

OVERVIEW AND SCRUTINY MANAGEMENT BOARD

Date and Time:- Wednesday 14 May 2025 at 2.30 p.m.

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

Membership:- Councillors Steele (Chair), Bacon (Vice-Chair), Baggaley, Blackham, A. Carter, Keenan, Knight, Marshall, McKiernan, Pitchley, Tinsley and Yasseen.

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

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

AGENDA

1. Apologies for Absence

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

2. Minutes of the previous meeting held on 8 April 2025 (Pages 5 - 21)

To consider the minutes of the previous meeting of the Overview and Scrutiny Management Board held on 8 April 2025 and to approve them as a true and correct record of the proceedings and to be signed by the Chair.

3. Declarations of Interest

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

4. Questions from Members of the Public and the Press

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

5. Exclusion of the Press and Public

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

Items for Pre-Decision Scrutiny

In accordance with the outcome of the Governance Review in 2016, the following items are submitted for pre-scrutiny ahead of the Cabinet meeting on 19 May 2025. Members of the Overview and Scrutiny Management Board are invited to comment and make recommendations on the proposals contained within the report.

6. New Council Plan and Year Ahead Delivery Plan (Pages 23 - 163)

Report from the Assistant Chief Executive.

Recommendations:

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.

7. Review of the Non-Residential Charging Policy (Pages 165 - 179)

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

Recommendations:

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.**

For Information/Monitoring:

8. Work Programme (Pages 181 - 183)

To consider the Board's Work Programme.

9. Work in Progress - Select Commissions

To receive updates from the Chairs of the Select Commission on work undertaken and planned for the future.

10. Forward Plan of Key Decisions - 1 May 2025 - 31 July 2025

To review and identify items for pre-decision scrutiny from the Forward Plan of Key Decisions covering the period from 1 May 2025 to 31 July 2025.

[Link to the latest Forward Plan of Key Decisions.](#)

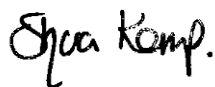
11. Call-in Issues

To consider any issues referred for call-in from recent Cabinet meetings.

12. Urgent Business

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

**The next meeting of the Overview and Scrutiny Management Board
will be held on Wednesday 4 June 2025
commencing at 10.00 a.m.
in Rotherham Town Hall.**



SHARON KEMP OBE,
Chief Executive.

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OVERVIEW AND SCRUTINY MANAGEMENT BOARD
Tuesday 8 April 2025

Present:- Councillor Steele (in the Chair); Councillors Bacon, Blackham, Harper, Keenan, Knight, Marshall, McKiernan and Yasseen.

Apologies were received from Councillors Baggaley, A. Carter, Pitchley and Tinsley.

The webcast of the Council Meeting can be viewed at:-

<https://rotherham.public-i.tv/core/portal/home>

102. MINUTES OF THE PREVIOUS MEETING HELD ON 5 FEBRUARY 2025 AND 12 MARCH 2025

Resolved: - That the Minutes of the meeting of the Overview and Scrutiny Management Board held on 5 February 2025 and 12 March 2025, be approved as a true record.

103. DECLARATIONS OF INTEREST

There were no declarations of interest to report.

104. QUESTIONS FROM MEMBERS OF THE PUBLIC AND THE PRESS

There were no questions from members of the public or the press.

105. EXCLUSION OF THE PRESS AND PUBLIC

The Chair advised there were no items on the agenda requiring the exclusion of the press or public.

106. QUESTION AND ANSWER SESSION WITH THE LEADER OF THE COUNCIL

The Chair invited questions from members of the Overview and Scrutiny Management Board (OSMB) to the Leader of the Council, and the following were noted:

- 1. Could you justify the decision made at the South Yorkshire Mayoral Combined Authority (SY MCA) to allocate £496 million of City Region Sustainable Transport Settlements (CRSTS) funding to Sheffield trams – given that this overwhelmingly benefited Sheffield residents, offered only slight benefit to Rotherham, and that CRSTS money was usually split equally among constituent authorities – when that funding might have been better spent on improving transport links to the rural villages in Rotherham?**

The Leader explained that, although the decision fell outside his SY MCA

portfolio, the £496 million investment was justified because allowing the tram system to fail would have been disastrous for South Yorkshire. It was emphasised that the tram was a regional asset – owned by the SY MCA – even though it operated mainly in Sheffield. He explained that supporting a strong central city benefited the entire region and that letting the tram collapse would have been a step backward – especially when other cities were investing in light rail. He concluded that the funding met South Yorkshire's shared obligations.

