed in its Constitution, Articles of Association or Terms of Reference.

3.4 Option 2: To appoint representatives to serve on outside bodies, as detailed on the schedule in Appendix 1.

This is the preferred option as the appointment of councillors to serve on outside bodies (i.e., external organisations and partnerships) is intended to be a mutually beneficial act for both the authority and the bodies listed. It also ensures the organisation is able to adhere to its governance procedures and conduct its business within the legislative requirements.

3.5 Option 2 is recommended, option 1 is not considered appropriate. Cabinet is therefore recommended to approve the appointment of nominees listed in Appendix 1.

4. Consultation on proposal

4.1 It is incumbent on the Council's political groups to nominate councillors to serve as representatives on outside bodies.

4.2 There is no requirement for consultation beyond internal political group arrangements.

5. Timetable and Accountability for Implementing this Decision

5.1 In accordance with the procedure rules that govern the appointment of councillors to serve on outside bodies, Cabinet is accountable for the decisions it makes in appointing individual councillors. Appointments will take effect on 19 June 2025, following the end of the period where non-executive councillors can call-in decisions.

6. Financial and Procurement Advice and Implications

6.1 There are no financial implications arising from this report beyond any expenses that may be incurred from a Member's travel to and from a meeting outside of the borough. The Council's budget makes provision for members expenses, and these are reported in the Council's annual accounts.

6.2 There are no direct procurement implications arising from this report. However, should any of the outside bodies trade as economic operators under procurement legislation and participate in procurement activity (pre-procurement through to contract expiry) undertaken by the Council there may be a requirement for the appointed councillor to complete a declaration of interest in line with the Council's Financial and Procurement Procedure

Rules and the relevant legislation at the time (Public Contracts Regulations 2015, Procurement Act 2023 or the Health Care Services (Provider Selection Regime) Regulations 2023).

7. Legal Advice and Implications

7.1 There are no specific legal implications arising from the report, but it is important for individual councillors appointed to outside bodies to be clear about the nature of the appointment, including whether they have a decision-making role or not. As set out at paragraph 12.2 below, different duties and responsibilities will apply depending on the individual councillor's role on the outside body. Councillors appointed to outside bodies will need to be clear as to whether their duty is to the Council or to the outside body and will need to identify any potential conflicts of interest and seek advice.

8. Human Resources Advice and Implications

8.1 There are no human resources implications arising from this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no implications for children and young people or vulnerable adults arising from this report.

10. Equalities and Human Rights Advice and Implications

10.1 As this report is submitted to enable the nomination of councillors for appointment to serve on outside bodies, an equality analysis has been undertaken. Political groups should have regard to the provisions of the Equality Act 2010 when making such appointments to outside bodies.

10.2 An Initial Equality Screening Assessment has been completed and is attached as Appendix 2.

11. Implications for CO2 Emissions and Climate Change

11.1 There are no implications for CO2 Emissions and Climate Change arising from this report however a Carbon Impact Assessment has been completed and is attached to the report as Appendix 3.

12. Implications for Partners

12.1 The appointment of councillors to serve on outside bodies (i.e., external organisations and partnership) is intended to be a mutually beneficial act for both the authority and the bodies listed. The implications associated with the proposed appointments are considered to be positive.

12.2 It is important that partners, as much as councillors, understand the role that councillors undertake in serving on outside bodies. The role of the councillor can be as a representative, trustee or director as the table below demonstrates:

Title	Brief Description of Role
Representative	Represents the Council's interests and provide advice, guidance and contributes at meetings of the organisation.
Trustee	To act in accordance with the trust deed and to protect the trust's assets. They must comply with the Trustee Act 2000.
Director	Has a duty of care towards the company, to act in the best interests of the company as a whole. Directors therefore have a "quasi-trustee" role taking proper care of the assets of the company.

13. Risks and Mitigation

13.1 No risks have been identified in respect of the recommendation in this report.

14. Accountable Officers

Emma Hill, Head of Democratic Services

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/2025
Assistant Director, Financial Services (Deputy S.151 Officer)	Rob Mahon	20/05/2025
Assistant Director, Legal Services (Monitoring Officer)	Phil Horsfield	21/05/2025

Report Author: Samantha Mullarkey, Governance Advisor
01709 247916 or samantha.mullarkey@rotherham.gov.uk

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

PROPOSED REPRESENTATIVES ON OUTSIDE BODIES 2025/2026

Outside Body	Number of vacant positions	Specific appointment requirements if any	Nominations	Responsible Officer
Aspire Trust	0	Deputy Leader and Cabinet Member for Children and Young People	• Councillor Cusworth	• Nicola Curly
Barnsley and Rotherham Chamber of Commerce	1	Cabinet Member for Transport, Jobs and the Local Economy	• Councillor Williams	• Andrew Bramidge
BDR Property Limited	0		• Councillor Brent	• Andrew Bramidge/Lewis Coates
Brampton Bierlow Welfare Trust	2	2 x trustees required	• Councillor Lelliott • Vacant	• Andrew Bramidge
Chesterfield Canal Partnership	0	Ward based appointment	• Councillor Beck	• Andrew Bramidge / Polly Hamilton
Dinnington Resource Centre and Recreation Group - Board of Trustees	0		• Mrs. J. Havenhand • Cllr Amanda Clarke	• Rob Mahon/Kevin Fisher
ICP Committee at Place	0	Cabinet Member for Adult Social Care and Health	• Councillor Baker-Rogers	•
Local Government Association – General Assembly	1	Leader of the Council Deputy Leader of the Council One other member	• Councillor Read • Councillor Cusworth • Vacancy	• Jo Brown
Local Government Association – Special Interest Group SIGOMA	1 - named substitute	Cabinet Member for Finance and Community Safety	• Councillor Alam • Councillor Ismail	• Jo Brown

PROPOSED REPRESENTATIVES ON OUTSIDE BODIES 2025/2026

Outside Body	Number of vacant positions	Specific appointment requirements if any	Nominations	Responsible Officer
(Special Interest Group of Metropolitan Authorities				
Magna Board	0		<ul style="list-style-type: none"> • Councillor Cusworth 	<ul style="list-style-type: none"> • Judith Badger/Rob Mahon
National Association of British Market Authorities	1		<ul style="list-style-type: none"> • Roger Batty 	<ul style="list-style-type: none"> • Andrew Bramidge/Simon Moss
National Association of Councillors	1		<ul style="list-style-type: none"> • Councillor Ismail 	<ul style="list-style-type: none"> • Jo Brown
PATROL (Parking and Traffic Regulations Outside London) Adjudication Joint Committee 2022-23	0	Cabinet Member for Transport, Jobs and the Local Economy	<ul style="list-style-type: none"> • Councillor Williams 	<ul style="list-style-type: none"> • Andrew Bramidge/Sam Barstow
Regional Joint Health Overview and Scrutiny Committee	1 - named substitute	Chair of the Health Select Commission	<ul style="list-style-type: none"> • Councillor Keenan • Councillor Yasseen 	<ul style="list-style-type: none"> • Jo Brown
Reserve Forces and Cadets Association for Yorkshire and the Humber	1	Armed Forces Champion	<ul style="list-style-type: none"> • Councillor Keenan 	<ul style="list-style-type: none"> • Jo Brown
Rotherham Allotment Alliance	1	Cabinet Member for Street Scene and Green Spaces One other member	<ul style="list-style-type: none"> • Councillor Marshall • Vacant 	<ul style="list-style-type: none"> • Andrew Bramidge

PROPOSED REPRESENTATIVES ON OUTSIDE BODIES 2025/2026

Outside Body	Number of vacant positions	Specific appointment requirements if any	Nominations	Responsible Officer
Rotherham Older People's Forum	1		• Councillor Baker-Rogers	• Ian Spicer
Rotherham and District Citizen's Advice Bureau	1		• Vacant	• Jo Brown
Rotherham Dementia Action Alliance	1		• Councillor Hughes	• Ian Spicer
Rotherham, Doncaster, and South Humber Foundation Health Trust Partner Governor	1		• Vacant	• Ian Spicer
Rotherham Ethnic Minority Alliance Board	1	One member The Voluntary Sector Liaison Officer	• Councillor Ismail • Waheed Akhtar	• Jo Brown
Rotherham Foundation Health Trust - Council of Governors	1		• Councillor Ahmed	• Ian Spicer
Rotherham Local Safeguarding Children's Partnership	0	Deputy Leader and Cabinet Member for Children and Young People	• Councillor Cusworth	• Nicola Curly
Rotherham Partnership - Health and Wellbeing Board	0	Cabinet Member for Adult Social Care and Health Deputy Leader and Cabinet Member for Children and Young People One other member	• Councillor Baker-Rogers • Councillor Cusworth • Councillor Brent	• Ian Spicer

PROPOSED REPRESENTATIVES ON OUTSIDE BODIES 2025/2026

Outside Body	Number of vacant positions	Specific appointment requirements if any	Nominations	Responsible Officer
Rotherham Together Partnership – Strategic Partnership Group	0	Leader of the Council Relevant Cabinet Members (Chairs of other Partnership Boards) Chief Executive	<ul style="list-style-type: none"> • Councillor Read • Councillor Baker-Rogers • Councillor Cusworth • Councillor Williams • Councillor Marshall • Sharon Kemp 	<ul style="list-style-type: none"> • Jo Brown
Rotherham Together Partnership – Business Growth Board	0	Cabinet Member for Transport, Jobs and the Local Economy	<ul style="list-style-type: none"> • Councillor Williams 	<ul style="list-style-type: none"> • Andrew Bramidge
Rotherham Together Partnership - Children and Young People's Partnership	0	Deputy Leader and Cabinet Member for Children and Young People	<ul style="list-style-type: none"> • Councillor Cusworth 	<ul style="list-style-type: none"> • Nicola Curly
Rotherham Together Partnership – Cultural Partnership Board	0	Cabinet Member for Street Scene and Green Spaces	<ul style="list-style-type: none"> • Councillor Marshall 	<ul style="list-style-type: none"> • Andrew Bramidge
Rotherham Together Partnership - Safer Rotherham Partnership	0	Cabinet Member for Finance and Community Safety	<ul style="list-style-type: none"> • Councillor Alam 	<ul style="list-style-type: none"> • Andrew Bramidge
South Yorkshire Joint Committee on Archaeology	2		<ul style="list-style-type: none"> • Councillor Baker-Rogers • Councillor Harper 	<ul style="list-style-type: none"> • Andrew Bramidge / Polly Hamilton

PROPOSED REPRESENTATIVES ON OUTSIDE BODIES 2025/2026

Outside Body	Number of vacant positions	Specific appointment requirements if any	Nominations	Responsible Officer
South Yorkshire Joint Committee on Archives	2		<ul style="list-style-type: none"> • Councillor Brent • Councillor Harper 	<ul style="list-style-type: none"> • Andrew Bramidge / Polly Hamilton
South Yorkshire Safer Roads Partnership	0 (Plus, one named substitute)	Cabinet Member for Transport, Jobs and the Local Economy	<ul style="list-style-type: none"> • Councillor Williams • Vacancy 	<ul style="list-style-type: none"> • Andrew Bramidge/Simon Moss
Trans-Pennine Trail	1		<ul style="list-style-type: none"> • Councillor Steele 	
Trent Regional Flood and Costal Committee	0	<p>This appointment is supported jointly by Rotherham MBC and Doncaster MBC (rotated every four years)</p> <ul style="list-style-type: none"> • Lead Councillor from Doncaster • Substitute Member 	<ul style="list-style-type: none"> • Councillor Sheppard 	<ul style="list-style-type: none"> • Andrew Bramidge/Simon Moss
Voluntary Action Rotherham	1		<ul style="list-style-type: none"> • Vacant 	<ul style="list-style-type: none"> • Jo Brown
Yorkshire and Humber (Local Authorities) Employer's Association	0	Cabinet Member for Finance and Community Safety	<ul style="list-style-type: none"> • Councillor Alam 	<ul style="list-style-type: none"> • Jo Brown
Yorkshire and Humberside Children and Young People Lead Member Network	0	Deputy Leader and Cabinet Member for Children and Young People	<ul style="list-style-type: none"> • Councillor Cusworth 	<ul style="list-style-type: none"> • Nicola Curly
Director, YPO Procurement Holdings Limited	1		<ul style="list-style-type: none"> • Vacancy 	<ul style="list-style-type: none"> • Judith Badger / Rob Mahon
Yorkshire and Humber Elected Member	1	Cabinet Member for Finance and Community Safety Chair of OSMB	<ul style="list-style-type: none"> • Councillor Alam • Councillor Steele 	<ul style="list-style-type: none"> • Nicola Curly

PROPOSED REPRESENTATIVES ON OUTSIDE BODIES 2025/2026

Outside Body	Number of vacant positions	Specific appointment requirements if any	Nominations	Responsible Officer
Prevent Champion's Network		One other Member	• Councillor Jackson	
Yorkshire and Humberside Strategic Migration Group	0	Two Members appointed from South Yorkshire (currently Councillor J. Platts from Barnsley and Councillor G. Jones from Doncaster)	• N/A	• Jo Brown/Waheed Akhtar
Yorkshire Regional Flood and Costal Committee	1		• Councillor Sheppard	• Andrew Bramidge / Sam Barstow

Appendix 2

PART A - Initial Equality Screening Assessment

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title		
Title: Appointment of Councillors to serve on Outside Bodies		
Directorate: Assistant Chief Executive	Service area: Democratic Services	
Lead person: Barbel Gale & Emma Hill	Contact number: 01709 807665 & 01709 823566	
Is this a:		
<input type="checkbox"/> Strategy / Policy	<input type="checkbox"/> Service / Function	<input checked="" type="checkbox"/> Other
If other, please specify There are a number of organisations which are independent from the Council but have an impact on its service areas. In order that the Council can maintain effective partnerships with a number of these organisations, representatives of the Council, usually elected Councillors, sit on the various committees and forums that are responsible for them.		

2. Please provide a brief description of what you are screening

The appointment of elected Councillors to external organisations and partnerships is intended to be a mutually beneficial act for both the authority and the organisations and partnerships concerned. When making appointments consideration is given as to whether the appointment should be a specific office holder, either by reference to the constitution of the organisation/partnership concerned or in light of any other circumstances, such as members of specific wards.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		✓
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		✓
Has there been or is there likely to be an impact on an individual or group with protected characteristics? <i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>		✓
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>		✓
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>		✓
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		✓
If you have answered no to all the questions above, please explain the reason		
<p>The appointment of elected Councillors to external organisations and partnerships is intended to be a mutually beneficial act for both the authority and the organisations and partnerships concerned.</p> <p>These appointments enable engagement with the wider community both at a local and borough wide level.</p>		

External organisations and partners have their own provisions for those with protected characteristics. The Council has no responsibility for and is separate from these organisations.

If you have answered **no** to **all** the questions above please complete **sections 5 and 6**.

If you have answered **yes** to any of the above please complete **section 4**.

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

- **How have you considered equality and diversity?**

N/A

- **Key findings**

N/A

- **Actions**

N/A

Date to scope and plan your Equality Analysis:	N/A
--	-----

Date to complete your Equality Analysis:	N/A
--	-----

Lead person for your Equality Analysis (Include name and job title):	N/A
--	-----

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Emma Hill	Head of Democratic Services	15/05/25

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of all screenings 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 screening completed	
Report title and date	Appointment of Councillors to serve on Outside Bodies
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	Appointment to Outside Bodies – 09 June 2025
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	08.05.25

Climate Impact Assessment, Appendix 3, Appointment to Outside Bodies

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?	None				
Emissions from transport?	None				
Emissions from waste, or the quantity of waste itself?	None				
Emissions from housing and domestic buildings?	None				
Emissions from construction and/or development?	None				
Carbon capture (e.g. through trees)?	None				
Identify any emissions impacts associated with this decision which have not been covered by the above fields: N/A					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?
N/A

Provide a summary of all impacts and mitigation/monitoring measures:

N/A

Supporting information:

Climate Impact Assessment Author	Samantha Mullarkey Governance Advisor Democratic Services ACEX
Please outline any research, data or information used to complete this Climate Impact Assessment.	N/A
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.	N/A
Validation	N/A

Committee Name and Date of Committee Meeting

Cabinet – 9 June, 2025

Report Title

Social Value Annual Report

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

Sunday Alonge

Policy Officer

Assistant Chief Executive's Directorate

Sunday.alonge@rotherham.gov.uk

Wards Affected

Borough-Wide

Report Summary

Each year a report is presented to Cabinet updating on progress towards the priorities set out in the Council's Social Value Policy, including the amount of social value committed and delivered through Council contracts. Priorities are also set for the following 12 months.

Since the last annual report in March 2024, good progress has continued to be made in achieving the aspirations set out in the Policy. Social value commitments now stand at £32m and, importantly these commitments are increasingly translating into delivery with the validated social value delivered totalling £12.3 million.

Recommendations

That Cabinet:-

1. Receive the annual report, noting the social value commitments along with outcomes delivered.
2. Approve the use of the new national TOMs (Themes, Outcomes, Measures) as detailed in Appendix 2.
3. Approve that the key priorities for 2025 include:
 - a. Continuing the work on employee ownership.

- b. Delivering the partnership social value action plan with Social Value Portal, working towards the delivery of increased social value commitments across Rotherham's anchor network.
- c. Delivering further support to local businesses through the UK Shared Prosperity Fund social value project.
- d. Upskilling Council staff through training initiatives and one-to-one support.

List of Appendices Included

- Appendix 1 Social value commitments and delivery table
- Appendix 2 TOMs system old to new mapping
- Appendix 3 Social value case studies
- Appendix 4 Initial equality screening assessment (form A)
- Appendix 5 Carbon impact assessment

Background Papers

Social Value Policy (2024 - 2027)

Centre for Local Economic Strategies – Progressive Procurement in Rotherham

Consideration by any other Council Committee, Scrutiny or Advisory Panel

NA.

Council Approval Required

No

Exempt from the Press and Public

No

Social Value Annual Report

1. Background

1.1 In October 2019, the Council adopted a Social Value Policy, which, along with its accompanying toolkit, set out how social value would be maximised in the Borough.

1.2 Each year, Cabinet receives a report on progress against the agreed policy priorities, including key actions set out in the previous report, and sets priorities for the year to come. Key actions for 2024 were:

- **Community wealth building** by growing employee and worker-owned businesses in the borough.
- **Building the capacity of local SMEs** through additional tailored support, including one-to-ones and group sessions.
- **Maximising social value opportunities** and commitments through local market analysis.
- **Developing the local anchor network** by working with anchor organisations to help them develop social value approaches and processes.

1.3 In developing the annual progress report, data is included on social value commitments in the previous year (from November to November). The amount of social value commitment achieved is determined by the scale, number and type of contracts let each year.

2. Key Points

2.1 This section of the report covers the following two elements:

- The annual report, setting out progress in the delivery of the Social Value Policy over the last year.
- The proposed priority actions for 2025/26.

2.2 **Progress in delivering actions in 2024/25**

2.2.1 Continuing to achieve the outcomes and priorities in the Social Value Policy is an evolving process, with key priorities agreed each year through the annual report. Progress against the key priorities for 2024/25 is summarised in the table below, with further details in sections 2.7 and 2.8:

2024/25 Priorities	Actions undertaken
Community wealth building by growing employee and worker-owned businesses in the borough	<p>Rotherham Investment and Development Office (RiDO) business advisors have been given training on employee ownership and are able to help organisations who express an interest in transitioning to employee ownership.</p> <p>An employee ownership hub manager has recently started in post, to promote employee ownership as a potential model.</p>
Building the capacity of local SMEs through additional tailored support, including one-to-ones and group sessions	<p>The Chamber of Commerce partnered with Go4Growth to deliver four 'meet the buyer' events, primarily targeting local SMEs. Each event had a particular focus, covering the construction industry, anchor institutions, manufacturing and retail. Over 400 Rotherham business representatives attended across the four events.</p> <p>Go4Growth delivered a series of supplier sessions, for example on navigating the Procurement Act, which were attended by over 50 businesses. Ten businesses received follow up one-to-one support.</p> <p>Responding to feedback from local voluntary, community, and social enterprise (VCSE) sector organisations, a tailored social value training package for successful bid writing has been developed for the sector. This will be delivered by RMBC, VAR, and Go4Growth, with the first session due in June 2025.</p>
Maximising social value opportunities and commitments through local market analysis.	<p>Two social value officers have been recruited via Social Value Portal. Their focus is on further developing and embedding processes and practice that aid delivery of the Council's social value aspirations. This includes working with suppliers to maximise the delivery of social value commitments.</p> <p>Go4Growth are providing training and support to local businesses to help develop the market and increase the potential for social value delivery. Over 60 learners completed a bid skills course and 43 completed a social value course.</p> <p>Rotherham Business Growth Board is helping to promote the social value agenda across the local</p>

	business community, with the annual social value showcase in July 2024 also raising awareness of the benefits and opportunities.
Developing the local anchor network by working with anchor organisations to help them develop social value approaches and processes	The first stage of the Rotherham Together Partnership (RTP) Social Value project, co-produced by Social Value Portal and local partner organisations, has been completed. This included the development and agreement of a joint action plan and collective success measures. Partners have established clear senior accountability for social value and have assigned champions responsible for operationalising social value in each organisation. Phase 2 of the project is now underway, which involves building capacity and capability within partner organisations to take forward and embed social value.

2.3 Social value committed and delivered measured by National TOMs

2.3.1 The National Themes, Outcomes and Measures (TOMs) framework, developed by the National Social Value Task Force, provides a clear definition of social value and a corresponding measurement tool for transparent and robust reporting.

2.3.2 The TOMs comprise over 100 measures, across five themes:

- **Jobs:** Promoting Local Skills and Employment.
- **Growth:** Supporting Growth of Local and Small Business.
- **Social:** Healthier, Safer and more Resilient Communities.
- **Environment:** Protecting and Improving Our Environment.
- **Innovation:** Promoting Social Innovation.

2.3.3 The Council has selected measures from the National TOMs that will positively impact the economic, social, and environmental wellbeing of the Rotherham community. These TOMs focus on Employment and Skills, directing suppliers to deliver additional benefits in this area.

2.3.4 Appendix 1 provides details of the measures that the Council's suppliers have committed to and delivered against on contracts procured and awarded between December 2019 and November 2024. Highlights are provided below.