2. In light of concerns regarding the tram's status as a regional asset, and given that the government intended to enhance rather than reverse the scrutiny protocol, why did the Mayoral Combined Authority (MCA) delay its full implementation of the protocol?

The Leader had outlined that public transport, including the tram system, should not have been treated solely as a commercial venture, as it provided essential services for those who relied on it, particularly in areas where private transport was not an option. The Leader drew a parallel with franchising bus services, which also required subsidies to ensure accessibility. It was emphasised that public transport, whether buses or trams, was a public good that always needed government support, with the focus being on determining the appropriate level of subsidy and its allocation. Regarding the scrutiny protocol, it was confirmed that it had been implemented, with the only outstanding issue being the allowances for members of the scrutiny committee.

3. If the tram system was considered a South Yorkshire asset, did that mean Sheffield would have been subsidising the tram station at Magna?

The Leader explained that all tram assets, including the new stop at Magna and the park and ride at Parkgate, were considered South Yorkshire assets. Therefore, they were funded from the same pool of money as the Supertram assets, with Rotherham also having a bus station in a similar context.

4. Do you believe there was a conflict of interest in your role as both the Leader of Council and the Chair of the South Yorkshire Transport Committee, where you signed off on funding for cycling lanes that were decided locally in Rotherham?

The Leader stated that he did not believe there was a conflict of interest. It was explained that, while each leader represented an area within South Yorkshire, which meant that projects inevitably affected their respective regions, the balance of democratic accountability was key. Additionally, it was noted that the SY MCA was working on establishing the appropriate level of scrutiny and decision-making processes. The Leader explained that decisions were not made by the full SY MCA committee to ensure

efficiency and that any schemes underwent a rigorous evaluation before reaching politicians. It was acknowledged that a conflict could arise if there had been an intervention in a scheme that had been recommended for refusal but emphasised that this had not occurred. Ultimately, the Leader noted the importance of balancing local representation with decisions based on adopted policies.

5. How were you promoting Rotherham to the rest of the country to attract visitors?

The Leader explained that while his primary responsibility was to the people of Rotherham, he was also working to attract inward investment both nationally and internationally. The importance of collaborating with the SY MCA to amplify their voice and advocate for Rotherham and South Yorkshire was highlighted. Additionally, the Leader emphasised engaging with wider networks, such as the Local Government Association, and ensuring the council's representation at events like the upcoming UK's Real Estate Investment and Infrastructure Forum (UKREiiF) in Leeds. Despite these efforts, he reiterated that his main focus remained on delivering services for the people of Rotherham.

107. AGREEMENT OF THE BOROUGH'S HOUSEHOLD SUPPORT FUND ALLOCATION FOR 2025/26

Consideration was given to the update introduced by Councillor Chris Read, the Leader of the Council, regarding the Household Support Fund allocation for 2025/26. Members were informed that this was expected to be the final year of the Household Support Fund in its current form, following its initial launch in 2021. The fund for the coming year was just short of £4.4 million. The fund was intended to support vulnerable households with the cost of living. Some of the previous rules had been removed, such as the requirement to spend at least 50% of the funding on families with children and another rule that required spending a certain amount on pensioners. With these rules no longer in place, there was greater flexibility in how the funds could be allocated.

The proposal was to continue with the schemes that had been successful in the past. This included allocating nearly £2.7 million for free school meals holiday vouchers, which provided support to eligible children during school holidays. Another £950,000 was proposed for the council tax support top-up scheme, which would be supplemented with reserves to ensure continued support for working-age households. Approximately 14,000 households benefited directly from this scheme. Half a million pounds were designated for the energy crisis grants, which offered £250 grants to households facing energy challenges. These grants had an open application process and were not means-tested, allowing people from all income levels to apply, as energy challenges affected more than just low-income households.

An additional £90,000 was allocated to support care leavers, with a particular responsibility to assist this group. £60,000 was spent on the Christmas hamper scheme, in collaboration with Voluntary Action Rotherham (VAR), which had gone out to hundreds of families, mainly through the food bank network. Finally, £100,000 was set aside for items such as sanitary products, shampoos, soaps, and other essential goods for food banks – items that might be too expensive for some families to obtain otherwise.

In summary, the goal was to balance the allocation of funds between providing direct financial support to those already identified as being in financial hardship – such as those receiving free school meals and council tax support – and offering an open application process for the energy crisis grants, which recognised that financial challenges could impact people in a variety of circumstances.