2.3.5 The table in Appendix 1 details various units of measures, such as the number of people benefiting, training hours, and tonnes of carbon saved. It also presents monetary values, using proxy values for many of the TOMs. These proxy values represent the societal value if these measures are delivered. The information below provides details of both the units and their corresponding monetary values.

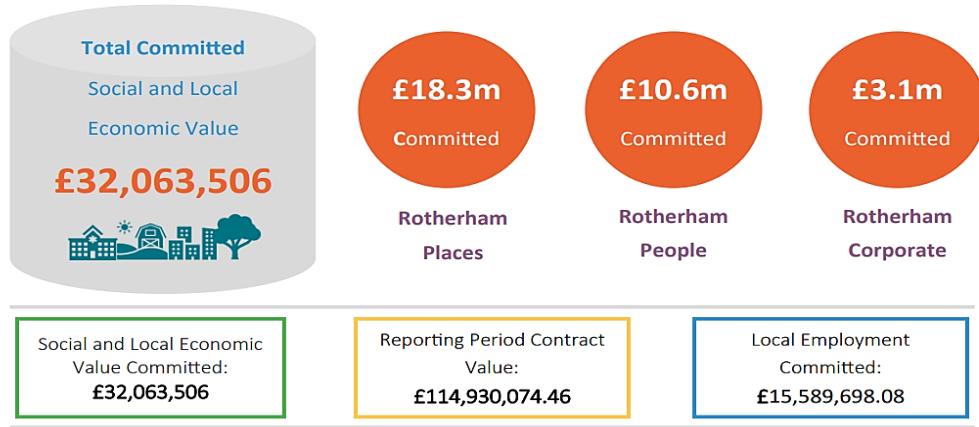


Diagram 1: Total Value of Social Value Commitments (**Note:** The total value is actual, but the figures for Places, People, and Corporate are rounded and may not sum exactly.

2.3.6 Since the introduction of the Social Value Policy, the total social and local economic value (SLEV) committed has continued to increase. It has risen from £27.8 million in the 2024 annual report to £32 million in this year's report, representing a net increase of £4.2 million or 15%.

2.3.7 It should be noted that these figures exclude the housing repairs contracts with Equans and Mears Group. These contracts were awarded prior to the Social Value Policy's implementation in 2019 and, as such, did not include social value commitments in the same way the Council now obtains them. Despite that, Equans and Mears have been delivering social value through their contracts. Mears have delivered a confirmed £3.1m of social value validated and both organisations have significant sums of data to be validated in future periods. Due to the contract being signed prior to the Social Value Policy's implementation, the £3.1m of social value delivered by Mears is not included in any of the figures or infographics below. Comprising a range of activities, the social value Mears has delivered has included:

- 447 weeks of apprenticeships
- 13.4 weeks of training opportunities to staff on contracts
- 38.5 staff hours visiting local schools and colleges
- 15.4 weeks of meaningful work placements
- 129.5 hours of 'support into work' assistance (mock interviews, CV advice etc.) to people seeking to access work
- 105.89 Full Time Equivalent jobs provided to local people

2.3.8 The categories of Places, People, and Corporate (shown in Diagram 1 above) are procurement terms used to group similar types of expenditure:

- **Rotherham Places:** covers construction, facilities management, environment, and transport.
- **Rotherham People:** includes commissioned services for residents, such as health and social care provision.

- **Rotherham Corporate:** encompasses contracts that support the operational running of the Council, including ICT, temporary labour, training, and PPE.

2.3.9 Of the three categories, Places has seen an absolute increase of £1.4 million or 8.3%, rising from £16.9 million to £18.3 million. People achieved the largest absolute increase of £1.7 million or 19%, growing from £8.9 million to £10.6 million. Corporate saw a significant absolute increase of £1.2 million or 63% (the largest percentage increase of the three categories), from £1.9 million to £3.1 million.

Promote Local Skills and Employment



21.84 FTE of long term unemployment individuals to be hired on contracts (NT3).



1850.1 weeks of training opportunities to be offered on contracts (BTEC, City & guilds, NVQ, HNC) (NT9).



22,364.5 to be delivered in dedicated hours to support young people into work (NT7 /NT11).

Protecting and Improving our environment

4601 tonnes CO₂e to be saved on contract (NT31).



Diagram 2: Outputs on Local Skills and Employment, and Environmental Protection

2.3.10 Key commitments for promoting local skills and employment include:

- **Training weeks committed:** increased from 1,526 in the 2024 annual report to 1,850 this year, a net increase of 324 weeks or 21%.
- **Value of supporting young people:** rose from £1.7 million to £2.44 million, a net increase of £743,000 or 44%.
- **Full-time equivalent (FTE) long-term unemployed hired on contracts:** increased from 19 to 21.84 over the year, a net increase of 2.84 FTEs or 15%. This covers commitments under TOM NT3 and is separate from the broader local employment commitment under TOM NT1.
- **Tonnes of CO₂e saved:** Increased from 4,369 to 4,601 since the 2024 annual report, a net increase of 232 tonnes or 5.3%.



Diagram 3: Support to Local VCS Groups and Local Spend in Rotherham on Supply Chain Contracts

2.3.11 Support and value for local Voluntary, Community, and Social Enterprise (VCSE) and community groups have increased significantly. The provision of equipment and resources rose from £121,200 in the 2024 annual report to £178,400 this year, a net increase of £57,200 or 47%.

2.3.12 The local economic value derived from using the local supply chain also saw a substantial rise, increasing from £10.9 million to £19.3 million over the same period. This represents a net increase of £8.4 million or 77%. Additionally, a total of £14,000 was committed to monetary donations in 2024/25.



Diagram 4: Social Value Commitments Delivered

2.3.13 Importantly, over the past year, the total validated social value delivered has increased significantly, rising from £8 million in the last annual report to £12.3 million. This represents a net increase of £4.3 million or 54%.

- **People:** increased from £4.4 million to £6.1 million, a net increase of £1.7 million or 38%.

- **Places:** delivered the largest absolute increase, rising from £3.5 million to £5.5 million, a net increase of £2 million or 57%.
- **Corporate:** saw a substantial increase from £82,000 to £794,000, a net increase of £712,000 or 868% (the largest percentage increase).

Promote Local Skills and Employment



308.22 FTE of Local direct employees hired or retained on contract (NT1/a/c).



695 weeks of apprenticeships delivered on contracts Level 2,3, or 4+ (NT10).



£479,684 delivered in social value for support to assist unemployed individuals into work (under and over 24 y.o.) (NT7/NT11).

Protecting and Improving our environment

1093.7 tonnes CO₂e saved on contract (NT31).

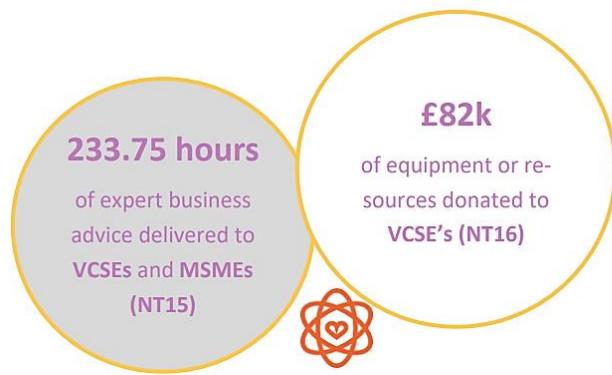


Diagram 5: Local Skills & Employment and Environmental Protection Units Delivered

2.3.14 Notable achievements in "promoting local skills and employment" include:

- **Apprenticeships:** The number of apprenticeship weeks has increased from 487 in the last annual report to 695 this year, a net increase of 208 weeks or 43%.
- **Support for Unemployed Individuals:** Funding to assist unemployed individuals has nearly doubled, rising from £247,000 to £480,000, a net increase of £233,000 or 94%.
- **CO₂ Saved:** The amount of CO₂ saved now stands at 1,094 tonnes, with a proxy value of £245,000.

Supporting VCSE's & Community Groups



Local Spend in Rotherham

£2,676,073 of Social Value created as a result of local supply chain on contracts (NT18).



Diagram 6: Support for VCSE and Community Groups Delivered Along with Local Spend

2.3.15 Support for Voluntary, Community, and Social Enterprises (VCSEs) and community groups has seen significant growth:

- **Equipment and Resources Donated:** Increased from £26,500 to £82,000 over the year, a net increase of £63,500 or 240%.
- **Expert Business Advice Hours:** Provided to VCSEs and Micro, Small, and Medium Enterprises (MSMEs) increased from 56 hours to 234, a net increase of 178 hours or 317%.

2.4 Local spend

2.4.1 The amount of Council expenditure being spent locally has continued to increase from £77.2m in 2022/23 to £105.5m in 2023/24. This is an increase of £28.3m or 36.7%. Whilst a greater absolute amount of council expenditure is being spent locally, the proportionate share of expenditure has decreased from 27.9% in 2022/23 to 24% in 2023/24.

2.5 TOMs system change

2.5.1 Changes were made to the National TOMs system in 2024, with new themes, outcomes and measures. There is also new in-depth guidance and simplified language.

2.5.2 Through its Social Value Policy, the Council selected the TOMs it would use to measure social value committed in contracts and delivered by suppliers. Following the changes to the National TOMs system there is a need to review the Council's existing measures. A mapping exercise has been carried out (see appendix 2) showing Rotherham's current TOM set and the changes to this in the new system. This mapping exercise has indicated that the changes posed are relatively minor and predominantly related to efforts to simplify the language used. There are two exceptions to this though, with the first relating to NT31 (tonnes of CO₂ emissions saved on contract) being removed (which was the only environmental measure with a proxy value) and alternative measures are proposed for inclusion as a consequence within the appendix. Secondly, it should also be noted that NT12 now only covers Not in Education, Employment or Training (NEETs) and no longer includes student work experience and placements, which would now be captured under NT100 (employment taster days).

2.5.3 The Social Value Portal has recommended that all users should move to the updated system and use the new measures. There is no additional cost to this and it will have no detrimental impact on the Council, however, it will enable continued comparisons to be made with other areas. Therefore, it is recommended to approve the revised proposed measures and that these are updated accordingly within the Council's Social Value Policy.

2.6 Living Wage

2.6.1 The Council achieved accreditation as a Living Wage employer from the Living Wage Foundation in September 2021. In 2024, this status was successfully

retained for a third year. As a result, the Council can continue to display the Real Living Wage logo in its communications and publicity materials.

2.6.2 Currently, the Council ensures that all its staff receive the Real Living Wage, which stands at £12.60 per hour. Additionally, the Council is committed to extending this standard to all in scope contracts.

2.7 **Social value event 2024/25**

2.7.1 The annual social value showcase for 2024 took place in July, attracting 67 attendees, including 38 from the private sector and 29 from the public sector. The event featured several workshops covering key issues such as supply chain opportunities and bidding for public sector contracts.

2.8 **UK Shared Prosperity Fund (UKSPF)**

2.8.1 The Rotherham UKSPF social value project saw Go4Growth and Barnsley and Rotherham Chamber deliver a series of events and interventions in 2024/25 to support local businesses. This included:

- Over 60 learners completing a bid skills course and 43 learners completing a social value course.
- Over 198 Rotherham attendees at Chamber Means Business event.
- 55 Rotherham attendees at Meet the Buyer anchor organisations event and 120 at Meet the Buyer construction industry event, which also featured 12 Rotherham-based exhibitors.
- 13 Rotherham representatives attended a strategic roundtable discussion on the retail, hospitality and leisure industry.
- 52 Rotherham-based providers attended virtual events hosted by Go4Growth.
- A total audience of 8,591 engaged with social value social media posts across various channels.
- 10 businesses had coaching sessions via Teams, resulting in 18 follow-up one-to-one sessions.

2.8.2 Appendix 3 includes several case studies that help to bring some of the activity described above to life and describe the real life impact on residents and communities.

2.9 **Key actions and development for 2025/26**

2.9.1 The key actions for 2025/26 build on the progress made in 2024/25. This includes advancing the community wealth-building aspirations set out in the Social Value Policy, as well as continuing the partnership programme with anchor organisations, and delivering further staff training, particularly aiming to ensure that social value commitments are delivered through effective contract management. This is supported by investment from the Council's budget and further funding that has been secured from UKSPF, which will also enable continuation of the work with local businesses delivered by the Chamber and Go4Growth.

2.10 **Continuing the work on employee ownership**

2.10.1 An employee ownership hub manager has now been recruited. The role will be responsible for promoting employee ownership and leveraging wider networks to grow employee-owned businesses throughout the borough, recognising that this can bring many benefits such as increased employee engagement, motivation and productivity. The hub manager will formulate a strategy for promotion and wider engagement, including raising awareness of business support and skills development programmes that can aid companies in transitioning to employee ownership.

2.11 **Continue to develop anchor networks**

2.11.1 Following the work undertaken in 2024/25, supported by UKSPF, to develop the Rotherham Together Partnership (RTP) action plan, the focus in 2025/26 is to deliver this plan, with key activities including:

- **Forum facilitation:** establishing the RTP working group to foster a creative approach to social value and share learning.
- **Content creation support:** developing training content to help partners grow and embed social value.
- **Organisational strategy and mentoring support:** offering strategic guidance and mentoring to partners.
- **Creating a resource bank:** providing resources for procurement activities, including market engagement and evaluation templates.

2.12 **Upskilling Council Staff**

- **Training initiatives:** Work will continue to upskill Council staff. This will focus on general awareness raising and increasing knowledge, together with more in-depth support to enable relevant staff – e.g. contract managers - to hold suppliers accountable for their social value delivery. Training will include e-learning, workshops, and toolkits.
- **One-to-one support:** Offering tailored support and advice, including drop-in sessions, for officers working on social value.

2.13 **Support to local businesses**

2.13.1 There will be a further series of targeted events and one-to-one support aimed at improving the contract-readiness of SMEs. The Chamber and Go4Growth will again deliver this utilising UKSPF funding.

3 Options Considered and Recommended Proposal

3.1 Option One

This option recommends acknowledging the progress made in achieving social value commitments and delivery, along with setting out key actions for the year ahead. In doing so, it ensures that the Council's aims and objectives for social

value are advanced. This option also recommends that the 2024 TOMs system change be approved, which enables the continued effective reporting of social value and comparisons with other areas.

3.2 Option Two

This option would acknowledge the progress made in achieving social value commitments and delivery but would not propose actions to further social value. This is not recommended, as the proposed actions are integral to the overall programme of activities needed to deliver the strategic outcomes of the Social Value Policy. Without these actions, social value activities would lack clear objectives for the following year. In addition, not changing to the new TOMs system would make it difficult for the Council to effectively report on social value or compare performance and progress with other local authorities.

4 Consultation on Proposal

- 4.1 The Social Value Annual Report has undergone internal consultation, incorporating views and contributions from officers in procurement and those engaged in social value working groups. Information has been gathered from partners and local businesses.
- 4.2 The Council is also continuing to enhance engagement with external agencies, local businesses and partners to boost social value outcomes through the development of anchor networks and an annual social value event. This has resulted in a renewed focus on support to SMEs.

5 Timetable and Accountability for Implementing this Decision

- 5.1 This report presents progress at a specific point in time along a developmental journey. It outlines achievements from the past year and sets out further activities to be accomplished through social value in the next year, each with its own delivery programme. Detailed timescales and recommendations will be provided in relevant reports as appropriate.
- 5.2 The Council maintains a detailed action plan for the development and delivery of social value.

6 Financial and Procurement Advice and Implications

- 6.1 There are no direct financial implications resulting from this report. It does not impact the Council's revenue or capital budgets. The report provides an update on the progress and impact of the Social Value Policy integrated into the Council's procurement procedures. The policy's impact on current or future procurement exercises will need to be considered in the decision-making process for those specific procurements.
- 6.2 All associated procurement implications are detailed in the main body of this report.

7 Legal Advice and Implications

7.1 The Public Services (Social Value) Act 2012 allows for the consideration of added value, such as social, economic, and environmental benefits, in addition to the normal delivery of a contract. The Social Value Policy, including the Social Value Toolkit, must comply with procurement law, in particular the Public Contracts Regulations 2015 and the Procurement Act 2023. Further the Council must ensure its contractual and procurement documentation reflects the requirements described in this report and the relevant legislation.

8 Human Resources Advice and Implications

8.1 A key element of the Social Value Policy is ensuring that officers have the necessary training and knowledge to implement it successfully. A social value e-learning module has been developed and rolled out in 2024/25. A series of workshops are planned to enable more in-depth discussions with relevant staff in 2025/26.

9 Implications for Children and Young People and Vulnerable Adults

9.1 The outcomes within the Social Value Framework support the Council's priorities: "Children and young people achieve" and "An economy that works for everyone" by including support for education, employment and apprenticeship opportunities for these groups as key Social Value outcomes.

10 Equalities and Human Rights Advice and Implications

10.1 There are no direct implications arising from this report (see appendix 4 for equality screening). The Social Value Policy and associated activity is helping to promote inclusion in terms of creating employment, education and training opportunities for excluded groups.

11 Implications for CO2 Emissions and Climate Change

11.1 A carbon impact assessment is attached as appendix 5. The social value key actions and developments will help businesses and partners understand how they can support the 2040 net zero target for Rotherham and the South Yorkshire net zero ambitions by considering the social value TOMs related to climate change and the environment. These include:

- Making corporate travel schemes available to employees, e.g., subsidised public transport, subsidised cycling schemes, and storage.
- Increasing workplace recycling and reducing the use of plastics.
- Requiring contractors to operate low or zero emissions vehicles.
- Signposting businesses to the region-wide Low Carbon project for engagement.

11.2 These actions will also promote the local buying of goods and services by both the Council and local partners, contributing to reduced emissions through shorter travel distances for contractors.

11.3 NT31 provides a social value outcome through savings in CO₂ emissions on contracts achieved through decarbonisation, amounting to 4,601 tonnes of CO₂ in the year under consideration.

12 Implications for Partners

12.1 Partners have already committed to advancing social value in Rotherham. They are engaged in the direct development and delivery of social value outcomes, particularly in relation to Community Wealth Building and Anchor networks. This work is being advanced through the key actions for 2025.

13 Risks and Mitigation

13.1 A social value action plan is maintained and monitored by officers across the Council to ensure that policy commitments are met through the key actions delivered. Mitigating actions and detailed profiling are used to ensure that key priorities are achieved.

14 Accountable Officers

Fiona Boden, Head of Policy, Performance and Intelligence.

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	27/05/2025
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	23/05/2025
Head of Legal Services (Monitoring Officer)	Phil Horsfield	23/05/2025

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Rotherham Metropolitan Borough Council

Social and Local Economic Value Report

Introduction

The TOM system (2022) is a measurement framework that was developed by the National Social Value Task Force, formed of over 40 public, private and third sector organisations. Rotherham Metropolitan Borough Council has developed its own bespoke measurement framework comprising 35 measures, across 5 themes, built on the TOM system (2022), designed to have a positive impact on the economic, social and environmental wellbeing of the Rotherham community.

Below are the KPI measures that Rotherham MBC suppliers have committed and delivered against on contracts that have been procured and awarded before 30th November 2024.

1. Jobs: Promote Local Skills and Employment
2. Growth: Supporting Growth of Local and Small Business
3. Social: Healthier, Safer and more Resilient Communities
4. Environment: Protecting and Improving Our Environment
5. Innovation: Promoting Social Innovation

Ref	Measure	Committed & Delivered Social and Local Economic			
		Unit	Proxy Value*	Committed £SLEV	Delivered Validated £SLEV
NT1/a/c	No. of local employees (FTE) hired /retained (Direct, TUPE & Supply chain)	no. people FTE	Localised by	£15,561,416.44	£8,456,744.16
NT3	No. of employees (FTE) hired on the contract who are long term unemployed	no. people FTE	£20,429.00	£432,357.64	£64,865.84
NT4	No. of employees (FTE) hired on the contract who are NEETs	no. people FTE	£15,382.90	£226,207.30	£46,156.40
NT4a	No. of 16-25 y.o. care leavers (FTE) hired on the contract	no. people FTE	£15,382.90	£28,281.64	£0.00
NT5a	No. of 18-24 y.o. rehabilitating young offenders (FTE) hired on the contract	no. people FTE	£15,382.90	£175,027.79	£0.00
NT6	No. of disabled employees (FTE) hired on the contract	no. people FTE	£16,605.00	£61,291.00	£30,696.84
NT7	No. of hours of support into work by providing career mentoring, including mock interviews, CV advice and careers guidance (over 24 y.o.)	no. hrs *no. attendees	£118.87	£924,526.93	£70,298
NT8	No. of staff hours spent on local school and college visits (inc. prep. Time)	No. hours	£16.93	£22,618.48	£1,168.17
NT9	No. of weeks of training opportunities on the contract (BTEC, City & guilds, NVQ, HNC)	no. weeks	£317.82	£521,098.03	£60,283.33
NT10	No. of weeks of apprenticeships on the contract	no. weeks	£251.79	£878,244.86	£157,380.05
NT11	No. of hours of support into work by providing career mentoring, including mock interviews, CV advice and careers guidance (under 24 y.o.)	no. hrs *no. attendees	£105.58	£1,518,202.33	£408,755.51
NT12	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placement (unpaid)	no. weeks	£194.50	£295,594.29	£53,204.37
NT13	No. of weeks spent on meaningful paid work placements 6 weeks + (internships)	no. weeks	£194.50	£290,138.33	£37,312.18
NT15	Provision of expert business advice to VCSE's and MSME's	no. expert hours	£101.00	£221,029.05	£23,572.81
NT16	Equipment or resources donated to VCSE's	£	£1.00	£178,419.86	£82,146.08
NT18	Total amount (£) spent in LOCAL supply chain through the contract	£	Localised by	£10,128,334.33	£2,767,073.47
NT28	Monetary donation, or equipment/resources in lieu, to voluntary or community	£	£1.00	£14,000.00	£4,287.92
NT31	Savings in CO2 emissions on contract achieved through decarbonisation	Tonnes CO2e	£244.63	£586,717.25	£75,851.88
		Total:	* 2022 TOMs	£32,063,505.55	£12,336,139.09

Rotherham Metropolitan Borough Council

Social and Local Economic Value Report



Social and Local Economic
Value Committed:
£32,063,506

Reporting Period Contract
Value:
£114,930,074.46

Local Employment
Committed:
£15,589,698.08

Promote Local Skills and Employment



21.84 FTE of long term unemployment individuals to be hired on contracts (NT3).



1850.1 weeks of training opportunities to be offered on contracts (BTEC, City & guilds, NVQ, HNC) (NT9).