The Chair invited members of the Overview and Scrutiny Management Board (OSMB) to raise questions and queries on the points raised earlier.

Councillor Steele queried whether the amount allocated through vouchers for children was sufficient, particularly in light of rising inflation and the current value of money.

The Leader explained that there was a rationale for the current amount, as it was linked to the value of free school meals. The intention was to provide a continuation of the support children received during term time into the school holidays. However, he noted that in his personal view, this level of support was unlikely to be sufficient for a comfortable standard of living for families on very low incomes. He emphasised that the eligibility criteria for free school meals was already very restrictive. Despite this, he acknowledged that the scheme represented the best the Council could do under the circumstances.

From the information provided, Councillor Yasseen welcomed the policy and investment in local people, expressing pride in the Council's ongoing support over the years. She raised concerns that local funds were increasingly being used to address immediate needs – such as council tax support and food provision during COVID-19 – due to the effects of national government policy. She questioned how sustainable this approach was and asked whether more could be done to lobby the government about the cumulative impact of such decisions on areas like Rotherham.

The Leader acknowledged Councillor Yasseen's points, agreeing with her reflections. He provided additional context, explaining that council tax benefit was once a nationally administered scheme that provided equal support regardless of age. The previous government had changed this by protecting pension-age residents but reducing the support available to working-age households. This decision had affected more than 10,000 working-age households in Rotherham. Since then, the Council had

sought to maintain as much of that support as possible, using funds such as the Household Support Fund to top up the local scheme. He described this as a “half full” scenario, where strong responses from local government, charities, and the voluntary sector had pressured the government to reintroduce some funding. As a result, the Council was now in a position to provide this support, though he emphasised that this should not be seen as a substitute for a properly funded national welfare system. He stated that the welfare system must be the responsibility of the central government and could not be sustained on a municipal level.

Looking ahead, the Leader noted the importance of influencing the national conversation, particularly as the Household Support Fund was expected to end within 12 months. He suggested there needed to be a meaningful debate – both locally and nationally, including through the Local Government Association – on how future support should be structured. He argued that the national government should provide a baseline level of support, enabling people to live with dignity and autonomy, while local authorities should have discretion to respond to unforeseen needs. He concluded by stating that while additional local funding was helpful, real change required sustained national advocacy and that making a strong, collective case would be critical in the months ahead.

Councillor Yasseen raised a further question regarding support for care leavers. While welcoming the investment, she noted that although the funding was not large, it was part of a wider effort to provide diverse support. She expressed concern that some vulnerable groups – such as care leavers – might still face negative outcomes, particularly in education and employment. She asked whether this investment and other forms of support were being delivered in a joined-up way, with a clear focus on improving outcomes for care leavers.

The Leader confirmed that he believed the support offer for care leavers was joined up. He acknowledged that the funding referenced was relatively modest but highlighted that it complemented the broader support already in place for care leavers. Social workers had some financial flexibility to respond to individual needs, and the dedicated service worked closely with care leavers to provide access to relevant facilities and support. While the approach needed to be tailored to each individual, he was confident that the support available worked well in practice to help care leavers, particularly with employment and education outcomes.

Resolved: That the Overview and Scrutiny Management Board supported the recommendations that Cabinet agree:

1. That provisional allocations of the Household Support Fund Grant of £4.387m be made as follows:
 - a. £2.687m for food vouchers to children eligible for free school meals for school holidays up to and including Easter 2026.
 - b. £950k towards the estimated costs of the Council's Local

Council Tax Support Top Up Scheme.

c. £500k to support applications from households for assistance with energy costs, through the Council's Energy Crisis Support Scheme.

d. £90k to provide additional financial support to care leavers.

e. £60k to local voluntary and community sector (VCS) organisations to support vulnerable households over Christmas / New Year through a supplement to the Crisis Support service level agreement.

f. £100k to provide parcels of household items to be distributed through VCS support.

2. Delegate authority to the Assistant Chief Executive in consultation with the Leader, to determine revised and final allocations for the Household Support Grant. This will include provision for other eligible actions within the use of Household Support Fund should it not be possible to achieve full spend of the grant through the approved options.

108. ECONOMIC INACTIVITY TRAILBLAZER

Consideration was given to the report introduced by Councillor Taylor, Cabinet Member for Transport, Jobs and the Local Economy, and Tim O'Connell, Service Manager, regarding the Economic Inactivity Trailblazer programme. Members were informed that South Yorkshire had been selected as one of the national pilot areas for this initiative, aimed at addressing economic inactivity and supporting individuals back into employment through coordinated, targeted support.

Councillor Taylor reflected on the initial launch of the Pathways to Work Commission report the previous summer, describing the potential of the programme as highly aspirational. He noted that while it had been known for some time that South Yorkshire would serve as a trailblazer, clarity on the operational framework only emerged following a recent government announcement. He commended the report's author for the significant work done to date and emphasised the ambitious targets ahead, alongside the opportunity to make a meaningful difference in residents' lives.

The Service Manager provided an overview of the issue, explaining that an ageing UK population, a persistently high number of economically inactive individuals, and increasing job vacancies had created a growing mismatch in the labour market. In Rotherham, approximately 40,000 people had been economically inactive for several years. He highlighted that many of these individuals, despite not actively seeking employment, had indicated in prior research that they would prefer to work under the right conditions. The reasons behind economic inactivity were identified as complex and varied, ranging from caring responsibilities and education to long-term health conditions. The Trailblazer programme sought to address these barriers by unifying existing support systems such as NHS

Growth Accelerator, Department for Work and Pensions support, and a forthcoming programme titled Connect to Work. The aim was to deliver personalised assistance, collaborate with employers on sustainable workplace changes, integrate data to drive effective intervention, and ultimately grow the local workforce.

It was reported that across South Yorkshire, the initiative aimed to help approximately 2,000 people secure employment, including 420 individuals in Rotherham. In addition, the programme sought to prevent around 950 people from becoming economically inactive. While acknowledging the difficulty and ambition of the project, officers emphasised the significance of the opportunity and requested the Council's support in accepting the grant and proceeding with implementation.

Following the introduction of the report, the Chair invited further clarification regarding the allocation and use of the Trailblazer grant. In response, it was explained that the funding would initially be received by the SY MCA, which would then distribute the allocated amounts to local authorities. Rotherham's allocation was confirmed to be approximately £1.7 million.

The grant would be used to support several key elements of the programme. This included the establishment of a system service manager function within the local authority to coordinate and improve integration across support services. Funding would also be allocated to provide personalised employment support. It was noted that Rotherham already operated a successful employment support service, Employment Solutions, and the grant would allow for the expansion of this provision as well as the development of complementary activities aimed at reaching cohorts not currently engaged.

Additionally, funding would support what was described as employer activation, involving direct engagement with employers to create suitable opportunities for economically inactive individuals. This could involve initiatives such as work simulation pilots, in-work support, and the use of personalised budgets to remove barriers to employment.

In response to a follow-up question from the Chair regarding leadership and accountability, it was confirmed that the Strategic Director of Regeneration and Environment held overall responsibility for the Economic Inactivity Trailblazer, while the Strategic Director of Adult Care, Housing & Public Health was leading the Employment Solutions team.

The Chair invited members of the Overview and Scrutiny Management Board (OSMB) to raise questions and queries on the points raised earlier.

Councillor Blackham welcomed the funding opportunity but raised concerns regarding the internal management and planning for the £1.7 million allocation. While not suggesting the Council should turn the funding down, the Councillor emphasised the need for greater clarity and

direction. It was noted that the paper did not clearly outline how the funding would be used or managed.

The Strategic Director of Regeneration and Environment clarified that the funding formed part of a national pilot scheme, commissioned by the Department for Work and Pensions (DWP), with South Yorkshire being one of nine selected areas. The pilot aimed to explore new approaches to support a client group historically underrepresented in employment due to complex barriers such as ill health or caring responsibilities. Each of the four South Yorkshire local authorities had flexibility in designing and delivering their approach.

It was further explained that the Council intended to utilise the existing Employment Solutions service due to its strong track record. In addition, there would be engagement with voluntary and community sector organisations, subject to Cabinet approval of the report. A further strand of delivery would be led by the RIGO team in reaching out to employers. The Strategic Director acknowledged that this approach would evolve over time as the pilot progressed. It was also noted that the Secretary of State had recently indicated the potential for the scheme to be extended by a further three years beyond March 2026. Additionally, it was confirmed that funding had been allocated not only to combined authorities, such as the SY MCA, but also to devolved administrations, including the Welsh Government.

Councillor Yasseen expressed strong support for the funding and hoped it would significantly impact the target cohort. While acknowledging the pilot nature of the programme, she highlighted the need for more detailed plans. She explained that a large group of economically inactive individuals, such as students and Pakistani women in Rotherham, required tailored support with entering the job market. The Councillor also noted the importance of addressing the psychological barriers many in the target group face. She questioned the ambition of the target to engage thousands of individuals, given the complexities involved.