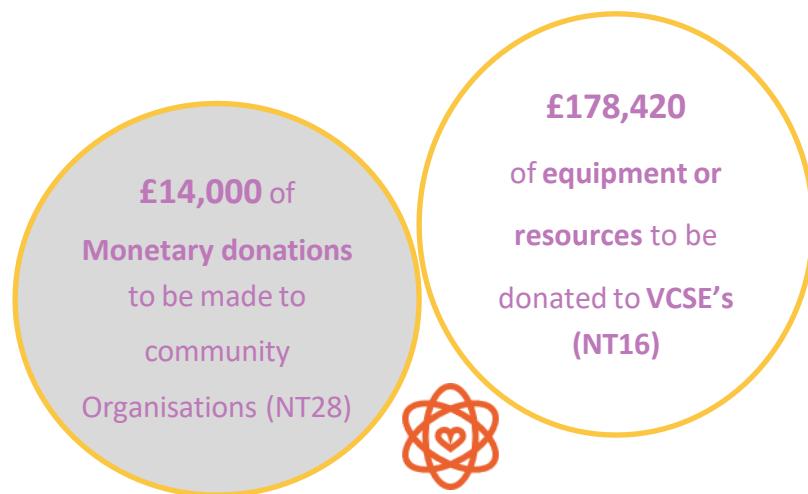
22,364.5 to be delivered in dedicated hours to support young people into work (NT7 /NT11).

Protecting and Improving our environment

4601 tonnes CO₂e to be saved on contract (NT31).



Supporting VCSE's & Community Groups



Local Spend in Rotherham

£19,267,873 of local economic value to be created as a result of local supply chain on contracts (NT18).



Rotherham Metropolitan Borough Council

Social and Local Economic Value Report



Social and Local Economic
Value Committed:
£32,063,506

Progress made on targets:
38%

Local Employment
Validated Delivered:
£8,456,744.16

Promote Local Skills and Employment



308.22 FTE of Local direct employees hired or retained on contract (NT1/a/c).



695 weeks of apprenticeships delivered on contracts Level 2,3, or 4+ (NT10).



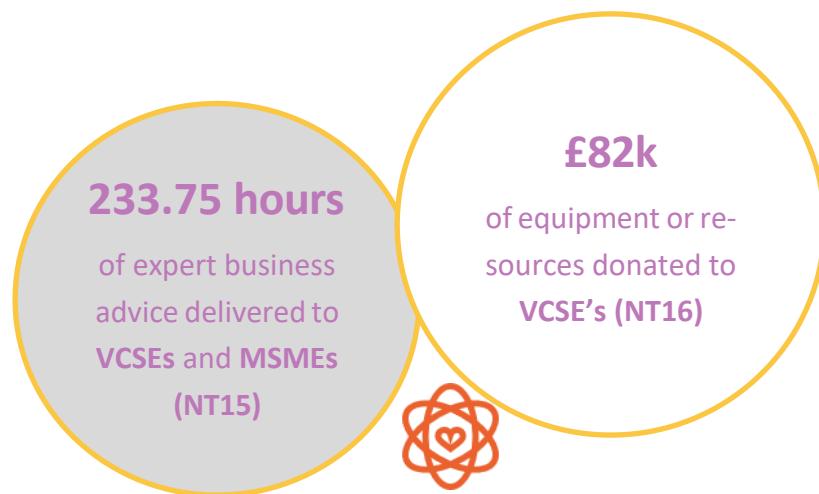
£479,684 delivered in social value for support to assist unemployed individuals into work (under and over 24 y.o.) (NT7/NT11).

Protecting and Improving our environment

1093.7 tonnes CO₂e saved on contract (NT31).



Supporting VCSE's & Community Groups



Local Spend in Rotherham

£2,676,073 of Social Value
created as a result of local supply
chain on contracts (NT18).



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Original TOMs Ref	New TOMs Ref	Original TOMs Measure	New TOMs Measure
NT1	NT1	No. of full time equivalent direct local employees (FTE) hired or retained for the duration of the contract	Local people employed or retained
NT1a	Retired	No. of full time equivalent local direct employees (FTE) hired or retained for the duration of the contract which are TUPE transfers	Not applicable
NT1c	Retired	No. of full time equivalent local employees (FTE) hired or retained for the duration of the contract who are employed in your supply chain	Not applicable
NT2	NT2	Percentage of full time equivalent local employees (FTE) on contract - employed directly or through supply chain	Proportion of employees who are local
NT3	NT3	No. of full time equivalent employees (FTE) hired on the contract who are long-term unemployed (unemployed for a year or longer)	Long-term unemployed people recruited
NT4	NT4	No. of full time equivalent employees (FTE) hired on the contract who are NOT in Employment, Education, or Training (NEETs)	Employees recruited who are Not in Education Employment or Training (16-24 y.o.)
NT4a	NT4a	No. of full time equivalent 16-25 y.o. care leavers (FTE) hired on the contract	Unemployed 16-25 year old care leavers recruited
NT5a	Retired	No. of full time equivalent employees (FTE) aged 18-24 y.o. hired on the contract who are rehabilitating or ex-offenders.	Not applicable
NT6	NT6	No. of full time equivalent disabled employees (FTE) hired on the contract	Employees with disabilities recruited
NT8	NT8	No. of staff hours spent on local school and college visits supporting pupils e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time)	Support for students at local educational institutions
NT9	NT9	No. of weeks of training opportunities (BTEC, City & Guilds, NVQ, HNC - Level 2,3, or 4+) on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years	Accredited training for new employees
NT10	NT10	No. of weeks of apprenticeships or T-Levels (Level 2,3, or 4) provided on the contract (completed or supported by the organisation)	Employment of new apprentices
NT11	NT11	No. of hours of 'support into work' assistance provided to unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance	Personalised support to help unemployed people into work
NT13	NT13	Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)	Meaningful paid work placements
NT15	NT15	Provision of expert business advice to VCSEs and MSMEs (e.g. financial advice / legal advice / HR advice/HSE)	Expert support to VCSEs and SMEs
NT16	NT16	Equipment or resources donated to VCSEs (£ equivalent value)	Support for VCSEs through donations
NT18	NT18	Total amount (£) spent in local supply chain through the contract	Spend with local companies in the supply chain
NT22	Retired	Percentage of your procurement contracts that include commitments to ethical employment practices in the local and global supply chain, including verification that there is zero tolerance of modern slavery, child labour and other relevant requirements such as elimination of false self-employment, unfair zero hours contracts and blacklists	Not applicable

NT23	Retired	Percentage of contracts with the supply chain on which Social Value commitments, measurement and monitoring are required	Not applicable
NT31	Retired	Savings in CO2e emissions on contract achieved through de-carbonisation (i.e. a reduction of the carbon intensity of processes and operations, specify how these are to be achieved) against a specific benchmark.	Not applicable
NT35	NT35	Percentage of procurement contracts that include sustainable procurement commitments or other relevant requirements and certifications (e.g. to use local produce, reduce food waste, and keep resources in circulation longer)	Procurement contracts that include sustainable procurement commitments
NT41	NT107	Percentage of staff on contract that is paid at least the relevant Real Living wage as specified by Living Wage foundation	Accredited Living Wage employer
NT42	NT42	Percentage of contractors in the supply chain required (or supported if they are micro or small business) to pay at least Real Living wage	Contractors in the supply chain that are Real Living Wage employers
NT44	Retired	Commitment to carbon emissions savings to achieve NZC before 2050	Not applicable
NT45	Retired	Carbon Certification (independently verified) achieved or about to achieve	Not applicable
NT46	Retired	Corporate travel schemes available to employees on the contract (subsidised public transport, subsidised cycling schemes and storage, sustainable corporate transport such as electric bus from public station to corporate facilities)	Not applicable
NT48	NT48	Supply Chain Carbon Certification (Carbon Trust Standard for Supply Chain or equivalent independently verified) - achieved or to achieve for current year	Supply chain carbon certification
NT59	NT59	Number of comprehensive supply chain audits to be undertaken to identify, monitor and reduce the risk of modern slavery occurring in relation to the contract	Supply chain audits that identify and manage the risk of modern slavery
NT62	Retired	Number and percent of companies in the supply chain, to Tier 2, that achieve relevant cyber security certifications (e.g. Cyber Essentials, Cyber Essentials Plus or National Cyber Security Centre's 10 steps)	Not applicable
NT65	Retired	Percentage of fleet or construction vehicles on the contract that is at Least Euro 6 or LEV	Not applicable
NT66	Retired	Fleet emissions monitoring programme on the contract, including data collection (miles, type of vehicle, engine type, emission standard)	Not applicable
NT70	Retired	Single-use plastic packaging eliminated through reusable packaging solutions or schemes (e.g. Loop or equivalent) on the contract	Not applicable
NT73	Retired	Percentage of contracts with the supply chain requiring contractors to operate low or zero emission vehicles	Not applicable

Proposed new measures

RE14	NT100	Employment taster days for those interested in working in the primary project industry or sector, such as real estate, construction, or facilities management	Employment taster days (project related, sector or industry)
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Social Value Annual Report Case Studies

Case Study 1: Employability Masterclass by Matrix Milestone

In December, Matrix Milestone partnered with Rotherham United Football Club and the Rotherham Job Centre to deliver an Employability Masterclass for young people aged 18–24. Hosted at New York Stadium, the event welcomed 45 attendees eager to build confidence and develop essential employability skills.

The session inspired attendees by helping them identify and believe in their strengths, improve their CVs, and approach interviews with greater self-assurance.

The Masterclass covered key areas such as selling skills, CV writing, interview success and confidence building, and included a range of interactive presentations, group discussions, and hands-on exercises. Feedback was overwhelmingly positive, with many highlighting the session's impact on their self-confidence and belief in their skills. One attendee remarked, "I feel so much more confident now, especially when thinking about my skills and how to talk about them in an interview."

By collaborating with Rotherham United Football Club, Rotherham Council, and the Job Centre, the event created a positive and lasting impact for young people in the local area. It also exemplified the importance of community partnerships in delivering meaningful social value.



Case Study 2: Equans Apprenticeship Programme

Equans, supplying the housing maintenance contract with Rotherham Council, has made significant strides in delivering social value through initiatives focused on work experience, apprenticeships, and upskilling. Each year, Equans hosts a recruitment event at University Centre Rotherham, emphasising hands-on practical activities over traditional interviews. Recognising that interviews can be daunting, they organise workshops such as Marketplace, where applicants interact with current apprentices and supervisors from various trades.

Additionally, STEM (science, technology, engineering and mathematics) activities such as Tetrahedron and Kinnex workshops allow applicants to demonstrate their skills in real-life scenarios. To promote gender diversity, they hold a women in construction event to break down barriers and encourage careers within the industry.

Equans currently has 21 direct apprentices working on the Rotherham Council contract. These apprentices receive support through 12-week reviews with their on-site mentor, focusing on teamwork, motivation, college progress, and work quality. They rotate every 4-6 months to different departments to gain diverse experiences. Recruitment emphasises long-term employment, with apprentices expected to eventually mentor their own apprentices.

Additionally, Equans has 20 subcontractor apprentices working through their supply chain on various Council projects. The supply chain is encouraged to provide these apprentices with the necessary time and experience across diverse projects. Many of Equans' apprentices have been upskilled from operatives to completing Level 4 Supervisor, Level 6 Site Manager, and Manager Passport qualifications to advance their careers.

Equans also supports RNN with a work experience programme and has recently hosted three candidates on the contract, including students with special needs, such as autism. They emphasise the importance of opening opportunities for individuals with various learning disabilities, recognising the keen eye for detail, ability to follow instructions, and dedication that these students bring to their work experience.



Case Study 3: Ellie's Apprenticeship Journey with Mears

Ellie began her apprenticeship with Mears in September 2023 as a Business Admin Apprentice, joining a team of three administrators and another apprentice. Initially very shy and nervous, Ellie quickly adapted, developing the necessary skills for her role. Her academic work was primarily online, supported by a college tutor. Despite initial challenges with in-person sessions, Ellie remained on track with her assignments.

After three months, Ellie started taking on more responsibilities, which boosted her confidence and skills. She became proficient in handling queries from operatives and took charge of managing a fleet of over 100 vehicles. Ellie completed her apprenticeship in February 2025, achieving two distinctions and one pass in her exams. She now aims for permanent employment with Mears and is eager to continue her professional development.

Ellie reflects positively on her apprenticeship, emphasising the importance of communication in balancing work and college assignments. Her mentor, Nikki, praises Ellie's growth, dedication, and willingness to take on new challenges, highlighting her significant contributions to the team.



PART A - Initial Equality Screening Assessment

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title		
Title: Social Value Annual Report		
Directorate: Assistant Chief Executive's	Service area: Policy, Performance and Intelligence	
Lead person: Sunday Alonge	Contact: 01709 254441	
Is this a:		
<input checked="" type="checkbox"/> Strategy / Policy	<input type="checkbox"/> Service / Function	<input type="checkbox"/> Other
If other, please specify		

2. Please provide a brief description of what you are screening

This is an annual report that provides progress against the Council's social value priorities, as set out in the approved Social Value Policy. It provides a detailed breakdown of social value commitments and delivery using the established Themes, Outcomes, Measures (TOMs) system. It also includes a review of progress against key actions agreed last year and sets priorities for the year ahead.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		x
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		x
Has there been or is there likely to be an impact on an individual or group with protected characteristics? <i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>		x
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>		x
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>	x	
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>	x	
If you have answered no to all the questions above, please explain the reason		
N/A		

If you have answered **no** to **all** the questions above please complete **sections 5 and 6.**

If you have answered **yes** to any of the above please complete **section 4.**

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

- **How have you considered equality and diversity?**

The report provides information on the achievements of the Council's Social Value Policy, which is underpinned by the aim of supporting the employment (including education and training) of disadvantaged groups who have barriers to accessing the labour market.

- **Key findings**

Addressing inequalities is central to the social value outcomes that have been identified. These include a wide range of groups who will be supported through increased training, school visits, employment, apprenticeships, and other training opportunities. In addition, the policy is also about changing the way the council commissions. Taking forward the policy's principles places emphasis on co-designing services and involving service users throughout the process. This will increase the role and voice of all groups.

- **Actions**

Following this activity, we will endeavour to carry out a full equality analysis form by December 2025.

To further ensure equality, diversity, and inclusion, we will explore how the Council can deliberately target disadvantaged groups and those with protected characteristics in the procurement process, and to particularly target businesses owned by these groups for support. Priority attention would be given them through employment, education, and training support that comes from social value implementation.

Date to scope and plan your Equality Analysis:	December 2025
Date to complete your Equality Analysis:	December 2025
Lead person for your Equality Analysis (Include name and job title):	Michael Holmes, Policy and Strategy Officer

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Michael Holmes	Policy and Strategy Officer	7 th May, 2025
Fiona Boden	Head of Policy, Performance and Intelligence	22 nd May, 2025

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of all screenings 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 screening completed	7 th May 2025
Report title and date	Social Value annual report
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	13.05.2025

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?	None				
Emissions from transport?	Decrease	<p>Council suppliers can offer corporate travel schemes available to employees, e.g., subsidised public transport, subsidised cycling schemes, and storage.</p> <p>Social value is promoting the local buying of goods and services by both the Council and local partners, including contractors, thereby contributing to reduced emissions through shorter travel distances for contractors.</p> <p>Social Value is requiring contractors to operate low or zero emissions vehicles with the aim of</p>		<p>Savings on CO2 emissions on contract achieved through decarbonisation is being monitored. It is 1094 tonnes for the current year</p>	

		emissions reduction in the borough.			
Emissions from waste, or the quantity of waste itself?	Decrease	The Council is encouraging suppliers to increase workplace recycling and reducing the use of plastics, these efforts will lead to reducing emissions from waste.			Savings on CO2 emissions on contract achieved through decarbonisation is being monitored. It is 1094 tonnes for the current year
Emissions from housing and domestic buildings?	None				
Emissions from construction and/or development?	Decrease	<p>One of the aims of social value is to reduce emissions. The Social Value key actions and developments will help businesses and partners understand how they can support the 2040 Net Zero target for Rotherham.</p> <p>NT31 (one of the measures) provides a social value outcome through savings in CO₂ emissions on contracts achieved through decarbonisation, amounting to 4,601</p>			Savings on CO2 emissions on contract achieved through decarbonisation is being monitored. It is 1094 tonnes for the current year

		tonnes of CO ₂ in the year 2024/25.			
Carbon capture (e.g. through trees)?	None				
Identify any emissions impacts associated with this decision which have not been covered by the above fields:					
Following national changes to the TOMs system in 2024, NT31 (tonnes of CO ₂ emissions saved on a contract) has been removed (this was the only environmental measure with a proxy value. Alternative measures for NT31 are currently in development.					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?

The climate in Rotherham is already changing, with visible impacts throughout the Borough. Hotter summers are increasing the risk of extreme temperatures such as those experienced in July 2022, as wetter winters and more intense rainfall are increasing the risk of floods such as those in 2007, 2019 and 2023. More information on climate change impacts in Rotherham is available from:

<https://www.reports.esriuk.com/view-report/b8eb3cee8f764147a2cfcd69cf36238f/E08000018>

- *Do actions recommended in the report affect the ability of Council services to continue during, or recover after extreme heatwaves, flooding and other climate-related hazards?*
- *Will the proposal affect resident's capacity to adapt to climate change impacts?*
- *Will the proposal affect the risk of climate change impacts in the Borough of Rotherham?*

While there are no direct impacts of the current measures on climate change adaptation, many of the outcomes related to employment and supporting VCSEs could help improve local residents' resilience more generally, and by extension could help to improve resilience to climate change.

Provide a summary of all impacts and mitigation/monitoring measures:

Summarise the proposal's most significant overall climate impacts, with reference to carbon emissions and climate change adaptation as appropriate. This summary should be reproduced in Section 11, 'Implications for CO₂ Emissions and Climate Change', of the main report.

The Social Value key actions and developments will help businesses and partners understand how they can support the 2040 Net Zero target for Rotherham and the South Yorkshire net zero ambitions by considering the social value TOMs related to climate change and the environment. The include:

- Making corporate travel schemes available to employees, e.g., subsidised public transport, subsidised cycling schemes, and storage.
- Increasing workplace recycling and reducing the use of plastics.
- Requiring contractors to operate low or zero emissions vehicles.
- Signposting businesses to the region-wide Low Carbon project for engagement

These actions will also promote the local buying of goods and services by both the Council and local partners, contributing to reduced emissions through shorter travel distances for contractors.

NT31 provided a social value outcome through savings in CO₂ emissions on contracts achieved through decarbonisation, amounting to 1094 tonnes of CO₂ in the year under consideration. Following national changes to the TOMs system in 2024, NT31 (tonnes of CO₂ emissions saved on a contract) has been removed (this was the only environmental measure with a proxy value. Alternative measures for NT31 are currently in development.

Supporting information:	
Climate Impact Assessment Author	Sunday Alonge Policy Officer Policy, Performance and Intelligence ACEX
Please outline any research, data or information used to complete this Climate Impact Assessment.	Social Value commitments and delivery table Social Value Policy Social Value Annual Report
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.	The measures for commitments and delivery are tCO ₂ e as included in contracts where specified by suppliers. For the purpose of measuring social value as a percentage of a contract value, a proxy value has been used, which was set at £244.63 per tCO ₂ under NT31.
Validation	Tracking Reference: CIA464 Katie Rockett Climate Change Officer

Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Cultural Strategy

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

No

Strategic Director Approving Submission of the Report

Andrew Bramidge, Strategic Director of Regeneration and Environment

Report Author(s)

Chris Siddall, Head of Sport, Leisure & Strategic Partnerships
01709 822478 or Chris.Siddall@rotherham.gov.uk

Polly Hamilton, Assistant Director Culture, Sport and Tourism

01709 254795 or Polly.Hamilton@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

Rotherham's Cultural Strategy was produced in collaboration with members of the public and partners from across the cultural, leisure, green spaces and tourism sectors in 2019. This was the first strategy produced by the Local Cultural Partnership Board since it was established in 2018. The Strategy will culminate at the end of 2026.

This report provides an update on the progress made by the Board in delivering against the Cultural Strategy over the past 6 years. It also sets out the proposed process for the renewal of the Strategy, including related consultation.

Recommendations

That Cabinet:

1. Note the achievements of the current Cultural Strategy 2019 – 2026.
2. Note that the Cultural Partnership Board will develop a new Cultural Strategy for 2027 – 2034.
3. Note the proposal to undertake consultation in support of the creation of a new strategy.

List of Appendices Included

Appendix 1 The Rotherham Cultural Strategy 2019 - 2026
Appendix 2a Equalities Screening Part A
Appendix 2b Equalities Analysis Form Part B
Appendix 3 Carbon Impact Assessment

Background Papers

The Cultural Strategy Cabinet Report, April 2019

Consideration by any other Council Committee, Scrutiny or Advisory Panel
None

Council Approval Required

No

Exempt from the Press and Public

No

Cultural Strategy

1. Background

1.1 On the 20 May 2019, Cabinet endorsed Rotherham's first Cultural Strategy in over 10 years. This document subsequently set the direction for the sector across the Borough with the intention of demonstrating the role that culture, sport and tourism could play in shaping Rotherham's future.

1.2 Within the Strategy, the definition of culture includes the natural environment, parks, woodland and countryside, sport, the arts (including performing arts, music, theatre, dance, visual art, craft, literature, circus, film and digital media), tourism attractions, libraries, heritage, museums and archives, events and play.

1.3 At the time of writing the Strategy, Rotherham was approximately 10% behind the national average for participation in physical activity, the arts, museums and libraries. Consequently, the Strategy set out an overarching goal to '*get more people active, creative and outdoors, more often*', in order to address lower participation numbers in cultural activities and because of the benefits of participation to improving social, health and economic outcomes. Physical activity levels amongst adults are now 8.6% under the national average and 7.3% behind the Yorkshire and Humber average, demonstrating modest improvement over time. Six years later, the data sample size has been reduced on the current Active Lives Survey and some organisations question its validity. Furthermore, data is no longer collated in the same way for Arts engagement so it is not possible to compare like-for like.

As part of the renewal process, the Cultural Partnership Board will explore the feasibility of recreating the Active Lives survey as was conducted in 2019 to provide a comparable set of figures. If this is not possible, then there is a significant range of alternative metrics now in use, within the control of local partners, which enable us to explore trends and evidence progress.

1.4 The Strategy was categorised into 7 "Game Changers" in order to simplify its target work areas and provide structure for its achievements. These are:

1. A Vibrant Heart
2. Amazing Events
3. Adventures In Rother Valley
4. A Great Place for Wentworth and the Dearne Valley
5. Vital Neighbourhoods
6. Turning Passion into Profession
7. Children's Capital of Culture

2. Key Issues

2.1 Successes in delivering against the Strategy targets are mapped against each of the Game Changers as follows:

2.2 A Vibrant Heart

2.2.1 The Strategy aimed to create a rich and diverse cultural offer in the Town Centre, including a cinema, public art and events. It committed to looking at options to improve the central library, exhibition facilities and theatre. In delivering against this aim, achievements include:

- Grimm and Co. opened their new **Emporium of Stories** building in March 2024.
- Securing Arts Council England National Portfolio Organisation status for **Rotherham Museums** from 2022- 27, along with a new temporary exhibitions programme, new family learning activities and an improved café offer at Clifton Park Museum and **VAQAS** (Visitor Attraction Quality Assurance Scheme) since 2024.
- The opening of a **new cinema, The ARC**, in September 2024 in collaboration with RIDO.
- Town Centre public realm developments with a focus **on play, active travel and family living**, including James Capper's Camellia sculpture, commissioned by Gallery Town.
- £2.4m Upgrade to exhibition galleries at **Magna** via Levelling Up Fund and Heritage Lottery Fund.
- £550,000+ investment into **Herringthorpe Athletics Stadium** with improvements to the track, floodlights, main building, hammer cage and car park.
- The **new town centre library** development is well underway and due to open in 2026.
- Phase 1 Feasibility Study for **New Centre for Performing Arts** completed May 2022.
- **Clifton Park** has achieved Green Flag Status each year, work has begun to improve the water splash play facility, 3 new tennis courts have been constructed and the park provided a vital resource for residents during the covid- 19 pandemic.
- **Rotherham Leisure Complex** has increased its offer through engagement with the Holiday Activity Fund, sustained its clinical pathways for people with health conditions and become more energy efficient with the installation of solar PV panels.
- **New studio space for artists** is in development via ROAR at Hope Studios, Grove Road.
- The redevelopment of the **Rotherham Civic Theatre** business model and **£350k refurbishment** of its front of house space with a new 100-seat Studio Theatre in development. The theatre welcomes **70,000 visitors per year** across a varied programme of family theatre, music, drama and dance and has introduced a range of inclusion and accessibility offers such as Tuesday and Thursday Stories offering providing accessible family storytelling workshops including a weekly SEND session and Pay What You Can ticket availability.

2.3 Amazing Events:

2.3.1 The Strategy outlined its ambition to work with commercial, community and major events organisers to create more ambitious events which bring the town together, make people proud of who they are and bring people into Rotherham. Achievements include:

- Hosting the **Women's Euro 2022** with 97% of tickets sold for 4 matches hosted, a full cultural and heritage programme that gained national and international acclaim alongside a “best in the country” volunteer programme. 24,000 visitors came to 4 town centre fan parties and the event’s economic impact report noted a £5.3m benefit to the local economy.
- **Rotherham Show** celebrated its 40th birthday in 2019 and reached 100,000 visits during the 2021 event. Customer satisfaction currently stands at 95% (2024).
- **Yorkshire Day** 2020 moved to 2023 due to Covid- 19. An exciting programme took place in August involving Mayors from across the county.
- **Rotherham Valley Country Park** celebrated its 40th birthday in 2023 with a programme of events.
- Clifton Park hosted **The Reytons'** concert in July 2024, the largest outdoor event hosted there since T-Rex in 1971. The event officially sold out and attracted an audience of over 18,000. The concert was deemed a huge success with hundreds of positive comments on social media, bringing £1m to the Rotherham economy and a further £1.3m to South Yorkshire.
- A plethora of new town centre events have evolved, with cultural sector partners working together, co-produced with children, young people and other target communities. These include the **Signals Music Festival**, **UPLIFT Urban Festival**, **WoW Festival**, **Rotherham** and **Roots Carnival**. These new events have grown year on year since 2022 and now attract a combined figure of an additional 44,394 visitors this past year (2024/25).
- The continuation and growth of “**One Voice**” which is the school’s annual singing concert, this year with over 3000 students involved.
- **Tour of Britain** cycling stage in September 2024.
- **National Hovercraft Championships and Open Water Swimming Championships** at Rother Valley Country Park and Thrybergh Country Park respectively.

2.4 Adventures In Rother Valley:

2.4.1 The creation of new high-quality experiences for residents and visitors in the South of the Borough was the main focus for this element of the strategy. Gulliver’s Valley Resort, the introduction of major new camping and caravan facilities at Waleswood, the revitalisation of Rother Valley Country Park and the development of the historic canal network have all made significant progress to date.

2.4.2 Achievements include:

- The opening in 2020 and expansion of the **Gulliver's Valley Resort**, employed 40 FTE and seasonal of 105 people, followed up by the opening of **SkillsStreet** in June 2025.
- The opening of **Waleswood Caravan and Camp Site** in April 2019, achieving 5* reviews, AA Silver Pennant and Top 100 campsites, bringing 34,734 bookings for 97,020 nights since opening with the latest annual figures for 2024/25 standing at 15,079 adults, 4,041 children and 524 infants. The site greatly enhances the leisure, hospitality and tourism economy in South Yorkshire.
- The development of a new **Mountain Bike Trail** at Rother Valley Country Park.
- Securing £5.5m for new café & visitor facilities at **Rother Valley Country Park** via the Government's Levelling Up Fund, improving hospitality, parking and play facilities at this important regional attraction.
- Contribution to the development of new strategic business case for **Chesterfield Canal**. The plan highlights the infrastructure/attraction possibilities for the canal, the potential income streams and what can be done to ensure sustainability.
- Paying visitor numbers have **risen at Rother Valley Country Park by 123.9%** since the start of the Cultural Strategy in 2019. The figures have risen from 59,046 to 132,221 people.

2.5 A Great Place for Wentworth and the Dearne Valley:

2.5.1 The strategy aimed to support the development of a nationally significant new tourism product in the North of the borough where Wentworth Woodhouse would create a rival to Chatsworth and a new hub for cultural tourism which will benefit the whole borough. Achievements include:

- The development of a £110m masterplan for **Wentworth Woodhouse**, including attracting 123,553 annual visitors in 2023/24, enlisting 386 volunteers.
- Continuation of the legacy of **WE Great Place** through the **WE Wonder festivals**, creating and hosting quality events for families such as the **Vintage Car Rally**, “**Wentfest**”, **Grand Prix Cycling Event**, **Rotherham 10k** road race and **RHS Flower Show** in 2025.
- The conservation and development of **Keppel's Column**, reopening this important landmark to the public after 60 years of closure, removing it from the national 'Heritage at Risk' register in the process.
- Completing the conservation of **Waterloo Kiln**, site of Rockingham Pottery works.
- Improvements to the **stable block** at Wentworth Woodhouse with the receipt of £4.6m grant funding from the Government's Levelling up Fund.
- The re-opening of the **Camelia House** at Wentworth Woodhouse.

- Investment from Historic England of £2,465,503 between 2020-2025 into Waterloo Kiln, Keppel's Column and Wentworth Woodhouse.

2.6 Turning Passion into Profession:

2.6.1 The strategy committed partners to working with schools, colleges and RNN Group to increase the numbers of young people progressing to higher level qualifications in culture, leisure and sport-based programmes. In addition, aspirations to work through ROAR to grow the creative community – giving artists more reasons to stay and work in Rotherham were outlined.

2.6.2 By 2026 a target to create 1,500 new volunteering opportunities, 100 new apprenticeships and 1,500 new jobs in the creative, digital, cultural, leisure and tourism sectors was set. The strategy also aims to encourage all schools to take up the Mile a Day Challenge (estimated all primary and SEN schools took part at least once, with 60% making the activity “regular” at the height of its interest), Arts Mark and outdoor learning. To date, the target has been met for apprentices and work is ongoing to establish the number of volunteer opportunities that have been offered and jobs created over the span of the Strategy from 2019. 21 schools have achieved Arts Mark, 6 are registered and a further 20 school are “working towards” the award.

2.6.3 The achievements to date include:

- Worked through **ROAR** and **Flux Rotherham** to grow Rotherham’s creative community, with activities such as Ferham Festival, Musical Storytelling and numerous artist commissions.
- Developed new **artist development programmes** through Imagine Rotherham, Children’s Capital of Culture and events commissioning.
- Enabled 148 young people to attain **Arts Award**.
- Delivery of **Skills Street** at Gulliver’s Valley resort. This project is an immersive and innovative world-of-work experience developed to widen career aspirations for children, young people, and adults across the region and inspire the next generation to work.
- Development of a hospitality and visitor experience training facility at **Wentworth Woodhouse**.
- SYMCA-supported research into creative & cultural industries.
- Delivered 12 **Kickstart apprenticeships** within Arts and Heritage Services at the Council.
- Placed **skills and talent development** central to **Children’s Capital of Culture** 2025, enabling 121 young people aged 16 – 25 to find employment with some of our area’s most exciting cultural organisations. Of the former trainees, 70% went onto further employment or training. Across the latest cohort, host organisations have made 7 trainee contract extensions, and a further 4 trainees have gone on to be offered new alumni roles within the programme. Additional paid opportunities include: 9 Young Artist Residencies across a range of disciplines, and 2 visual art internships being delivered in collaboration with Rush House, to support care experienced Young People.

- The Children's Capital of Culture **Creative Learning** programme has been designed to increase children and young people's access to arts and culture, embed creativity in teaching and learning and raise awareness of creative careers. Key projects have been over-subscribed with **86 schools applying** for 66 places. **136 schools have been recruited** to engage, with just 1 school who has not yet signed up to a project. Activities taking place in 22 out of 25 wards to date.
- The Culture, Sport and Tourism team at the Council continue to build their volunteer programme and in 2024, 105 volunteers provided over 8,000 hours, worth £91,000 of support across events and Green Spaces.
- £5.9m investment into Maltby Learning Trust creating a centre for training, apprenticeships, and start up support for the leisure and hospitality sector.
- **Rotherham Music** have refocused its offer to focus on increased opportunities for performance and progressions which has included: growing its annual One Voice schools singing event to support **1,329** pupils taking part over two days; Developing a national partnership with Royal Ballet and Opera House enabling **600** children from **15** schools to take part on the development of the Rotherham Opera; Spin out progression projects as a result of the annual Signals Festival including Rotherham Young Creative Open Mic sessions at Rotherham Civic Theatre and the annual "LaunchPad" Conference.

2.7 Vital Neighbourhoods:

2.7.1 The focus of this Game Changer was to work in a more collaborative way with communities and voluntary organisations, ensuring people in every part of the borough have opportunities to engage. With sustainability and empowerment as a driving factor, the adoption of a strengths-based approach to work has led to a fresh direction of delivery at a local level.

2.7.2 Achievements include:

- The development of the **FLUX** initiative – a £2m Creative People & Places Programme funded by The Arts Council. In 2023/24 the programme had 11,400 active participations and 28,094 audience members. This figure rose in 2024/ 25 to 15,859 active participations and a 50,654 audience.
- **Built 3 new libraries**, including a community-led library in Brinsworth, and replacement neighbourhood libraries in Swinton and in Thurcroft. A further library is planned for Wath in 2027.
- **Refurbished a further 11 neighbourhood libraries**, with new furniture, décor and improved IT.
- c£2m million has been agreed/ invested as part of the Council's capital programme on **Children's Playgrounds**.
- Delivered **Arts & Health pilot programme** for 55+ through COVID Recovery.
- Creation of **Hope Fields** as a memorial to those who died in the Covid- 19 pandemic.

- Created the **Thurcroft Troll** – public art and ‘**TrollFest**’ community event
- Currently **4 Green Flag** status parks at Clifton, Ulley, Greasbrough and Rother Valley.
- The borough has been identified as one of 53 new “Place Partnerships” by **Sport England** nationally and in February 2025 received a development award of £455,000 over 2 years to expand working knowledge of the sport and physical activity landscape.
- In 2021 Rotherham was identified as one of 54 Priority Places by **Arts Council England** leading to increased investment to support more people engaging in creative activities.
- £8m was secured via the **Levelling Up investment agenda**, round 1, for Country Parks.
- Improvements to town centre cycle lanes and infrastructure to support **Active Travel** to the value of £120m between 2022- 2027.
- Established the annual **Rotherham 10k race**.
- Achieved **QUEST outstanding**, the Sport England recommended Continuous Improvement Tool for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service, in all our Leisure Centres (with Maltby achieving QUEST+).
- Football Foundation investment into the **Active Through Football** project led Rotherham United Community Sports Trust as part of the “Moving Rotherham” programme.
- Over **1,000 young people have engaged with “Fun Palaces”** - The annual celebration of culture sees local communities come together to co-create free creative and cultural experiences and activities in the heart of their neighbourhoods, enabling people to showcase their skills and hobbies across Culture, Sport and Tourism services.
- **Summer Reading Challenge (SRC)**- An annual SRC celebration event was introduced in 2022. In 2024 over a thousand children across Rotherham were invited to celebrate completing the challenge at Magna Science Adventure Centre.

2.8 Children’s Capital of Culture:

2.8.1 Children’s Capital of Culture is a title bestowed upon Rotherham by its children and young people. 2025 has commenced with a year-long festival of imagination, creativity and community, devised, developed and delivered in partnership with children and young people from Rotherham. This has arguably been the game-changer which has brought the Cultural Partnership Board together to jointly deliver to a shared activity programme.

2.8.2 The festival year is delivering:

- A range of cultural activities, including exhibitions, events, performances, festivals, gigs, art installations, murals and more.
- Targeted activities with schools, a skills and talent development programme, family learning and creative health activities.
- A ‘spotlight’ programme to showcase existing activities for children and young people delivered by a range of partners.

- Activities across all 25 wards.

2.8.3 Achievements include:

- Supported **121** paid traineeships for 16-25 year olds in the cultural and creative industries.
- Supported **132 artists development opportunities** for 'Young Artists in Residence' to gain practical skills across creative disciplines.
- Delivery of Arts Awards programme in collaboration with hosts supporting **235** young people completing at a range of levels from explore to Silver. **25** young people currently undertaking Gold level.
- Over **279,950** audience engagements (visitors) from January 2023 to date. this has also included **33,157 active participations** in activities and workshops/ events.
- The programme has **1,168** regular/ repeat participations.
- **15,000** participations in the February 2022 launch festival.
- Working with **120 schools and colleges with 7,559 actively participating pupils**.
- **74%** of these were from Rotherham, **18%** were from the rest of South Yorkshire, and **8%** were from other locations.
- Working with **304** artists and organisations to make these activities happen.
- **30%** of these artists and organisations were from Rotherham, **33%** were from the rest of South Yorkshire, and **26%** were from other locations.

2.9 About the Cultural Partnership Board

2.9.1 Beyond the considerable achievements of individual organisations, the success of the strategy to date has been in the main, down to the joint working between partners. The Cultural Partnership Board consists of the following partners: ARC Cinema, Arts Council England, Flux Rotherham, Grimm and Co, Gulliver's Valley Resort, Places Leisure, RNN Group, ROAR, Sense, Wentworth Woodhouse, Yorkshire Sport Foundation, and representatives of networks such as Rotherham Creative Network, Moving Rotherham and Rotherham Headteacher's Forum, as well as senior officers from Culture Sport and Tourism, School Effectiveness and Public Health. The board also includes freelance representation, in recognition of the large proportion of the sector which is made up of sole traders and micro-businesses.

2.9.2 The Board is chaired by the Cabinet Member for Social Inclusion and Neighbourhood Working. The Vice Chair is Helen Jones, Director of Flux Rotherham.

2.9.3 On 29 July 2024, Cabinet approved the proposal to delegate governance of Children's Capital of Culture to the Cultural Partnership Board. This has worked well and demonstrates the collective value of the Board and its members.

2.9.4 It is worth acknowledging that Arts Council of England have been a consistent partner from the outset, both through part-funding the creation of the strategy and through active participation in meetings.

2.10 Funding Delivery of the Strategy

2.10.1 The strategy document noted that the Cultural Partnership Board would need to make the best use of resources, reacting positively and swiftly to changing needs and demands, securing new investment from funders who share the Borough's vision.

2.10.2 To date, external investment secured includes:

- Increased Arts Council England investment from £136,470 in 2017/18 to £2.8m in 2024/25.
- £2m in ACE Creative People & Places investment.
- £19.2m LUF for leisure economy development.
- £3.3m from Sport England.
- £2,549,454 contributing to total project costs of £3,586,330 (126 different projects) from The Football Foundation.
- Increased average annual investment from Historic England from £19,688 prior to 2019, to £448,251 from 2019 to 2024 – securing a total of £2,689,503 in that period.

In addition, organisations within the Cultural Partnership such as Wentworth Woodhouse, Gullivers and Grimm and Co have brought in significant inward investment, contributing to jobs and growth and driving up opportunities to participate.

2.11 Areas of Focus

2.11.1 The delivery of the strategy has required a focus on some key areas. In summary:

2.11.2 Creating an Effective Board: as the partnership board was a new entity, it took some time to mature. The balance of strategic leadership/decision-makers vs operational knowledge of the sector was discussed for some time. The group grew in size to a point where maintaining a focus at meetings could be difficult, as was ensuring all parties had value out of attending. In 2022, membership was reviewed and the board was streamlined with representation of the freelance sector and ethnic minority communities increased. Since this review the Board has operated in a more strategic and focussed manner.

2.11.3 Monitoring and Evaluation of the Strategy: As the report highlights, great strides have been made in widening access and increasing opportunities for people to participate in cultural activity, but measuring impact and capturing the full range of achievements has proved to be a difficult task. Board members measure outputs in a variety of ways, have different operating models and funding streams. Aligning this work to provide comprehensive, and holistic data and intelligence in a consistent format has not been

achieved. This is an ongoing task for the facilitators of the Board and will be an essential part of the planning process for the new Cultural Strategy from 2026.

2.11.4 Scope of the Strategy: although the Strategy was initially intended to comprehensively cover the full range of cultural, leisure, sporting and environmental sectors, this has not been fully achieved.

- The Moving Rotherham board reports to both the Cultural Partnership Board (and the Health and Wellbeing Board) and the physical activity and sport sector needs the continued focus that the Moving Rotherham Board can provide.
- A new Creative Health Board was established for Rotherham in 2024, reporting to the Health and Wellbeing Board and Creative Health South Yorkshire (as part of the wider Integrated Care Partnership).
- Representation of the environmental sector was not sufficiently consistent: consequently, a bespoke Green Infrastructure Strategic Partnership is in development to take forward priorities related to nature recovery and conservation.
- Following publication of the new Destination Delivery Plan for South Yorkshire, the South Yorkshire Visitor Economy Partnership is being established along with neighbouring local authorities, SYMCA and private sector partners.

2.11.5 Updates on all of the above will continue to be provided to the Cultural Partnership Board.

2.12 Renewing the Cultural Strategy

2.12.1 Renewal of the Strategy will need to begin before the end of 2025 in order to provide sufficient lead in to create a new strategy before the end of 2026. In light of the progress made in delivering the strategy to date, the Cultural Partnership Board members are of the view that the renewal process for the new Strategy will be straightforward due to the achievements set out under each of the 'Gamechangers' in sections 2.2 to 2.8, and the metrics established for the current Strategy, particularly in areas of joint working such as Children's Capital of Culture. This suggests that the Cultural Partnership Board and its related networks have the knowledge and expertise to produce a credible update. This will avoid the need for significant additional resource to pay for consultants. Nevertheless, a range of options for the renewal of the Cultural Strategy are set out in section 3 below.

2.12.2 The proposed timetable for the renewal of the Strategy is set out in Section 5.

2.13 Proposed Consultation Process

- 2.13.1 The proposed consultation process is as follows:
- 2.13.2 Finalise the scope of the review with the Cultural Partnership Board and Policy, Performance and Intelligence Team.
- 2.13.3 Undertake a Stakeholder consultation workshop bringing together representatives from across the sector, with a focus on existing strategy, gaps and new opportunities/issues, as well as Rotherham Together Partnership members, Youth Cabinet, SYMCA, and national partners such as Arts Council England, etc.
- 2.13.4 Utilise the Equalities Action Plan to identify key stakeholder groups with protected characteristics and deliver targeted and bespoke consultation workshops (or whatever is most appropriate).
- 2.13.5 Produce a draft Strategy and consult in accordance with the Consultation Toolkit.
- 2.13.6 Finalise the Strategy in conjunction with the Cultural Partnership Board and provide a report to Cabinet.

3. Options considered and recommended proposal

- 3.1 Options for the renewal of the Cultural Strategy are as follows:

3.1.1 Option 1 – Don’t renew the Cultural Strategy

This option would mean that The Cultural Partnership Board would not have an overarching framework for development. It would position the Borough less favourably in relation to securing external funding with which to drive forward improvements. It could significantly reduce the amount of funding secured from Arts Council England.

3.1.2 Option 2 – Commission an independent review and strategy development process.

This would involve identifying funding in the region of £20K - £40k and procuring an independent consultancy to produce the strategy on behalf of the Cultural Partnership Board. Beyond the expense, the additional risk with this option is the possibility that the partners involved in its delivery have less ownership of the final strategy.

3.1.3 Option 3 – Work with existing partners

This option utilises the existing Cultural Partnership Board and networks to:

- a. Collectively review the strategy
- b. Consider current best practice, with the support of the Council’s policy and performance team, in conjunction with Arts Council England and other national agencies.

- c. Co-produce a needs assessment, vision and priorities for the future
- d. Write a new strategy and consult on the draft.
- e. Develop an evaluation framework which all partners agree to support.

This option would require significant officer support to deliver, however it is in line with the Council's commitment to 'strengths-based working'.

Additional funding would be required to design and produce the strategy to ensure it is of sufficient quality to share with prospective funders, with a view to securing a contribution from a range of partners, including Arts Council England.