The Service Manager acknowledged that engaging thousands of people was a challenging target. He emphasised the need for innovative and flexible approaches to reach the target group, particularly by engaging the voluntary and community sectors, as many individuals do not feel comfortable with traditional routes like DWP or council services. The pilot programme would allow for experimentation with different methods of engagement. He noted that research from the Pathways to Work programme indicated that while many people in the target group expressed interest in working, they currently do not perceive the right support or circumstances to be available, leading to their continued disengagement.

There was a suggestion to further collaborate with health services, particularly addressing health-related barriers to engagement, and the potential of expanding social prescribing to include this group. In

response, it was confirmed that collaboration with the health sector was a key component of the Pathways to Work approach. Efforts had been made to integrate health services with employment support, such as bringing work coaches into health settings. This aimed to engage a large portion of the economically inactive population, especially those with health issues. However, it was noted that health was just one aspect, and other factors contributing to economic inactivity would also need to be addressed with appropriate support.

Councillor Keenan inquired whether the program had specifically considered working with veterans, recognising that many ex-service personnel possess valuable skills but may face challenges re-entering the workforce due to factors such as PTSD, housing issues, and other circumstances. She asked if there were plans to collaborate with the Armed Forces Covenant Group or Armed Forces Charities to explore back-to-work solutions for veterans.

In response, the Service Manager explained that veterans were included as a cohort in the connect to work initiative, which was part of the broader Pathways to Work program. The goal of the initiative was to connect and integrate support systems, as veterans often need assistance from the broader system, not just veteran-specific services. The challenge, the Service Manager noted, was to ensure that veterans receive personalised support while also connecting them to a wider network of services. He confirmed that engagement with veterans' groups and organisations would be a priority, and they would be open to further discussions with these communities.

Councillor Marshall asked whether the program would be extended and if there were any specific criteria that needed to be met for an extension, such as meeting the set targets. It was confirmed that reassurances had been received regarding no clawback of funding. Although no explicit targets were set for the extension, it was noted that the government had already expressed a preference to continue the approach for a longer period. It was suggested that, while no specific targets had been outlined, demonstrating progress and success would likely be important for securing the extension.

Councillor Bacon sought clarification about the progress of the Employment Solutions Team, noting that there hadn't been much inroad on employment. In response, the Chief Executive (CEX) explained that when the investment in Employment Solutions was made, metrics were provided showing that the team had supported 879 people into employment and 825 into training since 2022. Despite the lower numbers, the team had higher success rates compared to other routes, as they worked with some of the hardest-to-reach individuals. The outcomes of Employment Solutions were among the top quartile when compared to similar organisations. The lower numbers reflected the challenge of engaging these individuals, but the effectiveness of the team had been demonstrated through evaluations presented in previous budget and

scrutiny reports.

Additionally, the Councillor asked if the funding was known before the budget was set and the £718,000 allocated to the Employment Solutions Team. The Leader of the Council responded that while the exact amount of funding was unknown, ongoing negotiations with the government were taking place. The Leader emphasised that having a permanent workforce in Rotherham to support people back into work was a stronger position than relying on temporary, shifting grant funding. The Leader confirmed they would make the same decision again, as it ensured a more stable approach for Rotherham.

Councillor Bacon expressed concern, suggesting that the £718,000 was taken away from other frontline services to support a niche area and questioning why this was done before the funding was confirmed. The Leader clarified that Rotherham faced significant challenges, such as unemployment, low wages, and economic inactivity. Public engagement showed overwhelming support for the council's action to help the local economy, and the Leader agreed with that view. The Leader stated they would prefer having a dedicated team of people helping those out of work, rather than relying on uncertain government funding in the future.

Following the discussion, the Chair recommended that the OSMB would receive a progress update on the implementation of the Economic Inactivity Trailblazer programme within four months and a further report within twelve months following its implementation.

Resolved: That the Overview and Scrutiny Management Board supported the recommendations that Cabinet:

1. Approve acceptance of the Council's indicative allocation of the Economic Inactivity Trailblazer funding to deliver activity targeted at implementing an integrated employment, skills and health system.
2. Approve use of the funding to manage the programme, commission community-based engagement activity, and personalised support (to include flexible support budgets), activate employers to create job opportunities for participants, pay for additional staff salaries (within RiDO, Employment Solutions and for other Pathways to Work roles within the Council) and cover miscellaneous costs.
3. Delegate authority to the Strategic Director, Regeneration and Environment, in consultation with Cabinet Member for Transport, Jobs and the Local Economy and the Section 151 Officer to determine detailed use of the grant or make any subsequent amendments to the proposed budget allocations.

Further actions that arose from discussions were that:

- OSMB would receive a progress update on the implementation Economic Inactivity Trailblazer programme as soon as possible but

within four months.

- OSMB would receive an update on the progress of the Economic Inactivity Trailblazer programme within twelve months following its implementation.

109. LICENSING ACT 2003 - STATEMENT OF LICENSING POLICY

Consideration was given to the report introduced by Councillor Taylor, Cabinet Member for Transport, Jobs and the Local Economy, and Alan Pogorzelec, Service Manager, regarding the Statement of Licensing Policy. It was noted that the policy formed part of the cyclical review process and sought to align the current licensing framework with previously adopted taxi policy decisions. Members were informed that the borough's existing taxi licensing policies had been widely regarded as some of the most effective in the country, offering high levels of public protection. The revised Statement of Licensing Policy aimed to bring other areas of licensing in line with the ethos and ambition established through those prior decisions.

Further detail was provided on the scope and intent of the proposed policy. Members were informed that the policy took an ambitious approach, mirroring the borough's leading stance on taxi licensing. While the Licensing Act 2003 policy had previously adhered strictly to statutory requirements, this revision demonstrated a broader vision, aiming to enhance local standards and outcomes.

It was noted that the report had been presented at a previous meeting, but issues had arisen regarding the completeness of the documentation. In particular, key appendices had been omitted at the time. Members' attention was therefore drawn to the appendices included in the current report – specifically Appendices F, G and H – which contained significant additions and revisions, highlighted in yellow for clarity. The main body of the policy remained largely unchanged, save for updates reflecting legislative amendments and minor procedural refinements. However, the appendices contained more substantial changes. Appendix F detailed policies related to the licensing objectives, Appendix G detailed premises specific policies, while Appendix H introduced measures concerning environmental best practices, women's safety, and the implementation of core operating hours. Additional clarification had also been provided throughout the document concerning the management of large-scale events.

Additionally, it was informed that while the management of large events was not new at the national level, it represented an emerging area of focus within the borough. Reference was made to the success of the Reyton's concert in Clifton Park, which had sparked further interest in hosting similar events locally. The policy therefore included provisions aimed at facilitating well-managed, responsible large events, including those at Wentworth Woodhouse and Hooton Lodge.

In conclusion, it was emphasised that the revised policy struck a careful balance. While ensuring the effective implementation of the Council's responsibilities under the Licensing Act, it also supported economic development by avoiding an overly restrictive or bureaucratic approach. Members welcomed the ambition and considered the policy a positive step forward for licensing across the borough.

The Chair invited members of the Overview and Scrutiny Management Board (OSMB) to raise questions and queries on the points raised earlier.

Councillor McKiernan sought clarification on how current licence holders would be informed of the proposed changes to the Statement of Licensing Policy. Concern was expressed that simply issuing the updated policy may not be sufficient and that additional steps should be taken to ensure the changes were understood and acknowledged.

In response, the Service Manager confirmed that all current licence holders would be consulted as part of the policy revision process. The proposed changes would be clearly outlined within the consultation materials to ensure transparency and understanding. In addition to this, it was noted that the Council had, over the past 12 months, begun to develop a programme of awareness and refresher training sessions for the licensed trade. These sessions, delivered in partnership with community safety teams and the police, would include updates on new policy developments and clarify expectations for licence holders. It was also highlighted that these sessions would provide an opportunity to brief stakeholders on wider legislative changes, including the recently passed Martin's Law, which would begin to be implemented over the next two years. Members were reassured that they would be kept fully informed of developments and were offered to provide further briefings on licensing matters upon request.

Councillor Yasseen sought clarification regarding the content of Appendix 1 within the policy document, specifically in relation to licensable activities listed from section 1.3 onwards. A query was raised regarding the definition and scope of "regulated entertainment," including activities such as the performance of a play, exhibition of a film, and others. Further questions were asked about the exemptions listed in section 1.3.3, with particular reference to whether showing a film always required a licence or if certain circumstances were exempt.

In response, the Service Manager acknowledged the complexity of the Licensing Act 2003 and explained that the policy aimed to clearly set out which activities required a licence, and which did not. It was clarified that, in general terms, film screenings intended for profit – including for fundraising purposes – would typically fall within the scope of licensable activities. However, exemptions may apply depending on the nature of the organisation and the context in which the event was held.