3.2 Option 3 is the recommended option because it is the most affordable option and it will enable the Cultural Partnership Board to build on the success of the current approach.

4. Consultation on proposal

4.1 The proposed process for renewal of the Cultural Strategy has been discussed with members of the Cultural Partnership Board and Arts Council England.

4.2 This has shaped the options and proposed process.

5. Timetable and Accountability for Implementing this Decision

5.1 The proposed timetable for its renewal is as follows:

- Initial review and needs assessment workshop – September-October 2025
- Targeted consultation activity – November – February 2026
- Draft Strategy produced by end March 2026
- Consultation on draft Strategy – April – May 2026
- Analysis of results and production of final Strategy – June – July 2026
- Approval of final Strategy via Cultural Partnership – August 2026
- Report to Cabinet – September 2026 – to endorse the new Cultural Strategy

5.2 Accountability for implementing this decision is with the Assistant Director Culture Sport and Tourism.

6. Financial and Procurement Advice and Implications

6.1 As per 3.1.3, the recommended option currently has no funding identified. Costs are anticipated to be covered through a mixture of grant funding and partner contributions.

6.2 There are no direct procurement implications arising from the recommendations detailed in this report.

7. Legal Advice and Implications

7.1 There is no statutory requirement to consult in respect of this Strategy. However, considering previous practice, the expectation of the public and in order to ensure that the Strategy properly addresses the wishes and priorities of the residents of the Borough, it is appropriate for consultation to take place as proposed.

7.2 As such, in order for the consultation process to be considered legitimate, it should be done at formative stage, provide sufficient information to allow “intelligent consideration”, provide adequate time for a response, and “conscientious consideration” should be given to the consultation response before a decision is made (as set out in the High Court case of *R v London Borough of Brent ex parte Gunning*). These criteria are met in respect of the proposed consultation.

8. Human Resources Advice and Implications

8.1 There are no direct Human Resources implications arising from the recommendations in this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 Delivery of the strategy has supported the widening of participation for children and young people and vulnerable adults.

9.2 The delivery of the Children’s Capital of Culture 2025 programme has provided significant opportunities across the borough for participation and engagement with leisure and culture to take place. The ongoing legacy of the programme post-2025 will be considered as part of the process for the development of a new strategy.

10. Equalities and Human Rights Advice and Implications

10.1 The key mission of the Cultural Strategy, is to *“get more people, more active, creative and outdoors, more often”*, and this is central to the commitment to human rights and equalities

10.2 An Equalities Analysis has been completed and there is much good practice locally, highlighting ways in which people with protected characteristics are prioritised and able to participate in cultural activities.

10.3 The increased amount of cultural activity across Rotherham over the past 6 years, often co-produced with people with protected characteristics, has led to widening engagement. This work is ongoing and the new Strategy will build on this.

10.4 Both an Initial Equality Screening Assessment (Part A) and an Equality Analysis Form (Part B) have been completed and are attached as Appendix 2.

11. Implications for CO2 Emissions and Climate Change

11.1 Implications for CO2 Emissions and Climate Change are contained in Appendix 3, Climate Impact Assessment.

12. Implications for Partners

12.1 The Cultural Partnership Board is currently made up of a wide range of partners including Yorkshire Sport Foundation, Arts Council England, ROAR (Rotherham Open Arts Renaissance), Wentworth Woodhouse Preservation Trust, FLUX Rotherham, Gulliver's, Grimm and Co and RNN Group.

12.2 There are a number of individuals contributing knowledge in relation to: freelance artists, Inclusion, BAME/Global Majority Communities. Partners have remained committed to support delivery of the strategy and attend regularly.

12.3 The Cultural Partnership Board has representation on the wider Rotherham Together Partnership Group and feeds into the Health and Wellbeing Board. Periodically the Chair presents an update to the Rotherham Together Partnership.

13. Risks and Mitigation

13.1 Insufficient resources with which to deliver a new Strategy: officers in Cultural Sport and Tourism will work with officers in the Policy, Performance and Improvement team, along with partners on the Cultural Partnership Board. Arts Council England have been approached for support for funding.

13.2 Insufficient timeframe to deliver the new Strategy: the first strategy was delivered over a 20 month period because it had been over 10 years since Rotherham's last Cultural Strategy. By beginning in September, some contingency has been embedded within the renewal programme.

13.3 Lack of buy-in from partners: the previous strategy utilised co-production and the intention is to build on this with the renewal process, starting with a workshop to bring partners together to review the current strategy, set out the process and agree the consultation process. By embedding delivery partners within the process, there is the opportunity to embed engagement in the final output. Importantly, there are pre-existing positive relationships with the Cultural Partnership Board and related networks.

14. Accountable Officers

Polly Hamilton: Assistant Director. Culture, Sport and Tourism.

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	21/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	22/05/25

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THINGS TO DO PLACES TO GO

**LET'S TRANSFORM ROTHERHAM'S FUTURE THROUGH
CULTURE, LEISURE AND GREEN SPACES**

Rotherham Cultural Strategy 2019-2026



LET'S TRANSFORM ROTHERHAM'S FUTURE THROUGH CULTURE, LEISURE AND GREEN SPACES



This is Rotherham's first Cultural Strategy in over 10 years. It has been created by the people of Rotherham, over 20 months of workshops, debates and consultation.

The strategy process has been led and facilitated by Like Rotherham – a local Cultural Partnership Board - working together to make sure that as many people as possible who live here can take part in high quality cultural, leisure and sporting activities. We want Rotherham to be the best it can be.

In order to create this strategy the Cultural Partnership has operated under the guidance of the COMPACT, an agreement between government and the voluntary and community sector (often referred to as civil society), which sets out a way of working that improves their relationship for mutual advantage. It considers areas such as involvement in

policy design, service design and delivery, funding arrangements, promoting equality and strengthening independence and places communities and civil society at the heart of decision making.

This Strategy is for anyone who cares about making Rotherham a better place to live, work and visit. It will shape the future for Rotherham. It will help decision makers and influencers prioritise what really matters and focus investment where it is needed most.

It is a call to action. We have seven years and we need your help to make it happen.

WHAT IS CULTURE?



Culture is hard to define, it is like air.

We all use it, often more than we realise and without thinking.

We need it to sustain us, to improve our health and wellbeing.

However, we all experience it differently.

Some of us take in more than others.

Sometimes this a choice.

At others we have restrictions that are beyond our control placed upon us.

How we breathe in culture is deeply unique and personal to each individual.*



The word “culture” can sometimes seem confusing because is often used in very different ways. It is important therefore to clarify what we mean by culture and how we intend to use it in this document. Typically when people talk about culture we think of the arts, dance, literature, cinema, theatre, poetry and music. But more fundamentally culture is an **innate part of our lives** and who we are: it includes our beliefs and customs, how we dress, the language and accent we speak with, how we relate to others, and how we understand our place within the world. Meeting friends and relatives, celebrations, social events, sharing food and ideas, the objects of beauty and personal meaning we place in our homes - these are all important parts of culture. Of course these vary greatly depending on one's community and history - in this sense culture is **deeply woven into the fabric of our heritage, beliefs and values.**

In the context of this document we also use the term “culture” to include green spaces, sport and outdoor activity. To clarify this point: we might argue that a forest is not a cultural space in itself, but how and when we visit the forest, what we do there and so on, is determined by our cultural context.

Finally is important to note that in the context of this document the term “culture” is not used to attribute value to a particular kind of cultural activity or to marginalise any others. Similarly, the suggestion that some activities are “cultured” and others are not is **rejected**. In this sense to advocate for culture does not mean favouring any one cultural activity over any others: street theatre, the symphony orchestra, community led interventions, food, music, play, a poetry recital - although different, are seen as having equal importance within a collective cultural life. This document's focus on culture therefore **recognises and promotes the importance and value of cultural diversity** and the many traditions that exist within the borough.

THIS MAKES CULTURE IMPORTANT TO ALL OF US.

*Shakoor Adalat, Chair of Rotherham Muslim Community Forum

WHY CULTURE MATTERS TO ROTHERHAM?

An active cultural life **enriches and transforms our communities**, our town and ourselves. Research shows that people who take active participation in cultural events have better health, education and employment. In this way participation **brings communities together** and creates places to be proud of. Furthermore, evidence irrefutably shows that an active cultural environment stimulates economic growth and regeneration.

In Rotherham culture is already our key strength: within our town over **100 languages are spoken**, and our residents trace their histories from all over the world. This puts our town on par with some of the largest, most thriving and most visited cities on the planet. Our town's unique **cultural diversity** is therefore fundamental to our future growth and collective well-being. We will **celebrate and champion** our town's cultural identity and expression at every opportunity, embedding cultural diversity into everything we do in the promotion of an open and accessible borough that fosters genuine community inclusion and ownership

CULTURE CAN MAKE A DIFFERENCE

We have seen the difference that investing in culture and helping more people take part can make, in places like Hull, Coventry and Liverpool.

8 in 10 participants stated that being part of a project made them feel happier

Rotherham already has a wealth of beautiful green space, parks, woodland and countryside which are wonderfully accessible from our doorsteps. It has an abundance of **places to participate in sport, music and leisure pursuits** – many of which sprang from our industrial roots in the form of miners' halls and working men's clubs and pubs, and which still offer a rich mix of entertainment today. There is a year-round programme of events and festivities which **bring people together** – from Wath Festival, to the Festival of Angels, the Children's Shakespeare Festival and Rotherham Show.

As a result of Hull's year as City of Culture:

- 90%** More than 90% of residents engaged in at least one cultural activity
- 71%** 71% of residents said they would speak positively about Hull
- 800** There were nearly 800 new jobs in the creative and visitor economy sectors



- 72%** 72% of Rotherham is beautiful green space
- 99%** 99% of users love our libraries, situated within 2 miles of 98% of our communities
- 4,000,000** In 2018 -19, there were more than 4 million visits to our parks, libraries, Civic Theatre, Clifton Park Museum, sports and leisure centres

WE HEARD ABOUT THINGS THAT PEOPLE LOVE

People from Rotherham are **passionate about culture!** During the development of this Strategy, many local people, businesses and organisations told us why culture was important to them and their ambitions for the future. People who work and volunteer in the cultural sector told us what they needed to help them make more of a difference. Other local and regional partnerships told us what we could do to work together to achieve aims which were important to all of us, including improving health and wellbeing, the local economy and creating thriving, vibrant places.

We have gathered together thousands of comments which tell us more about what people who live and work here love doing now and why, what they'd like to do but couldn't, what was stopping them and what they'd like more of in Rotherham.

We heard about what people like to do to get active, get creative, get outdoors and get together as families, friends and communities.



"LOVE ROTHERHAM SHOW - FREE THINGS FOR FAMILIES ARE GREAT. LOVE CATCHING UP WITH OLD FRIENDS, BRILLIANT SEEING PEOPLE, THERE'S SOMETHING FOR EVERYONE"

"MAKE PEOPLE AWARE OF ALL THE GREEN SPACES! ROTHERHAM IS AWESOME!"

"SHARE THE AMAZING STORIES ABOUT ROTHERHAM'S HERITAGE AND PEOPLE AS FAR AND AS WIDE AS POSSIBLE"

"THE TOUR DE YORKSHIRE WAS GREAT FOR PULLING THE COMMUNITY TOGETHER"

"EVERYBODY SHOULD HAVE THE CHANCE TO BE CREATIVE"

"THE CENTRE IS NICER THAN PEOPLE THINK"

"I LIKE DRAWING AND MAKING THINGS WITH MY IMAGINATION"

In the Views of Rotherham consultation, we learned that culture really matters.

82% saw well looked-after parks and public spaces as a priority

75% felt that having local places to go, such as museums and parks, is important

72% valued a good range of things to do for teenagers

67% thought that a bigger range of low cost leisure activities is important

WE LEARNED ABOUT WHY PEOPLE TAKE PART

We learned that people take part to get and keep healthy, to learn new skills and improve job prospects, to meet new people, to have fun and to relax.

**"I LIKE TO LEARN THINGS
FROM OTHER PEOPLE"** **"IT'S IMPORTANT TO KEEP
YOUR MIND ACTIVE"** **ROTHERHAM"**

However, even though thousands of people in Rotherham take part in lots of activities each year, participation by adults in Rotherham is lower than average.

DEFINITION (ACTIVE LIVES SURVEY)	ARTICIPATION RATE NATIONAL %	PARTICIPATION RATE ROTHERHAM
Spent time doing a creative, artistic, theatrical or music activity or craft	34.67	27.43
Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity	52.22	41.44
Used a public library service	35.01	27.49
Attended a museum or gallery	46.5	34.83
Active population (150 minutes+ per week)	61.8	51.3
Fairly active population (30-149 minutes per week)	12.5	11.7
Inactive population (less than 30 minutes per week)	25.7	37

It is important to understand why local engagement in arts, culture and green spaces is lower than the national average. We asked people for their thoughts on this and how this situation could be improved.

**We learned that talent is everywhere, but opportunity is not.
We learned that people want more, different things to do.**



People enjoy taking part in a wide variety of activities from sailing to singing, crafts to cricket, and writing stories to wheel-chair tennis. However people also want:

- More variety, so that we can exercise
- More choice about what we take part in and the opportunity to try new things
- More "wow", better quality, more original, unusual and "quirky" activities and events
- A warm welcome for everyone, people on their own, in groups or with family and friends
- Activities to be free or low cost, so that more people can take part
- More information about what's happening, when and where - so that we all know what is going on

**"WE REALLY NEED STUFF
TO HAPPEN HERE"**

**"MY CHILDREN LOVE TO CRAFT
AND ENJOY FREE CRAFTS IN
CLIFTON PARK. IT WOULD BE
GREAT IF THEY OFFERED THIS IN
MORE PLACES"**



**"FOOD UNITES PEOPLE, SO
I THINK IT WOULD BE GOOD
IF WE COULD HAVE FOODS
FROM ALL DIFFERENT
CULTURES IN ROTHERHAM"**

WE WANT GREAT PLACES TO GO

"YOUNG PEOPLE WILL RUN THINGS IF YOU GIVE THEM THE SPACE AND THE PLATFORM TO DO IT"

WHAT WILL WE DO? 7 GAME CHANGERS

1. A Vibrant Heart
2. Adventures in Rother Valley
3. A Great Place for Wentworth and the Dearne Valley
4. Vital Neighbourhoods
5. Turning Passion into a Profession
6. Amazing Events
7. Children's Capital of Culture

"WE NEED PEOPLE TO HELP GET PEOPLE TO TAKE PART"

"TOO MUCH REPUTATION, NOT ENOUGH IMAGINATION"

"USE THE TOWN'S GREATEST STRENGTH OF DIVERSITY"

WHAT NEEDS TO CHANGE FOR OUR GOAL TO HAPPEN?

We want all our residents to **really like Rotherham**. By 2025, we want other places to want to be like Rotherham.

Lots of people have stories to tell about Rotherham. Perhaps more than any other strategy, the Cultural Strategy, with its focus on harnessing people's talents and passions, has the power to help us to make sense of our past, to tell our story in our own way, and to change our future.

However, our focus should not just be on raising awareness of what already exists but working towards building capacity to create new, exciting

and innovative cultural provision, to support and nurture the creative talent that exists here and encourage the growth of this sector, to build confidence, creating a culture of experimentation and collaboration.

During the consultation, our young people, in particular, encouraged us and challenged us to see Rotherham through their eyes as a place of great potential, a place where they want to live and work.

People want to take part and we need to work together to make this happen



OUR KEY GOAL

IS TO ENABLE EVERYONE TO GET ACTIVE, GET CREATIVE AND GET OUTDOORS, MORE OFTEN!

THINGS TO DO



AVIBRANT HEART

We will create a rich and diverse cultural offer in the town centre, including a cinema, public art and events. We will look at options to improve the central library, exhibition facilities and the theatre, complementing the wonderful **New York Stadium, Grimm and Co, Magna**, historic buildings, thriving leisure centre and award-winning **Clifton Park and Museum**.



A GREAT PLACE FOR WENTWORTH AND THE DEARNE VALLEY

We will establish a nationally significant new tourism product in the north of the borough, where the astonishing Wentworth Woodhouse, now a charitable trust, will create a rival to Chatsworth and a new hub for cultural tourism which will benefit the whole borough. We will continue the legacy of the Dearne Valley Landscape Partnership and the WE Great Place programme to celebrate our beautiful landscape and historic environment.

VITAL NEIGHBOURHOODS

We will work with communities, volunteers and partners to develop our libraries, leisure centres and parks as well-used and much-loved local spaces and neighbourhood hubs.

From Aston to Dinnington, Waverley to Wath, we will explore opportunities to revitalise our buildings, landscape, waterways, heritage sites and landmarks, woodlands and places for play.

We will improve and develop routes for walking, running and cycling, encouraging residents and visitors alike to explore and appreciate our green space, canals and waterways.

We will encourage people to adopt the 'Five Ways to Wellbeing' to utilise participation in culture, leisure and green spaces as a way to be happy, positive and enjoy life.

ADVENTURES IN ROTHER VALLEY

We will create new, high quality experiences for residents and visitors alike in the south of the borough, with the development of the brilliant **Gulliver's Valley Resort**, the introduction of major new camping and caravan facilities, the revitalisation of **Rother Valley Country Park** and the development of the **historic canal network**.



THINGS TO DO

TURNING PASSION INTO A PROFESSION

Engaging in the arts, heritage, sport and green spaces can build confidence and skills for life and for work.

We want Rotherham residents to contribute to the success of our economy and our nation – on our stages, screens, sports pitches and in industry. We will work with schools, colleges and RNN Group to increase the numbers of young people progressing to higher level qualifications in culture, leisure and sport based programmes and work through ROAR to grow our creative community – giving artists more reasons to stay and work in Rotherham.

By 2026, we will create 1500 new volunteering opportunities, 100 new apprenticeships and 1500 new jobs in the creative, digital, cultural, leisure and tourism sectors

We will encourage all schools to take up the Mile a Day Challenge, Arts Mark and outdoor learning.

**OUR KEY GOAL
IS TO ENABLE
EVERYONE TO
GET ACTIVE, GET
CREATIVE AND GET
OUTDOORS,
MORE OFTEN.**

AMAZING EVENTS

Great events can bring us together, reduce isolation and create magical shared experiences. We need to work together to tell people about Rotherham's stories of engineering excellence, pushing the boundaries and living green

We will celebrate:

- 40th birthday of Rotherham Show in 2019
- Yorkshire Day in 2020
- Women's European Football Tournament (UEFA) in 2021 including a wider festival in support of women and girls participation
- 40th birthday of Rother Valley Country Park in 2023

We will work with commercial, community and major events organisers to create more ambitious events which bring us together, make us really proud of who we are and bring people to Rotherham.

CHILDREN'S CAPITAL OF CULTURE

Our young people are excited about their future and the future of Rotherham. We want to work with them to make Rotherham a place where everyone gets active, creative and outdoors, together.

By 2025 Rotherham will be the world's first Children's Capital of Culture, a place people want to visit, where everyone can enjoy Rotherham through the eyes, ears and actions of children and young people.

We will support our young people in their ambition to create an amazing programme of events and activities for everyone.

Together we will make all of Rotherham's cultural destinations, libraries, leisure centres and green spaces child-focused, family-friendly and safe for everyone, young and old.

MAKING IT HAPPEN



WORKING TOGETHER

We believe that culture should be for everyone and that the more involvement we all have in decision-making, the more likely we are to participate. Nobody can deliver transformation alone. We need to work with all our communities, our businesses, schools, those who take part now and those who would love to, to make Rotherham a better place for everybody. The Cultural Partnership Board will continue to meet, and work through:

- **Local Cultural Education Partnership** – to strengthen partnerships between cultural organisations, schools and the world of work.
- **Rotherham Activity Partnership** – to make physical activity a way of life
- **Visitor Economy Group** – to bring local attractions together to boost tourism

We will work to embed co-production principles in all that we do.

BETTER PROMOTION OF OUR OFFER

We will improve the promotion and marketing of venues, activities and events to increase awareness of what's available, when and where

We will work with the media and Rotherham Pioneers to celebrate our achievements and share positive stories about our creative, cultural, sporting and green space sectors. We will ensure more people can use digital technology to find out what's on.

We will play a leading role in the region, and work with the Local Enterprise Partnership and others to make Sheffield City Region the next UK City of Culture in 2025

FUNDING OUR STRATEGY

Organisations, individuals and businesses across the sector, including Rotherham Council, already make significant investment in the cultural growth of Rotherham. In addition a number of external agencies have helped, or

are helping, to fund cultural activity, including Arts Council England, Sport England and the Heritage Lottery Fund. This Strategy will help demonstrate how individual projects fit in to the wider plans for Rotherham. Many of the things we need to do can happen without further investment, using no cost or low cost solutions. It is much more about collaboratively making the very best use of our existing resources, skills and assets and ensuring that the sector becomes increasingly strong.

There are likely to be significant changes during the life of the Strategy, not least in the use of new technology, which could impact on the way people access cultural, leisure and sporting activities. We will need to make best and flexible use of resources, reacting positively and swiftly to changing needs and demands.

Our new strategy is an important step in making Rotherham 'investment-ready', helping us to secure new investment from funders who share our vision.



WHAT HAPPENS NEXT?

This Strategy will be accompanied by a detailed action plan, which is owned, monitored and managed by the Cultural Partnership Board.

This board will also work with other local bodies in the Rotherham Together Partnership to make sure that the role of culture is embedded within their own Strategies – demonstrating the important role that culture, physical activity and green spaces play in health and wellbeing, community cohesion, economic growth and the lives of every individual who lives and works in the borough.

In turn, this will get everyone working towards getting more people active, creative and outdoors, more often.

Conversations about this Strategy will continue and we would really like to hear your views.

GET INVOLVED AND KEEP INFORMED

- If you're happy to show your support for Rotherham, promote what we have and celebrate our successes
- If you would like to work or volunteer in the sector to help people to create amazing events, exhibitions and events
- If you would like to be part of the Cultural Partnership Board and its working groups
- If you would like to comment on this Strategy or let us have your views about what's important to you
- If you want to know more about what will happen next and our detailed actions plans



www.likerotherham.org.uk



info@likerotherham.org



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LET'S TRANSFORM ROTHERHAM'S FUTURE THROUGH CULTURE, LEISURE AND GREEN SPACES

Rotherham Cultural Strategy 2019-2026

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PART A - Initial Equality Screening Assessment

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title		
Title: Rotherham Cultural Strategy		
Directorate: R&E	Service area: Culture, Sport & Tourism	
Lead person: Chris Siddall Chris.Siddall@rotherham.gov.uk	Contact: 01709 822478	
Is this a:		
<input checked="" type="checkbox"/> Strategy / Policy	<input type="checkbox"/> Service / Function	<input type="checkbox"/> Other
If other, please specify		

2. Please provide a brief description of what you are screening

Seeking approval to note the achievements of The Cultural Strategy to date and the pending consultation for the renewal of the Strategy in 2027.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

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When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community?	x	
Could the proposal affect service users?	x	
Has there been or is there likely to be an impact on an individual or group with protected characteristics?	x	
Have there been or likely to be any public concerns regarding the proposal?		x
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom?		x
Could the proposal affect the Council's workforce or employment practices?	x	
If you have answered no to all the questions above, please explain the reason		
NA		

If you have answered **no** to **all** the questions above please complete **sections 5 and 6.**

If you have answered **yes** to any of the above please complete **section 4.**

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

- **How have you considered equality and diversity?**

During the production of The Cultural Strategy a wide range of organisations and individuals were included and an Equalities Impact Analysis was produced at the time. The Cultural Partnership Board draws from a variety of sources with representation of

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people from protected characteristics. In addition, many of the organisations involved work directly with people from a cross section of the community and attend in order to represent their views. Additional activity for people will take into account of a number of factors such as price, location, time of day, gender and culturally specific considerations.

It is anticipated that the proposals will affect people of all ages in the borough in a positive way. Many new activities have commenced across a range of services since 2019, but there are still more to be delivered in the coming year and beyond into the new strategy. Locally delivered, place- based activity will aid accessibility and support local businesses and organisations.

The proposal will affect service users as an improved offer will be worked up across a number of departments and external organisations.

Activities and projects in the existing and new Cultural Strategy have been/will be offered for people across a range of protected characteristics. Activity has not and will not discriminate. Many of the current and anticipated sessions have and will take place in communities of low income and be priced accordingly (many being FOC) with a view to being as inclusive as possible. Care will be taken to consider items such as gender, religious beliefs, timings and location.

Extensive consultation was carried out at the time of producing the current Cultural Strategy- with some 2000+ people engaged. The strategy considers all members of the Rotherham community and seeks to address issues in a considered manner. Game Changer targets are in place to focus direction and priorities. The new strategy will further consult on the views of how well the current strategy has been implemented and how the new 2027- 2033 strategy should be taken forward.

Additional and focussed activity could increase opportunities for staff members to develop their work experience. Any additional activity would be done within current HR working guidance.

1. Key findings

The initial EIA for The Cultural Strategy identified 10 actions in relation to ensuring the strategy is delivered in an equitable manner. Of these 10, 7 targets have been met:

2. The Cultural Partnership Board will actively work with communities/ organisations to identify key representatives from protected characteristic groups to sit on the board.
3. Map workforce diversity and governance as well as participation, based on the principle 'if you can see it, you can be it'.
4. Work to develop access to opportunities for people from protective characteristic groups including supporting aspirational goals and representation in positions of leadership.
5. Work to collate equalities information and monitoring in order to map and enable better analysis of data (taking account of GDPR). In order to address Cultural inequalities and disadvantage.
6. Further research financial barriers to participation and develop opportunities to promote actions to improve access. Examples such as "Tickets for Good" and Rother Card.

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7. Identify shared training opportunities, in order to improve practice in working with people/ communities from all protected characteristics.

- **Actions**

The outstanding 3 actions will be reviewed and moved forward into the new Cultural Strategy spanning 2027- 2033

Date to scope and plan your Equality Analysis:	April 2025
Date to complete your Equality Analysis:	May 2025
Lead person for your Equality Analysis (Include name and job title):	Chris Siddall Head of Sport, Leisure and Strategic Partnerships

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Polly Hamilton	Assistant Director – Culture Sport and Tourism	15/05/2025

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of **all** screenings 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 screening completed	8 th May 2025
Report title and date	The Cultural Strategy
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	Rotherham's Cultural Strategy 2019 – 2026 (20 th May Cabinet meeting, 2019)
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	9 th May 2025

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: Rotherham Cultural Strategy	
Date of Equality Analysis (EA): May 2025	
Directorate: R&E	Service area: Culture, Sport & Tourism
Lead Manager: Chris Siddall Head of Sport, Leisure and Strategic Partnerships	Contact number: 01709 822478
Is this a: <input checked="" type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input checked="" type="checkbox"/> Other	
If other, please specify	

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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)
Chris Siddall	Rotherham MBC	Head of Service
Leanne Buchan	Rotherham MBC	Head of Service
Helen Jones	FLUX Rotherham	Director

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, others groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)
The Cultural strategy affects everyone who lives, works and visits the borough.
The purpose of the Strategy is to:
<ul style="list-style-type: none"> • Shape Rotherham's vision for culture, leisure and green spaces • Strengthen the distinctive identity of the Borough • Grow engagement and participation, enabling and encouraging more people to get active, get creative and get outdoors, more often • Develop shared principles with which to embed quality, excellence and innovation • Make best use of existing resources and build consensus about priorities for development and investment • Optimise the impact of the sector on cross-cutting themes and priorities, including health and well-being, place making and child-friendly borough.
What equality information is available? (Include any engagement undertaken) Rotherham's population was estimated at 271,195 in 2023 and is projected to grow to almost 275,000 by 2027. The population is becoming more ethnically diverse with the ethnic minority population increasing in size by 50% between the 2011 and 2021 Censuses and growing. This is most evident in the central area of Rotherham where the Roma population has increased alongside established ethnic minority groups. Agencies need to take account of differing needs that can limit access to services, such as language barriers and religious and cultural need. In several schools in Rotherham, people from ethnic minority background make up the majority of those attending the school. Rotherham is one of the 20% most deprived districts in England which the Indices of Deprivation 2015 shows is driven mainly by high worklessness, low qualification and skill levels and poor health. The inequality gap between the most deprived neighbourhoods

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and the rest of the borough has grown as deprivation has increased since 2007. High deprivation is reflected in high levels of financial exclusion, debt problems and fuel poverty. The health of the Rotherham population is generally poorer than the English average. This leads to growing pressures on health services, social care, informal care, supported housing and other services. Life expectancy, although lower than average, has been increasing. Rotherham is one of the worst-performing places for digital inclusion in England.

Rotherham demonstrates lower levels of participation in physical activity than the national average for women and girls and for disabled people.

Cultural Engagement in Rotherham

The national Active Lives Survey carried out by Sport England enables us to understand how Rotherham compares to other places in terms of our physical activity and sport engagement. At the time of writing the 2019 Cultural Strategy, Arts Council England also bought into the survey and therefore arts data contributed to the overall participation figures. Engagement is currently significantly lower than the national average, placing Rotherham in the bottom quartile. In summary, we know that our participation levels in Rotherham were roughly 10% lower than the national average for England in 2019 and now 5% lower in sport and physical activity 6 years on.

We also sought to understand more about current levels of engagement based on data and intelligence available through local partners.

- All partners actively engage in targeted activities to address inequalities in levels of participation.
- The Council's Quarterly Performance data includes information on customer demographics. The Council also gathers equalities monitoring data about its workforce.
- The National Benchmarking service highlights those accessing our local leisure centres
- The bi- annual Parks survey (Clifton, Rother Valley and Thrybergh) includes equalities monitoring but this needs to be updated (for example to include gender identity)
- The Heritage, Theatres, Music and Library sectors gather detailed information on customers in terms of geographic spread: a significant amount of equalities data is also gathered but this is voluntary so the sample size is lower.
- Wentworth Woodhouse Preservation Trust and Rotherham Museums gather data in respect of their Heritage Lottery Funded activities. Targeted work is ongoing particularly with young people in the Children's Capital of Culture programme.
- Grimm and Co and ROAR also produce information about equalities, reporting to Arts Council England (The Creative Case for Diversity).
- Rotherham United Community Sports Trust gathers intelligence related to equalities and engage in targeted activities to address inequalities. Places Leisure have recently change systems provider which will now provide greater detail about customer demographic.

Are there any gaps in the information that you are aware of?

The Board recognise that that strategy did not have a full evaluation framework in place at its inception. This has meant much of the data gathered to date has been qualitative and has taken time to collate. Moving forward the strategy will be supported by a more robust suit of KPI's and reporting targets. That said, there is clear evidence that the strategy has been delivering against its commitment for equality amongst the community it aims to serve.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?

Equalities has a standing agenda item at the Cultural Partnership Board, although this has been less prevalent in recent meetings due the time required to spend focussing on Children's Capital of Culture delivery.

Considerable time was spent discussing how best to ensure representation on the board in 2023 and this has been addressed ensuring that the voices of people with protected characteristics are empowered to shape and influence decision-making.

Each meeting agenda has a statement supporting the Black Lives Matter movement.

The Board are in the process of establishing a framework to better evidence impact and reach collectively. This has been challenging to date due to organisations utilising different systems and working to a variety of funding requirements. Encouragingly each organisation does monitor its participation and can draw out relevant data.

Rotherham United CT utilise "Upshot" software, Places Leisure use the "Gladstone" system and FLUX Rotherham use Insights and Impacts Surveys on specific events and projects through the Culture Counts Platform. All data is benchmarked by The Audience Agency against the local population data.

All participants fill in participant data forms which include data on protected characteristics- these are anonymised and entered into "Illuminate" (Arts Council England) platform.

Audience Spectrum is a population profiling tool which describes attendance, participation and engagement with the arts, museums and heritage, as well as behaviours, attitudes and preferences towards such organisations. It has been built to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector.

The UK adult population is broken into 10 segments based on their attendance at, and participation and engagement with, the arts, culture and heritage.

Engagement undertaken with customers. (date and group(s) consulted and key findings)	The strategy was initially co-created with the involvement of a wide range of people including the general public and organisations. It began in August 2017 with the children and young people through a creative project – the Embassy for Reimagining Rotherham - linked to the Child-friendly Borough Board. This was followed up with further engagement with a wide range of partners to create the initial draft, which was launched at Rotherham Show in September
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	<p>2018. Since that date ongoing consultation and co-production has taken place- in particular around the Children's Capital of Culture, FLUX and Rotherham United Active Through Football programmes. These initiatives have placed "community" at their heart with a focus on working with and not doing to communities. The key initial findings related to Equalities are set out in the strategy itself:</p> <p>"Talent is everywhere but opportunity is not" – initially there was a need to:</p> <ul style="list-style-type: none"> • Break down barriers- address affordability, accessibility, cultural understanding, safety, (bullet point), welcoming, and localised childcare issues. • Create more variety in order to give people more choice about what, how and where they participate. • Improve the quality of welcome, better information about what is available and ensure affordability. • Ensure more localised provision and/or good public transport/parking to improve access. • Childcare and more choice about when to take part would also enable better access. • Accessibility; for example disabled people • Hate incidents or fear of abuse were mentioned as barriers to participation, particularly for BME communities, women and girls. <p>A better understanding of our communities has been gained from a great deal of outreach work and the Board is now in a much better position than it was in 2019 to understand need. This has been achieved by improving the evaluation process e.g at all local authority run events- including Rotherham Show, working with communities on activity and events (FLUX), establishing strong volunteer programmes e.g WEURO'22 and Wentworth Woodhouse and child voice (CCoC).</p> <p>FLUX Rotherham arrange "Community Panels" are in place for each of the major events. These are a range of different panels depending on skills, knowledge and the target audience e.g:</p> <ul style="list-style-type: none"> • A Youth Programme Panel for Uplift • Community Think Ins for the WOW Festival
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	<ul style="list-style-type: none"> • A 20 strong community panel all from South Asian Communities- Pakistan, Kashmir, India, Nepal who are planning a new Basant Festival • Ferham Community Panel – A collective of community champions selecting from a range of performances and themes for Ferham Festival
Engagement undertaken with staff (date and group(s) consulted and key findings)	<p>Historically staff across Culture Sport Tourism (CST) were consulted in the early stages of the Cultural Strategy's production via the Operational Managers Group. In addition, 3 workshops took place with officers across the Council with representation from Adult Social Care, Children and Young People's Services, Corporate Communications, Public Health, Regeneration and Environment.</p> <p>The CST team met as part of the monthly Operational Manager Group meetings in January 2022 (this continues) and discussed the collation of KPI's and measuring performance. This included a mini workshop on how to measure and collect the relevant information.</p> <p>There are a number of established Working Groups which bring officers from across the service and beyond the Council together to undertake delivery of major programmes. These groups are focused on operational delivery but also offer an opportunity for staff to share their views and expertise. Examples include:</p> <ul style="list-style-type: none"> • Staff Conferences (quarterly) • Operational Managers Forum (bi- monthly) • Rotherham Show (monthly 6 months out from the Show) • Rotherham 10k race (monthly 6 months out from the race) • Moving Rotherham (6 monthly)

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 Cultural Strategy provides the framework by which everyone in Rotherham can 'get active, get creative and get outdoors, more often'. This includes working to address barriers to participation which may be experienced by people with protected characteristics. The principle of access is embedded throughout the strategy and the key

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goal is inherently inclusive, in that it aims to enable those who aren't currently taking part to do so.

Our Cultural Strategy consultation process sought to understand why participation is so low, the barriers to engagement and how we can encourage more people to get involved, more often. The Cultural Partnership Board recognises that there is much good practice taking place, which suggests that there are local solutions which can be extended, adapted or developed to extend and deepen access. The organisations which make up the Cultural Partnership Board all celebrate diversity and aim to enable communities to learn from and enjoy each other's heritage, leading to improved community cohesion, a shared sense of identity and local pride. Examples include:

- Gulliver's Valley resort is proactive in its work to ensure that disabled people will be enabled to enjoy the facilities, with a focus on making accommodation accessible, and a commitment to working with children with special needs and those who are terminally-ill.
- Clifton Park Museum is an example of a "Dementia friendly" facility with staff having undertaken training to help them gain a greater awareness of dementia.
- Library stock policy in place to enable the creation of a broad based collection of library material in different formats according to the needs of sections of the community. The Libraries and Neighbourhood Hubs structure includes specific roles with responsibility for service delivery to adults and children and young people.
- The Council offer the Active Workplace initiative – helping workplaces run activities either onsite or close by for employees to get fit and healthy.
- Rotherham United lead activities focussing on women and girl's physical activity participation, deliver community based interventions in Eastwood and Maltby alongside walking groups and weight management initiatives.
- Places Leisure deliver activity for people with mental health issues, acute health conditions and people from ethnic minority communities.
- The Civic Theatre delivers physically and financially accessible performances, including "relaxed" performances targeted at those who may find the theatre environment challenging.

Does your Policy/Service present any problems or barriers to communities or Groups?

The Cultural Partnership Board acknowledge that there are significant barriers to participating in cultural activities- even though great efforts are made to mitigate against this.

Potential barriers to participation include:

- Time
- Cost
- Location
- Perception/ interpretation of the activity
- Fear of safety

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- Language and interpretation
- Health/ ability

The Board work through a variety of partners to address the above barrier through a variety of measures such as encouraging rother Card take up, deliver activities at a local level at suitable venues appropriate to the activity audience/ demographic. Where possible dual language interpreters are utilised and print is translated into a variety of languages. Care is taken to assess a person's health and wellbeing if taking part in a new or physical activity. pre- activity questionnaires and seeking advice from a GP are examples of such measures.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

The Cultural Strategy provides a positive impact and does remove barriers.

Specific issues and opportunities are set out below:

Age:

One of the 7 'game-changers' – Children's Capital of Culture - specifically focuses on children and young people, recognising that there is a need to foster engagement with this age-group as a way to build participation as a habit. There is also a commitment to work with older people to facilitate better access, recognising that participation in cultural and physical activities have significant benefits, such as improved health and wellbeing, reduced isolation and improved mobility and cognitive skills.

Disability:

More still needs to be done to ensure that disabled people are enabled to fully engage, including those who are neuro-diverse. The recent funding allocated via Sport England as part of the Place Partnership work will aid in providing "Health Hubs". Better publication of accessible facilities enables people to engage more easily (please refer to Action Plan). GP referral, Active Minds and social prescribing are also examples.

Gender Reassignment/Sexual Orientation:

Lesbian, gay, bisexual, transgender and queer (or questioning) LGBTQ+ people were consulted as part of the initial public engagement process for the Cultural Strategy. We know that more needs to be done to facilitate participation in sport and physical activity. The feeling of being "safe" is a barrier to participation, particularly for transgender people.

Race, Religion or Belief:

The Cultural Partnership Board has representation from ethnic minority communities. This is to ensure that the board's work and priorities addresses issues relating to all (and further) protected characteristics. The Community Asset based approach and focus on areas of low income will also result in a further focus on the borough's communities with a high ethnic minority population. Care needs taken to ensure voices are heard and considered and this is not merely a tokenistic exercise. Numerous projects over the past 6 years have targeted work in areas of high ethnic minority population such as Ferham Festival, Eastwood Fun Fest, RUCT Active Through Football and Muslim women's activities at Rotherham Leisure Complex.

Financial Inclusion/Socio-economic background:

The Cultural Strategy partners aim to increase participation in cultural activities in its broadest sense, with a focus on the borough's most deprived communities. A community asset based approach is already common in several areas of work with attempts to adopt the "whole systems" approach to delivering change. More work is needed to ensure that financial barriers are removed whilst ensuring the financial sustainability of activities. The Rother Card scheme continues to be promoted, after a revision. Many activities are delivered for free or at a very low price. The CCoC aim to deliver activity in all 25 wards highlights an effort to deliver provision at a local level to mitigate transport costs.

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)

The Cultural Strategy has had a positive impact on community relations and this is identified as an important outcome. Careful consideration has taken place to ensure equality is prioritised work with Board partners in all aspects of their work/ organisation.

When delivered well, Culture and leisure events, activities and facilities can help to reduce isolation, build empathy and encourage diverse sectors of the community to come together in shared celebration or to promote a message. In providing a platform for cultural expression, arts, sport, music, heritage and other activities can enable people to raise awareness about issues affecting people with protected characteristics.

Events can foster civic pride, be a tool for education, build community confidence, optimism and work to change perceptions – both within Rotherham and externally.

Within the cultural strategy, a number of the 7 game-changers have a particularly important role to play in fostering cohesion:

Vital Neighbourhoods: Specifically address socio-economic inclusion by enabling affordable activities within neighbourhoods, utilising existing assets such as; parks, green and blue space, community buildings, leisure centres and libraries.

Children's Capital of Culture (CCoC): Is a bold ambition in 2025 to achieve for children and young people. CCoC aims to take a holistic approach to engaging families to ensure wider inclusion with children and young people at the heart of its programme.

Amazing Events: Beyond the weekly programmed activities available on a consistent basis, there are a number of community events that foster a sense of belonging and strong sense of community spirit. For example; Ferham and Wath Festivals. An example of a "Special event" would be the Rotherham Show. It is the largest free show of its kind in the North of England and attracts tens of thousands of people over 2 days from both the Rotherham borough and further afield. It is a significant example of an opportunity for community celebration in bringing people together positively:

Events such as;

- Rotherham 10k (annually)
- WEuro (2022)
- Signals (annually)

Appendix 2b

- Roots Carnival (annually)
- Rotherham Pride (annually)
- WoW Festival (currently in its 4th year)

The above are cultural catalysts for participation, celebration and embedding civic pride, opportunity for experience and enable informed choice derived from previous lack of opportunity and experience.

These events can be particularly valuable if different sectors of the community are encouraged to work together, building positive community relations and strengthening social networks.

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: Rotherham Cultural Strategy
Directorate and service area: R&E/ Culture, Sport & Tourism
Lead Manager: Chris Siddall (Head of Sport, Leisure and Strategic Partnerships)
Summary of findings:
<p>Levels of participation in culture, sport and physical activity are generally lower for Rotherham than the average for England, despite improvements over the past 6 years to close the gap. Further increasing engagement will be a key goal of the new strategy.</p> <p>Tackling barriers to participation is critical, particularly for those with protected characteristics. The 2019- 2026 Cultural Strategy and has gone a long way to addressing these inequalities, but further work is required in the new 2027- 2033 strategy.</p> <p>There is a great deal of good practice and learning that can be shared across the sector. The amount of activity has grown across the borough and the profile of Culture within Rotherham has become significantly more visible.</p> <p>Monitoring of the impact of the strategy on civic pride and community cohesion will enable us to understand more about what works well. The development of a robust evaluation framework and KPI's will support this.</p>

Appendix 2b

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Consult and deliver the new Cultural Strategy for 2027- 2033	All groups	To commence September 2025
Produce a comprehensive suit of KPI's for the new cultural strategy to demonstrate progress against its aims and objectives	All groups	October 2025
Work to collate equalities information and monitoring in order to map and enable better analysis of data (taking account of GDPR). In order to address Cultural inequalities and disadvantage. <ul style="list-style-type: none"> • Create a baseline indicator of information in order to benchmark against. 	All groups	October 2025
Develop a communications plan that is fully accessible to people from protected characteristics: <ul style="list-style-type: none"> • Communication to and from the board • Delivery/ promotion of programmes 	All groups	December 2025
Identify shared training opportunities, in order to improve practice in working with people/ communities from all protected characteristics.	All groups	Ongoing

***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
Andrew Bramidge	Strategic Director (R&E)	15/05/2025
Polly Hamilton	Assistant Director (Culture, Sport and Tourism)	15/05/2025

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	May 2025
Report title and date	Rotherham Cultural Strategy 9 June 2025
Date report sent for publication	
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	09.05.2025

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Appendix 3 Climate Impact Assessment - *The Cultural Strategy*

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?	Increase	Additional activities within communities have the potential to generate the requirement to open facilities for longer hours	The impact will be minimal as many of the buildings utilised will already host other sessions/ activities. However, there may be circumstances where increasing the opening hours is required.	Care can be taken to ensure buildings are only heated and lit for the times specifically required to deliver the activity.	Monitor timings heating and lighting is utilised.
Emissions from transport?	Increase	Additional activities within communities have the potential to generate increased traffic from those wishing to attend activities.	The impact will be minimal as we only envisage a small number of vehicles per week would be used to transport participants to activities.	Deliver activities within a local area. Promote active travel measures such as cycling and walking to activities	Potential to monitor the number of cars used to transport participants to and from venues/ activities.
Emissions from waste, or the quantity of waste itself?	Unknown	Additional events and activities will likely produce more waste, however quantities and therefore impact is unknown.	The same applies to Borough-wide waste emissions; however the scale of this impact is likely to be small.	Guidance is now available for events relating to waste management and use of single use plastics which can be shared with supply chains.	Monitored through existing waste emissions calculations.
Emissions from housing and domestic buildings?	None	NA	NA	NA	NA

Emissions from construction and/or development?	Increase	Some construction work has taken place to improve facilities such as play, country parks and general cultural venues.	Generally very limited. The larger construction sites at RVCP have transport, spoil and building work impact.	The Council's tender process has been used where appropriate and included in the evaluations are an environmental impact assessment.	The Council is currently considering its approach to monitoring scope 3 emissions.
Carbon capture (e.g. through trees)?	None	NA	NA	NA	NA

Identify any emissions impacts associated with this decision which have not been covered by the above fields:

Activity, events and increased provision will lead to the some catering and use of paper associated with food items/ lunches etc. Single use plastics have been drastically reduced over recent times in favour of items such as paper straws and wooden forks, paper cups instead of plastic, however plastic drinks bottles are still used at most events and venues. Event catering also use petrol generators so there will be some associated emissions. Guidance has recently been produced to support events and those involved with reducing emissions and this can be used moving forward.