It was further explained that activities organised by not-for-profit groups or

registered charities may benefit from specific exemptions not available to individuals or commercial organisers. Key factors influencing whether a licence would be required included the type of venue, the nature of the film, and the status of the organising body. Members were advised that while general guidance could be provided, the nuances of the legislation meant that each situation should be considered on a case-by-case basis. Officers, therefore, recommended that organisers seek direct advice where there was uncertainty regarding licensing requirements.

Councillor Yasseen sought further clarification regarding section 1.3.4 of the policy. Specifically, she wanted to know whether the figures mentioned in the document were unique to Rotherham or if they were set by national legislation. In response, the Service Manager clarified that the figures and details in section 1.3, including audience sizes and other limits, were directly derived from the Licensing Act 2003. These were not specific to Rotherham but were legislative requirements that applied nationally under the Act.

The Councillor also inquired about what changes or new elements the policy introduced, particularly what aspects would be different or considered best practice, especially at the local level, since national legislation would remain unchanged.

The Service Manager responded that the policy was designed to offer best practice suggestions for the licensed trade, many of which had emerged through interactions with the sector. It was noted that many businesses in the licensed trade were eager to adopt best practices to ensure success and stand out in a competitive market. The updated policy provided these businesses with guidance on areas such as environmental best practices, women's safety, counter-terrorism measures, and the consideration of Martin's Law, which were not addressed in the previous policy. It was explained that sections of the policy containing new information were highlighted in yellow for easy reference. These included specific recommendations on environmental responsibility, safety protocols, and counterterrorism, all of which aimed to enhance the operation of licensed premises and support businesses in meeting emerging challenges. The Service Manager emphasised that the policy did not mandate these practices but offered them as useful suggestions that businesses could adopt voluntarily.

Further conversation took place regarding section 2.10 of the main policy document, which focuses on promoting equality and inclusion in licensed venues. Councillor Yasseen referred to past experiences, particularly during the COVID-19 period, where issues related to equality in the licensing process had been observed. The Councillor expressed a desire to see greater assurance that equality and inclusion would be truly embedded and implemented within the licensing service as the consultation progressed. It was acknowledged that the issue of equity and inclusion in licensing had been a historical concern, and the Councillor would continue to monitor this closely during the consultation.

In response, the Chair reassured that the approach now involved consulting with the public and the trade to ensure better practices. The Chair also highlighted that elected members had the responsibility to take advice from officers and make decisions based on that advice. Additionally, the Chair confirmed that once the consultation was complete and the recommendations were finalised, a further report would be submitted to the Overview and Scrutiny Management Board before being considered by the Cabinet. This would include the outcome of the consultation and any revised policy changes.

Resolved: That the Overview and Scrutiny Management Board supported the recommendations that Cabinet:

1. Approve the draft Licensing Act Statement of Licensing Policy attached to this report as Appendix 1 for consultation in accordance with the requirements of the Licensing Act 2003.

Further actions that arose from discussions were that:

- It was agreed that following the consultation, a further report would be submitted to OSMB ahead of its consideration by Cabinet which included the outcome of the consultation a revised Policy.

110. WORK PROGRAMME

The Board considered its Work Programme and received the following updates:

- Spotlight review into life-saving equipment - This review was still in the early stages, with further information being obtained to understand the work already undertaken as part of the 'Open Water Safety Meetings'.
- Regarding the Grass Cutting / Grounds Maintenance review – A date was being sourced for the initial meeting to be held.

Resolved: - That the Work Programme be approved.

111. WORK IN PROGRESS - SELECT COMMISSIONS

The Chair of the Improving Places Select Commission (IPSC) reported that the Commission had recently considered topics such as, the Bereavement Services Annual Report, Flooding Alleviation Update, Thriving Neighbourhoods Annual Report, an overview of the portfolio of the Cabinet Member for Finance & Safe and Clean Communities, Consideration of the outline plan of the planned trainline extension to Waverley and Parkgate (Mainline station proposal, considering any potential impacts, the tenant Scrutiny report: How Rotherham Council supports new tenants and the Climate Emergency Annual Report 2025.

The Overview and Scrutiny Management Board would be conducting a

spotlight review on Grass Cutting and Ground Maintenance, members of IPSC would be invited to join the review.

The initial scoping information for the School Road Safety working group was being sought and collated. Similar work was being undertaken by officers within the Council so discussions were taking place to determine how this could be linked, to avoid duplication of work.