There may also be cultural opportunities to raise awareness and encourage action as demonstrated through the Children's Capital of Culture "World Beneath Our Feet' theme.

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?

The delivery of a cultural programme as a result of a new strategy will need to take into account the changing climate. The paper also references a Strategic Green Infrastructure Partnership, with reference to improve engagement in this sector. The success of this in future iterations of the Strategy will link with climate resilience, improving the Borough's ability to deal with climate impacts in the future through access to good quality greenspaces and the environmental services they provide.

Provide a summary of all impacts and mitigation/monitoring measures:

- Use of the Council's tender process
- Following Event guidance on use of single plastics/ throw away packaging
- Buildings operated as economically as possible- heating/ lighting

- Additional measures in place to support energy consumption- i.e. new solar PV system installed at Rotherham Leisure Complex
- Transport to “Go- see” visits in Children’s Capital of Culture scheme done via group coach or mini bus and not individual cars.
- Delivery of activities at a local level to avoid travelling to venues via vehicle.
- Encouragement of active travel and public transport when travelling to/ from venues/ work place.

Supporting information:	
Climate Impact Assessment Author	Chris Siddall Chris Siddall Head of Sport, Leisure and Strategic Partnerships Culture, Sport & Tourism Regeneration and Environment
Please outline any research, data or information used to complete this Climate Impact Assessment.	<ul style="list-style-type: none"> • Review of the Cultural Strategy progress to identify what activities, projects and events have been delivered to date. • Knowledge of event provider’s Event Management Plans and associated catering documentation as submitted to the Events Safety Advisory Group. • Knowledge and reading of the wider national trends in catering provision at events and in food outlets.
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.	N/A
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: CIA461 Louise Preston Climate Change Manager

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Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Street Cleansing and Fly Tipping Improvements

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

Yes

Strategic Director Approving Submission of the Report

Andrew Bramidge, Strategic Director of Regeneration and Environment

Report Author(s)

Barry Connolly – Head of Environmental Services

Barry.Connolly@Rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

This report outlines the progress towards the implementation of the new investment into Street Cleansing and Fly Tipping improvements. With the funding approved in the 2025/26 budget, the Team is aiming to improve rural verge and principal township gateway cleanliness and maintenance and increased management of key activities in the service such as data analysis, deployment of resources, performance management and proactive proposals for prevention and deterrent measures around littering and fly tipping.

The report focuses on the need for the posts, areas to be targeted, anticipated outcomes and the timeline to implementation. This initiative will help towards delivering a cleaner, greener and more sustainable Borough.

Recommendations

That Cabinet note the progress to date and commit to receiving a further update in April 2026 once the Team has had time to be established and is fully operational.

List of Appendices Included

Appendix 1 – Equality analysis
Appendix 2 – Carbon Impact assessment

Background Papers

N/A

Consideration by any other Council Committee, Scrutiny or Advisory Panel
None

Council Approval Required

No

Exempt from the Press and Public

No

Street Cleansing and Fly Tipping Improvements

1. Background

1.1 In March 2025 Council approved the Revenue Investment to improve Street Cleansing and Fly Tipping, as well as two new performance management posts which will be embedded within the Grounds and Streets Operational Teams, working in partnership with the Zonal Operation managers and Teams to contribute to a cleaner and greener Borough.

1.2 Rural Verge and Principal Township Team

The investment will double the resources currently available within the Rural Verge and Principal Gateway Maintenance and Cleansing Team. This team delivers a range of grounds and streets related cleansing and maintenance activities across two distinct periods (Autumn/Winter and Spring/Summer). The team currently consists of four operatives and through this investment that number will be doubled, providing four extra staff within the operational team. The Team at a high level will:

- Provide an additional dedicated resource to the Council's Rural Verge Maintenance Team and will operate on Rural verges at a different time of the year to the current schedule.
- Focus on Principal Township Gateway cleansing and maintenance on a newly developed schedule so the Borough is cleaner and greener.
- Proactively clearing fly tipping when active in Traffic Management restricted areas while working on a maintenance schedule.
- Proactively providing littering and fly tipping intelligence to Officers and Community Protection colleagues.
- Provide a more visible presence along Rotherham's key rural verges and Principal Gateways.

1.3 Performance Management and Improvement

The two additional new Officer posts for performance management will support zonal and Boroughwide operations across a range of grounds and maintenance and cleansing activities and increase key management functions. The Officers at a high level will:

- Provide dedicated support to zonal operations.
- Provide data analysis of littering and fly tipping.
- Provide proactive proposals for the prevention and deterrent measures around fly tipping and littering working closely with other services and partners.
- Provide proactive proposals on maintenance operations to increase output.
- Provide and support performance management across the three zones.
- Drive the service through continued digital improvements.

- Work closely with elected members, zonal operations and service managers to create a high performing culture.

2. Key Issues

- 2.1 The new investment aims to support delivery of the Council's priority of a cleaner and greener Borough across rural verges and principal township gateway routes by providing a visible and action-based delivery service.
- 2.2 The Borough's scheduled rural roadside verges are currently litter picked and cut once per year, with splay ends for visibility and safety cut 6 times per year. The current rural verge Team cuts the verges and litter picks between May and October each year and focuses on 326 roadside rural verges (460km) that require traffic management. As a result of the investment, the capacity in this area will be doubled.
- 2.3 Additional management capacity has been included to more effectively support the workforce, ensuring that the grounds maintenance and cleansing activities are delivered in their respective zones at the required frequency, to the right standards whilst also ensuring health and safety practices and procedures are being followed. The additional posts will provide enhanced capacity for supervision and oversight whilst also seeking to improve engagement with Elected Members and improve the customer experience of the service.

3. Options considered and recommended proposal

- 3.1 That Cabinet note the progress to date and commit to receiving a further update in April 2026 once the Team and Officers has had time to be established and operational.

4. Consultation on proposal

- 4.1 Key stakeholders have been involved in the development of the induction programme and will be part of the recruitment and marketing of the roles.

5. Timetable and Accountability for Implementing this Decision

- 5.1 Potential start date for new officers: July – August 2025
Full Implementation: September – October 2025

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct procurement implications arising from recommendations detailed in this report.
- 6.2 As part of the 25/26 budget, a revenue investment for £307,000 was approved for Street Cleansing and Fly Tipping improvements. This investment will fund the team as outlined in this report, as well as their associated costs such as vehicles, uniforms and equipment.

7. Legal Advice and Implications

- 7.1 There are no direct legal implications arising from this report.
- 7.2 The initial process of recruitment to the new roles must be completed in accordance with the Council's policies and procedures and the legal framework in respect of recruitment and selection.

8. Human Resources Advice and Implications

- 8.1 The new Roadside Cleansing and Maintenance Team and associated management will be managed in accordance with the Council's relevant policies and procedures.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 The Team and Officers will undertake mandatory training with regards to safeguarding and relevant reporting procedures.

10. Equalities and Human Rights Advice and Implications

- 10.1 An Initial Equality Screening Assessment (Part A) has been completed and is attached as Appendix 1.
- 10.2 This is a progress update to inform cabinet, all decisions will be made in line with Council policy regarding recruitment that ensures a process which regards equality and diversity through all stages, and therefore there are no equality implications for this report.

11. Implications for CO2 Emissions and Climate Change

- 11.1 The implementation of the changes proposed within this report may slightly increase service level carbon emissions, but this is likely to be small and as a result of increased staffing and travel throughout the Borough. Mitigations include encouraging more sustainable travel and effective waste management.
- 11.2 As an outdoor focussed service, activities and staff may be impacted by future climate change impacts such as heat waves and flooding and these will be managed through the service's existing procedures.

12. Implications for Partners

- 12.1 There are no implications for partners as part of this recruitment update.

13. Risks and Mitigation

- 13.1 Creating a new Team/Officer involves potential risks such as recruitment and retention challenges and impact on the capacity of the wider grounds and streets service who will support the training and induction initially. To mitigate these, the service will implement clear role definitions, detailed

budget planning, targeted recruitment strategies, and a structured induction programme.

14. Accountable Officers

Sam Barstow: Assistant Director Community Safety and Street Scene

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	21/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	21/05/25

Report Author:

Barry Connolly – Head of Environmental Services

Barry.Connolly@rotherham.gov.uk

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

PART A - Initial Equality Screening Assessment

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.

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title	
Title: Street Cleansing and Fly Tipping Improvements	
Directorate: Regeneration and Environment	Service area: Regulation and Enforcement
Lead person: Barry Connolly	Contact number: 07934232720
Is this a: <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <input type="checkbox"/> Strategy / Policy </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Service / Function </div> <div style="text-align: center;"> <input type="checkbox"/> Other </div> </div>	
If other, please specify	

2. Please provide a brief description of what you are screening
<p>The grounds and streets service are recruiting into a few new posts to a) create a new Rural verge and Gateway cleansing team(Band C and Band D) b) support the service with two new Band J officer posts.</p> <p>We want to ensure we are screening the recruitment process which must ensure (as per policy)</p>

Job Advertisements

- **Language and Accessibility:** Ensure that job descriptions use inclusive language and are accessible to people with disabilities.
- **Diverse Outreach:** Advertise in a variety of platforms to reach a diverse pool of candidates.

2. Application Process

- **Non-Discriminatory Criteria:** Review the criteria to ensure they do not unintentionally exclude candidates from protected groups.
- **Support for Applicants:** Provide clear instructions and support for applicants who may need accommodations.

3. Interview Process

- **Bias-Free Interviews:** Train interviewers to recognize and mitigate unconscious bias.
- **Diverse Panels:** Use diverse interview panels to provide different perspectives.

4. Selection Criteria

- **Objective Measures:** Use objective criteria to evaluate candidates, ensuring decisions are based on merit.
- **Feedback Mechanism:** Offer feedback to unsuccessful candidates to help them improve.

5. Monitoring and Evaluation

- **Data Collection:** Collect data on the diversity of applicants and successful candidates.
- **Continuous Improvement:** Regularly review and update recruitment practices to improve equality and diversity.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about 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.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		No
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>		No
Has there been or is there likely to be an impact on an individual or group with protected characteristics?	Yes	

<p><i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i></p>			
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>			No
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>			No
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		Yes	
If you have answered no to all the questions above, please explain the reason			

If you have answered **no** to **all** the questions above please complete **sections 5 and 6.**

If you have answered **yes** to any of the above please complete **section 4.**

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

- **How have you considered equality and diversity?**

The cleaner streets recruitment process has integrated equality and diversity considerations throughout its planning and implementation phases. The recruitment aims to create a safe and inclusive environment for all applicants.

Specific measures include:

- Inclusive Recruitment: The recruitment process seeks to recruit candidates from diverse backgrounds and a range of employments, ensuring a wide range of skills, perspectives and experiences within the team. (as per policy)
- Training: Officers will receive training on cultural competency, safeguarding, and mental health awareness to handle diverse community needs sensitively and effectively via mandatory training and L&D new manager portal training.

- Community Engagement: The team will engage with various community groups to understand their specific cleansing and maintenance concerns and needs, ensuring that the services provided are inclusive and equitable.
- The new cleansing team will provide a boroughwide service.

- **Key findings**

In our recruitment process, we ensure that all candidates are treated equally and fairly. We use inclusive language in our job advertisements and reach out to diverse communities. Our application process is designed to be accessible to all, and we provide support for applicants who need accommodations. We train our interviewers to recognize and mitigate unconscious bias and use diverse panels to ensure a range of perspectives. Our selection criteria are objective and based on merit, and we offer feedback to all candidates. We continuously monitor and evaluate our recruitment practices to promote equality and diversity."

This approach helps to identify and address potential barriers in the recruitment process, ensuring that it is fair and inclusive for all candidates

- **Actions**

- Follow all the recruitment guidelines to ensure a fully transparent, fair and equally treated recruitment process for all applicants.
- Continuous Training: Provide ongoing training for officers and the new cleansing team where applicable on equality, diversity, and inclusion to ensure they remain sensitive to the evolving needs of the community.
- Feedback Mechanisms: make sure officers and frontline staff know and understand reporting mechanisms

Date to scope and plan your Equality Analysis:	29/4/25
Date to complete your Equality Analysis:	
Lead person for your Equality Analysis (Include name and job title):	Barry Connolly – Head of Environmental Services

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Barry Connolly	Head of Environmental Services	29/4/25

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

If this screening 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 of **all** screenings 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 screening completed	29/4/25
Report title and date	Cleaner Streets – Progress Update
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	29/4/25

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Climate Impact Assessment, Appendix 2 Street Cleansing and Fly Tipping Improvements June 2025

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?	Increase	Small increases in Council's emissions due to additional staffing resource utilising electricity within buildings.			The Council will continue to monitor its scope 1 and 2 impacts annually.
Emissions from transport?	Increase	Small increase projected due to travel associated with activity.		Where time and distance allows, officers to be encourage to travel by active travel, public transport or car sharing to consultation events.	Officer travel is included within the Council's net zero 2030 greenhouse emissions accounting and is monitored annually.
Emissions from waste, or the quantity of waste itself?	Increase	It is possible that waste from Council services may increase due to increased litter picking activity and increased personnel.	The quantity of waste overall is unlikely to change.	Officer to follow Council waste management protocols.	Waste is managed as part of the Council's scope 3 emissions annually.
Emissions from housing and domestic buildings?	None				
Emissions from construction and/or development?	None				

Carbon capture (e.g. through trees)?	None				
Identify any emissions impacts associated with this decision which have not been covered by the above fields:					
N/A					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?

Grounds maintenance and cleansing activities may be impacted in the future by an increased incidence of inclement weather such as flooding and excessive heat; these will be managed in service through risk assessments and associated weather-related protocols. Information is available internally to support the service to understand likely future impacts better.

There are no identified risks to residents regarding climate impacts in relation to this report.

Provide a summary of all impacts and mitigation/monitoring measures:

Please provide a summary of all impacts and mitigation/monitoring measures:

Impacts and mitigations

1. Increased Vehicle Emissions:

- o The use of vehicles can lead to higher carbon emissions, contributing to air pollution and climate change.
- o Inefficient patrol routes and unnecessary travel can result in excessive fuel consumption and emissions.

Mitigation:

- o Plan and optimise patrol routes to minimise travel distance and fuel consumption.
- o The service will seek to utilise electric or hybrid vehicles to reduce emissions from patrol activities where available.

2. Energy Consumption:

- o The operation of electronic devices such as body-worn cameras, communication tools, and other equipment can increase energy consumption, leading to higher carbon footprints.

Mitigation:

- o Use energy-efficient electronic devices and ensure they are powered by renewable energy sources where possible.
- o Implement energy-saving practices, such as turning off devices when not in use.

3. Waste Generation:

- o The use of disposable materials and lack of recycling practices can contribute to increased waste and carbon emissions.

Mitigation:

- o Reduce paper usage by digitising records and reports.
- o Promote recycling and waste reduction within the team.

4. Training and Awareness:

- o Provide training on environmental sustainability and encourage eco-friendly practices among team members.
- o Raise awareness about the importance of reducing carbon emissions and how individual actions can contribute.

By implementing these strategies, the Street Safe team can effectively mitigate the risks associated with carbon emissions and contribute to the Council's sustainability goals.

The implementation of the changes proposed within this report may slightly increase service level carbon emissions, but this is likely to be small and as a result of increased staffing and travel throughout the Borough. Mitigations include encouraging more sustainable travel and effective waste management.

As an outdoor focussed service, activities and staff may be impacted by future climate change impacts such as heat waves and flooding and these will be managed through the service's existing procedures.

Supporting information:

Climate Impact Assessment Author	Barry Connolly Head of Environmental Services Community Safety and Street Scene Regeneration and Environment
Please outline any research, data or information used to complete this Climate Impact Assessment.	None
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.	N/A
Validation	Tracking Reference: CIA465 Louise Preston Climate Change Manager

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Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Employment Solutions 2025-26

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

No, but it has been included on the Forward Plan

Strategic Director Approving Submission of the Report

Ian Spicer, Strategic Director of Adult Care, Housing and Public Health

Report Author(s)

Paul Elliott, Head of Housing Income and Support Services

Paul.elliott@rotherham.gov.uk

Sean O'Connor, Employment Solutions Manager

Sean.O'connor@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

The Employment Solutions Service was set up in 2020 to deliver a European Social Fund (ESF) Employment Support programme and then latterly from January 2024, both the ESF and Inspire projects merged to be delivered as a UK Shared Prosperity Fund (UKSPF) employment support programme. The programme ran until 31 March 2025.

Overall, since October 2020 the Employment Solutions Service has delivered 4 employment support programmes, resulting in over 892 people entering employment and 849 into education and training.

Given the success of the employment support programmes and ongoing uncertainty regarding the sustainability and size of the UKSPF, the decision was taken by Council on 5 March 2025 as part of the Budget and Council Tax Report 2025/26 to fund the service permanently by committing £718,000 per year for the service to continue to support local residents into work or training.

With this funding secured, the Employment Solutions Service will continue to offer an integrated programme of bespoke pre-employment activity designed to support unemployed residents and residents on low incomes to access the labour market or improve their earning capacity.

This report details Employment Solutions' core targets and milestones for 2025/26.

Recommendations

That Cabinet note the proposed Employment Solutions targets and milestones for 2025-26.

List of Appendices Included

- Appendix 1 Customer Case Studies
- Appendix 2 Employment Solutions Support and Interventions
- Appendix 3 Employment Solutions Milestones 2025-26
- Appendix 4 Equalities Impact Assessment
- Appendix 5 Climate Impact Assessment

Background Papers

[Rotherham Employment and Skills Strategy 2019-2025](#)

[Get Britain Working White Paper](#)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

No

Exempt from the Press and Public

No

Employment Solutions 2025-26

1. Background

- 1.1 The Employment Solutions Service was set up in October 2020 to deliver a European Social Fund (ESF) Employment Support programme. The programme ran until December 2023 and aimed to support economically inactive residents back into the labour market.
- 1.2 Given the success of the ESF programme the service was then extended to include the Inspire programme, funded by the Council. Inspire ran from January 2022 to December 2023 and supported Rotherham residents to improve their earning capacity through increased skills. More than 700 residents were supported during this time to increase their skills and to access employment.
- 1.3 In January 2024, both the ESF and Inspire projects merged to be delivered through the UK Shared Prosperity Fund (UKSPF) via the employment support programme, this funding is awarded to the Council via the South Yorkshire Mayoral Combined Authority (SYMCA). The programme ran until 31 March 2025. During this 15-month period over 180 economically inactive and socially excluded residents were supported to improve confidence and break down barriers to access the local labour market.
- 1.4 In December 2023, the Employment Solutions Service was also successful in securing the Individual Placement Support (IPS) programme, funded via the Department for Work and Pensions (DWP) and the Office for Health Improvements and Disparities (OHID). The focus of this programme is to provide employment support to individuals receiving structured treatment for drugs and alcohol misuse. As of March 2025, the IPS programme has supported over 100 customers into training and employment and has recently secured funded for a further 12 months delivery.
- 1.5 The Employment Solutions service offers the flexibility to support a wide range of customer groups and adapt to evolving labour market demands, including recent welfare reforms, and to respond to new funding opportunities. The service benefits from direct access to multiple internal Council departments, enabling a level of integrated support that external providers may not be able to offer. This model gives Rotherham a unique advantage when supporting customers with barriers relating specifically to housing, homelessness, or financial issues. Case studies of customer journeys are detailed at Appendix 1.
- 1.6 The table below provides a summary of residents supported since the service was established in October 2020:

Employment Solutions October 2020 to date	
Registered with Employment Solutions	2915
Gained Employment	892
Gained training	849

1.7 The Government's new "Get Britain Working" initiative is aimed at supporting economically inactive individuals into employment and was launched in April 2025. The Employment Solutions Service will contribute to the delivery of this initiative by establishing a Pathways to Work team which will be enrolling its first clients by August 2025.

2. Key Issues

2.1 While very successful, the frequent changes in the grant funding landscape for employment and skills programmes has limited the potential of the Employment Solutions Service to date. Given the success of the programmes, the decision was taken by Council on 5 March 2025 to make the funding permanent with an investment of £718,000 per year for the service to help residents into work or training.

2.2 The Service will add value to mainstream services, such as those provided by Housing, Adult Care and Children and Young People Services by supporting residents furthest from the labour market, who typically face multiple barriers to employment and training.

2.3 There will be different entry points for residents, depending on the extent of the barriers they face to the labour market, their specific goals in terms of moving towards and into employment, and any previous support they may have received. Each customer journey is likely to be different and depend on factors such as educational attainment, employment record, home/family/economic circumstances, location, health, age, ethnicity for example.

2.4 The integrated programme of support will allow progression from significant distance to the labour market into targeted, employment-focused access activities. These include job and apprenticeship brokerage, and sector-specific training with work experience at a pace appropriate for the individual. Residents will be triaged before being directed to the most appropriate support for them.

2.5 The programme is flexible, sensitive to individual participant needs (adopting a 'no wrong door' approach to referral and/or support) and is more streamlined and cost-efficient than previous funded programmes.

Participant entitlement

2.6 Each participant, following triage to determine their needs, will receive:

- Access to a keyworker who will work with them on a one-to-one basis supporting customers to recognise individual, personal ambitions.
- A recorded whole-person diagnostic of need to understand their current position, barriers, and circumstances.
- A personalised action plan which identifies the most relevant support and interventions, focusing on individual customer aspirations.
- Continued ongoing support from their keyworker, who will be a constant touch point throughout their journey.

- Up to 13 weeks of in work support to ensure that customers have achieved their goal or employment ambition.

2.7 Support and interventions identified for participants will then be drawn from a suite of activities. This will include preparation for employment activity designed to engage participants and provide employability and other targeted support to overcome personal and circumstantial barriers. Support will comprise of one-to-one keyworker support, group activities and specialist interventions. The proposed activities and interventions are set out in Appendix 2.

Post-programme support offer

2.8 Support will focus on equipping candidates with the entry-level skills, employability, knowledge, key competencies, qualifications, licences and/or work experience required to move into employment. The proposed activities and interventions are set out in Appendix 2.

Employment Solutions outputs 2025/26

2.9 The table below sets out the details of anticipated Employment Solutions delivery and outputs for 2025/2026.

Employment Solutions 2025/26			of which are Economically Inactive	
Programme	Customers Registered	Supported into work	Customers Registered	Supported into work
Core Delivery	375	115	50*	15*
Individual Placement Support	80	36	N/A	N/A
TOTAL	455	151	50*	15*

**This shows the projected total of “economically inactive” activity that the core Employment Solutions team expect to engage between April 1st to commencement of Pathways to Work project in August.*

2.10 In setting output targets there is a recognition that the Employment Solutions Service would support delivery of the wider Pathways 2 Work programme which was agreed by Cabinet in April 2025. The outputs are yet to be agreed and subject to a Cabinet decision. As the Employment Solutions Service is no longer reliant on grant funding for the service offer it is the intention to streamline and refocus on client groups that are not supported via other grant funded services. A series of milestones are detailed at Appendix 3 which detail this transition.

2.11 The Employment Solutions team will support the Pathways to Work project to engage with economically inactive residents in Rotherham delivering 400 job entry outcomes by the end of March 2026. The Employment Solutions team is currently recruiting to deliver part of the Pathways to work target and will aim to achieve the following:

Pathways to Work Targets

1 August 2025 to 31 March 2026

TOTALS	Target
Registered onto Pathways to Work	312
Supported into work	144
Conversion rate	40%

3. Options considered and recommended proposal

- 3.1 **Option 1 (recommended)** - offer an integrated programme of bespoke pre-employment activity designed to support unemployed residents into the labour market or improve their earning capacity as outlined in the main body of the report.
- 3.2 No other options were considered as this report is asking Cabinet to note the intentions of the service and note the service targets.

4. Consultation on proposal

- 4.1 The Employment Solutions Service has established a strong network of partners and providers to ensure effective delivery. Partnerships exist with DWP/Job Centre Plus, Rotherham North Nottinghamshire college, the NHS, and Rotherham Alcohol and Drugs service (ROADS).
- 4.2 Through active Employer Engagement and collaborative working with partner organisations within the skills and employment sector, the Service is able to identify and adapt to labour market changes and ensure that the Employment Solutions service provides the right package of holistic support to meet client's needs.
- 4.3 Regular steering groups and monitoring meetings are attended by colleagues within Employment Solutions to ensure programme delivery remains on track, and attendance at Local Integration Board meetings ensure that partner agencies are informed of the wider offer of support available to Rotherham residents, with minimal cross over in service.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The proposals set out in this report will be delivered throughout the course of 2025-26. They will be overseen by Ian Spicer, Strategic Director of Adult Care, Housing and Public Health.

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct financial implications resulting from this report. The activity detailed has been and will continue to be contained within existing budgets.

6.2 There are no direct procurement implications associated with the recommendations detailed in this report.

7. Legal Advice and Implications

7.1 There are no direct financial implications resulting from this report.

8. Human Resources Advice and Implications

8.1 There are no HR implications associated with this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no implications for CYPS or Vulnerable Adults.

10. Equalities and Human Rights Advice and Implications

10.1 The programme will target economically inactive residents across a range of sub-cohorts, including, those with disabilities and health conditions (who are significantly less likely to work), ethnic minority groups (who are over-represented among economically inactive people).

10.2 An Equalities Analysis has been completed and is attached as Appendix 4.

11. Implications for CO2 Emissions and Climate Change

11.1 The Employment Solutions Service will have both direct and indirect implications for CO2 emissions and climate change. The expansion of employment support services will increase staff travel and office-based activities which could contribute to higher emissions. However, the programme aims to deliver activity locally within communities, minimising the distance residents need to travel to access services and receive support.

11.2 A reduction in rates of economic inactivity is likely to result in economic growth which has the potential to increase CO2 emissions. To mitigate negative impact, it will be necessary to draw on a range of other projects policies to promote environmentally sustainable economic growth and within the programme encourage employers to adopt sustainable workplace practices.

12. Implications for Partners

12.1 The success of the Employment Solutions Service is dependent on strong collaboration between multiple partners including:

- Rotherham Council services – Rotherham Investment & Development Office and Neighbourhoods will play key roles in delivering the programme.
- South Yorkshire Mayoral Combined Authority – responsible for regional coordination and securing long-term funding for wider employment support programmes.

- Other South Yorkshire authorities – region wide employment support programmes need to be successful across the area. This also allows Rotherham to try different innovative approaches which could be expanded if successful.
- Department for Work and Pensions and NHS England – providing policy support and funding for integrated health and employment services.
- Local Employers and Business Networks – engaged to create inclusive employment opportunities.
- Voluntary and Community Sector Organisations – essential for community-based outreach and personalised support delivery, particularly for those disengaged and disadvantaged groups where “lived experience” is necessary.

12.2 A revised governance framework will be established to ensure alignment between partners, avoid duplication of services and facilitate data sharing while complying with GDPR regulations.

13. Risks and Mitigation

13.1 **Low Engagement from Target Groups** - some economically inactive individuals may be difficult to reach due to health, confidence or trust barriers. **Mitigation** – further development of community-based delivery and awareness of support offer available through increased marketing activity and relationships with external partners/providers.

13.2 **Retaining Individuals in the Programme** – similar previous activity with these cohorts has shown a figure of below 50% is realistic for the retention of a person from initial referral to starting in employment. **Mitigation** – to be managed internally within the Employment Solutions service through quality delivery and engagement with customer base to ensure retention of clients.

13.3 **Employer Reluctance** - businesses may hesitate to employ individuals with complex needs or those lacking the necessary support structures. **Mitigation** – active employer engagement to educate local businesses of the support offer available including offer of ongoing in-work support to both clients and employers.

13.4 **Service Capacity Constraints** - scaling up intensive case management and outreach could strain existing support services. **Mitigation** – to be managed internally within the service, caseload capacity and referral traffic to be monitored by project support officer and re-allocated to employer engagement officer or Training officer depending on the stage of the customer journey.

13.5 **Data Sharing and Integration Issues** – challenges in coordinating information between employment, health and skills services.

Mitigation – Although the assumption is that certain data sharing agreements are already in place, this area still requires further development as still in early stages of core funded delivery.

14. Accountable Officers

Ian Spicer, Strategic Director for Adult Care, Housing and Public Health

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	16/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	16/05/25

Report Author: Paul Elliott, Head of Housing Income and Support Services

Paul.elliott@rotherham.gov.uk

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

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Appendix 1 – Customer Case Studies

“Rebecca was a customer supported through the employment solutions service having spent over 3 years at home as a stay-at-home mother. Her confidence had dropped, and she did not know how to begin her journey back into employment. Becky accessed the Employment Solution service and is now a key member of the employment solutions team. Rebecca has now been with us now for over 3 years.”

“Due to the covid 19 pandemic, the HGV industry suffered a severe shortage in class 2 HGV drivers. The employment solutions team were able to respond to local demand and upskilled over 35 customers through training to give them the skills to gain employment in the HGV and haulage sector.

“Irena registered with the employment solutions service as a Ukrainian refugee to gain new skills for employment in the UK. With the support of the service Irena received support to set up her own self-employed cleaning company – Irena’s venture has now become very successful, and her company continues to thrive 4 years later”.

“The Employment Solutions service hosts biannual recruitment and networking events, connecting Rotherham residents with a wide range of support and job opportunities. These flagship events are now firmly established in the sector’s calendar and receive consistently positive feedback. These events are attended by an average of 350 residents per event, with an average of 45 stall holders providing a combination of vocational training opportunities and access to live job vacancies.”

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Appendix 2

Pre-Employment Support and Interventions	Post-Programme Support
Individual assessments undertaken in non-threatening environments.	Employer designed training programmes in vacancy-rich industries, with high levels of demand for staff at entry-level (e.g. construction, retrofitting, care, early years education, logistics, manufacturing, hospitality, business administration) delivered by specialist providers.
Tailored support for communities/individuals with specific barriers (e.g. qualification recognition/ English as a Second Language (ESOL) for non-UK nationals).	Funded access to tickets and licences (e.g. CSCS Card, Fork-Lift Truck licence) – making provision for sector specific training where AEB cannot be accessed.
Confidence-building.	Employability and industry familiarisation – individual and/or tutor-led group activity to prepare jobseekers for roles employers are looking to recruit to. This might cover employer expectations (e.g. attitude, timekeeping, reliability), role specific and transferrable skills, or health and safety
Barrier-busting wraparound support (e.g. debt/benefits advice, therapy, interview support, childcare, transport, ESOL).	Work experience placements – short placements with employers who are hiring, to cement participants' understanding of job roles and give employers the confidence that the individual is reliable and committed.
Volunteering placements.	Employer engagement, including individualised job brokerage – to include advocacy with employers, matching candidates to suitable roles, circulation of available vacancies and, where required, interview support (e.g. reasonable adjustments)
Funded training for those ineligible for Adult Skills Fund (formally AEB).	
For some participants, direct progression into employment through job opportunity brokerage.	

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Appendix 3

Milestones 2025-26

Quarter 1

- Develop and implement new delivery systems and registration processes into new project.
- Re-establish the Employment Solutions offer and communicate with key stakeholders including DWP/JCP to ensure referrals into the service
- Development of employment solutions social media and newsletter to further raise awareness of the service.
- Employment Solutions colleagues become members of the Institute of Employment Professionals (IEP)

Quarter 2

- Further develop engagement with specific cohorts, e.g Roma Slovakian community in collaboration with Clifton Learning Partnership and RIDO.
- Begin delivery of PET/SWAP style bespoke training sessions in the employment solutions HUB.
- Develop and launch Employment Solutions community “pop up” stalls.
- Mobilise to deliver agreed Pathways 2 Work programme by August 2025

Quarter 3

- Promotion and Hosting of the 7th Employment Solutions recruitment and networking event late autumn ahead of winter seasonal recruitment drive.

Quarter 4

- Review of delivery preparation of report to Cabinet during Q1 2026/27.

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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: Employment Solutions 2025-26	
Date of Equality Analysis (EA): 27th March 2025	
Directorate: Adult Care, Housing & Public Health	Service area: Housing Income and Support Services
Lead Manager: Sean O'Connor, Employment Solutions Manager	Contact number: 07708287540 sean.o'connor@rotherham.gov.uk
Is this a: <input type="checkbox"/> Strategy / Policy <input checked="" type="checkbox"/> Service / Function <input type="checkbox"/> Other	
If other, please specify	

Appendix 4

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)
Sean O'Connor	Rotherham MBC	Service Manager
Lindsay Wynn	Rotherham MBC	HRA Business Planning Manager
Paul Elliott	Rotherham MBC	Head of Housing Income & Support Services

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance
<p>Aim/Scope (who the Policy/Service affects and intended outcomes if known) This may include a group/s identified by a protected characteristic, others groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)</p> <p>The employment solutions team will continue to offer an integrated programme of bespoke pre-employment activity designed to support Unemployed and residents on Low income in Rotherham to access the labour market or improve their financial circumstances.</p> <p>Each participant, following triage to determine the general nature of their needs, will receive:</p> <ul style="list-style-type: none"> • Access to a keyworker who will work with them 1:1 • A recorded whole-person diagnostic of need to understand their current position, barriers and need. • A personalised action plan which identifies the most relevant support and interventions • Continued ongoing support from their keyworker who will be a touch point throughout their journey. <p>Support and interventions identified for participants will then be drawn from a suite of activity. Support offered will be for adults aged 18+ and will include:</p> <ul style="list-style-type: none"> • Individual assessments undertaken in non-threatening environments. • Tailored support for communities/individuals with specific barriers (e.g. qualification recognition/ESOL for non-UK nationals) • Flexible support packages based on individual assessment and co-designed with participants to address specific barriers. • Confidence-building • Barrier-busting wraparound support (e.g. debt/benefits advice, therapy, interview support, childcare, transport, ESOL) • Volunteering placements • Funded training for those ineligible for Adult Skills Fund (formally AEB) • For some participants, direct progression into employment • Post-programme support

Appendix 4

What equality information is available? (Include any engagement undertaken)

Local population demographic data (Census 2021 emerging)

Ward profiles contain detailed, localised information

ONS Data Sept 2024 - 44,100 economically inactive individuals in Rotherham - approximately 1 in 3 of the working age population. Of these it is thought about 6,100 currently want a job.

Through engagement, including a telephone survey of 750 economically inactive South Yorkshire residents, and data analysis, **the Pathways to Work Commission July 24** identified systemic barriers including health conditions, caring responsibilities, skills gaps and transport issues.

The commission identified there are more women out of work than men, though the gap has narrowed in recent decades. Broadly, economically inactive people are more likely to be female whilst active unemployed people are slightly more likely to be male, particularly in the youngest cohorts.

Participation in work also varies by age, with the youngest and oldest cohorts most likely to be economically inactive – in large part due to education participation amongst the former and early retirement amongst the latter.

Rates of economic inactivity are far higher in areas of income deprivation – the wards of Rotherham East, Rotherham West, Boston Castle and Dalton and Thrybergh have the highest rates of unemployment, economic inactivity and long-term sickness.

Discussions have been held with a number of Voluntary Community Sector (VCS) groups located in the above areas, to identify the best places, and ways, to engage with those local residents from the target cohorts in situations where they feel comfortable.

In the Census 2021, the majority of economically inactive were white English, Welsh, Scottish, Northern Irish or British (29,541 – 20.7% of the cohort). Long term sick or disabled was the most common reason for economic inactivity

20,321 Rotherham residents (14.8% of 163,490) excluding students declared a non-white British Ethnic Group. Of these 5,117 (25.2%) were economically inactive. The largest subgroup (9,284) was Asian, Asian British or Asian Welsh. Within this ethnicity cohort 2,704 (29.1%) were economically inactive. Looking after home or family was the most common reason for economic inactivity in this group. Inactivity is notably high in the “Other” ethnic group cohort (37.8% of 1,847) within this cohort looking after home or family and “other reasons” were the most common reasons for economic inactivity (equal distribution between the two).

Appendix 4

Are there any gaps in the information that you are aware of?

Disaggregated data on economic activity by all protected characteristics. Longitudinal data on employment outcomes for programme participants.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?

The service will be a combination office based and community delivery. Referrals will be received via Project Support Officers. Data will be collated through the initial registration forms. Information recorded is likely to include:

- Name
- Date of birth
- Sex
- Ethnicity
- Highest education level
- Employment status
- Length of time unemployed (if applicable)
- In receipt of benefit(s)
- Disability status
- Health condition

Monitoring plans are still being developed. It is proposed to develop an annual impact report that will analyse the impact of the proposed activity, this will include analysis of equalities data.

Engagement undertaken with customers. (date and group(s) consulted and key findings)	<ul style="list-style-type: none"> • Employment event held 21st March 2025. Involved consultation with a combination of businesses, education providers and customers. • Job Centre & DWP for referrals. • Various partners and providers to prevent any cross-over in delivery. <p>Consultation has ensured that the correct model of delivery is in place and is addressing the correct intervention to support barriers in accessing the local labour market.</p>
Engagement undertaken with staff (date and group(s) consulted and key findings)	<ul style="list-style-type: none"> • RiDO for additional employment support. Opportunity to build additional capacity into Employment Solutions to support Advance Team delivery.

Appendix 4

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)

Age - the service includes targeted support for residents age 18+ to enter and sustain employment.

Ethnicity – While the service is open to all resident in the borough to engage, there may be the requirement to target specific hard to engage ethnic group e.g. Roma Slovakian community.

Disability - Intensive Case Management and workplace adjustments for people with long term health conditions

Gender - recognising and tackling gender barriers, such as childcare responsibilities, that are affecting employment.

Carers - Specific support for those balancing caring duties and work readiness.

Socio-economic status - Addressing financial barriers such as the “benefit trap,” transport issues and low digital literacy.

Does your Policy/Service present any problems or barriers to communities or Groups?

Potential barrier - low engagement from some hard-to-reach groups due to trust issues or systemic barriers.

Mitigation local outreach through delivery in community-based settings. Networking with partner organisations.

Potential barrier employer reluctance to hire individuals with complex needs.

Mitigation Active employer engagements to educate them on what support is available in order to create opportunities.

Potential Barrier – individuals struggling on a return to work.

Mitigation – provide on-going in work support.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

Yes by:

Appendix 4

- providing personalised employment support.
- enhancing employer engagement and awareness.
- improving referral pathways to health and social support services.
- Offering flexible support to address individual needs.

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)

The service is expected to

- improve social mobility and economic inclusion.
- foster stronger collaboration between the council, businesses and community groups.
- reduce long term dependency on benefits improving overall economic resilience.

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.

Appendix 4

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 T 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: Employment Solutions 2025-26
Directorate and service area: Adult Care, Housing & Public Health, Housing Income and Support Service
Lead Manager: Sean O'Connor
Summary of findings:

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Further develop relationships between DWP and local businesses.	all	05/26
Implement and monitor governance and data processes, with the production of an annual impact report.	all	05/26

*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

Appendix 4

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
James Clark	Assistant Direction of Housing	
Cllr Robert Taylor	Cabinet Member for Transport, Jobs and the Local Economy	

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	31/03/25
Report title and date	Employment Solutions 2025-26, 12 th May 2025
Date report sent for publication	28/04/25
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	31/03/25

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?	Increase	Moderate impact from the expansion of employment support services which could increase office-based activities and contribute to higher emissions	A reduction in rates of economic inactivity is likely to result in economic growth which has the potential to increase CO2 emissions.	Scope to mitigate the Employment Solutions activity is minimal. To mitigate negative impact, it will be necessary to work in tandem with a range of other policies to promote environmentally sustainable economic growth and within the support offer encourage employers to adopt sustainable workplace practices	Monitoring will not take place within this programme
Emissions from transport?	Increase	Moderate impact from the expansion of employment support services which could increase staff travel and contribute to higher emissions	Delivering activity hyper-locally within communities, will reduce the distance residents need to travel to access services and receive support. A reduction in rates of economic inactivity is likely to result in economic growth which is likely to generate more transport movements and	Scope to mitigate the Employment Solutions activity is minimal. To mitigate negative impact, it will be necessary to work in tandem with a range of other policies to promote environmentally sustainable economic growth and within the programme encourage employers to adopt sustainable transport practices	Monitoring will not take place within this programme

			<p>thereby increase emissions.</p> <p>An increase in the production of goods and services locally may have a beneficial impact on local supply chains and help reduce the number of transport movements both in the production process and consumption.</p>		
Emissions from waste, or the quantity of waste itself?	Unknown	No impact	<p>A reduction in rates of economic inactivity is likely to result in economic growth which has the potential to increase waste production</p>	<p>Scope to mitigate the Employment Solutions activity is minimal. To mitigate negative impact, it will be necessary to work in tandem with a range of other policies to promote environmentally sustainable economic growth and within the programme encourage employers to adopt sustainable waste management practices</p>	<p>Monitoring will not take place within this programme</p>
Emissions from housing and domestic buildings?	Unknown	No impact	<p>A reduction in rates of economic inactivity is likely to result in economic growth. This has the potential to increase household incomes resulting in greater consumption which may have an impact on emissions.</p>	<p>Scope to mitigate the Employment Solutions activity is minimal. To mitigate negative impact, it will be necessary to work in tandem with a range of other policies to promote environmentally sustainable behaviours.</p>	<p>Monitoring will not take place within this programme</p>

Emissions from construction and/or development?	None	No impact	No Impact	No Impact	Monitoring will not take place within this programme
Carbon capture (e.g. through trees)?	None	No Impact	No Impact	No Impact	Monitoring will not take place within this programme
Identify any emissions impacts associated with this decision which have not been covered by the above fields:					
This programme identifies opportunities to improve the uptake and readiness for entry level roles and skills which may have general benefits for an emerging green industry. Skills required for retrofit and energy management will increase in demand and the flexible model of delivery should allow for this.					

Will the proposal affect Council services' resilience to climate change, or the capacity of people living in the Borough to adapt to climate change?
The support offered by Employment Solutions allows for a flexible mode of delivery to enable response to local needs. This will have resilience benefits to supporting skills improvements and respond to changes in employment need as a result of climate change and other factors. The hyperlocal delivery could be affected by climate impacts in the future, particularly where there is flood risk. These impacts can be incorporated into departmental plans for consideration where localities are at particular risk.

Provide a summary of all impacts and mitigation/monitoring measures:
Direct carbon impact is expected to be moderate due to increased building energy use and transport emissions associated with staff and service users.
Impact is primarily indirect as a result of the impact of Employment Solutions Team activity reducing levels of inactivity and as a result delivering broader economic growth. Directly managing the carbon impact of economic growth is outside the scope of the Employment Solutions and will be reliant on wider policies and measures in place. Mitigation will be through encouraging employers to adopt sustainable workplace practices such as green travel plans, carbon efficiency building improvements and committing to the principles of the Rotherham together Partnership Climate Change.

Supporting information:	
Climate Impact Assessment Author	Sean O'Connor Employment Solutions Manager Housing, Income and Support Services Adult Care, Housing and Public Health
Please outline any research, data or information used to complete this Climate Impact Assessment.	<i>None</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.	<i>Not applicable</i>
Validation	Tracking Reference: CIA442 Louise Preston Climate Change Manager