The workshop to review the findings of the consultation conducted for the 2025-2028 Housing Strategy prior to the strategy's final development took place in December 2024 and the outcomes will feed into the Cabinet report when brought forward.

In relation to future work, the Commission was due to scrutinise the final progress report on the 2022-25 Housing Strategy, in June 2025, the Tenant Scrutiny Review on Tenancy Health Checks report, in July 2025 and the Consultation on the Housing Strategy for 2025-28 report, in July 2025.

The Vice-Chair of the Improving Lives Select Commission (ILSC) reported that at the most recent meeting, the Commission scrutinised the Rotherham Kinship Care Local Offer and an update from the Youth Justice Service. Recommendations were made on both updates. At the next meeting in April, the Commission would scrutinise an update on the progress of the Domestic Abuse Strategy.

The Commission were recently involved in an additional consultation engagement session with the Access to Education Team. The Team captured members feedback on the revision of the Elective Home Education Policy Review. The revised policy would be presented back to the Commission, before going to Cabinet.

The Commission had an additional workshop arranged to focus on the scrutiny of updates on the Prevent Programme and Keeping Children Safe in Education.

Work had begun to scope a potential review on "Trauma and Children Missing Education", which had been proposed by a member of the Commission.

The Vice-Chair of the Health Select Commission reported that the Commission had recently scrutinised Sleep which was relevant to the People Are Safe, Healthy, And Live Well and Every Child Able to Fulfil Their Potential Council Plan Themes. The Commission had also scrutinised the Adult Social Care Commissioning, which was relevant to the People Are Safe, Healthy, And Live Well and Expanding Economic Opportunity Council Plan themes. The Rotherham Foundation Trust (TRFT) Same Day Emergency Care (SDEC) Centre Development and the 18 Week Waiting Time Challenge were both scrutinised and were relevant to the People Are Safe, Healthy, And Live Well and Expanding Economic

Opportunity Council Plan themes.

Members of the Commission had received a copy of the Darzi Report and supporting resources ahead of the March meeting of the Commission, to aid consideration of TRFT's items and to assist in developing the Commission's work programme for the next municipal year.

At the next meeting in May, the Commission would scrutinise the Adult Mental Health Pathway. Immediately following meeting in May, a workshop would be held involving Yorkshire Cancer Alliance and the Sheffield Teaching Hospitals NHS Trust, regarding the relocation of the Lung Clinic.

Evidence gathering in relation to the Access to Contraception workshop was on-going. Planning and preparation for the Quality Accounts was underway.

112. FORWARD PLAN OF KEY DECISIONS - 1 APRIL 2025 TO 30 JUNE 2025

The Board considered the Forward Plan of Key Decisions 1 April 2025 to 30 June 2025.

The following items were considered as possible items for pre-decision scrutiny at the May OSMB meeting:

- Council Plan 2025 - 2028 & New Year Ahead Delivery Plan
- Interim Local Development Scheme
- Employment Solutions 2025-26

It was discussed that the Improving Lives Select Commission could give consideration of the Family Prosperity Strategy (Addressing Child Poverty) item which was due to be present to Cabinet in May.

The following items were considered as possible items for pre-decision scrutiny at the June OSMB meeting:

- Finance Update - June 2025
- Social Value Annual Report

It was discussed that whilst OSMB could lead on consideration of the Selective Licensing Policy, members of the Improving Places Select Commission be invited to join OSMB for that item as it fell within the remit of both bodies.

Resolved: That the Overview and Scrutiny Management Board:

1. Considered the contents of the Forward Plan of Key Decisions 1 April 2025 to 30 June 2025 and
2. Agreed that the Council Plan 2025 - 2028 & New Year Ahead Delivery Plan, the Interim Local Development Scheme and Employment Solutions 2025-26 items would be considered at the May OSMB meeting.

3. Agreed that the Improving Lives Select Commission would give consideration of the Family Prosperity Strategy (Addressing Child Poverty) item which was due to be present to Cabinet in May.
4. Agreed that the Finance Update - June 2025, and the Social Value Annual Report would be considered at the June OSMB meeting.
5. Agreed that there would be joint consideration of the Selective Licensing Policy due for presentation to the June Cabinet meeting by members of the Improving Places Select Commission and OSMB.

113. CALL-IN ISSUES

There were no call-in issues.

114. URGENT BUSINESS

The Assistant Chief Executive, Jo Brown explained that the Council had an initial informal peer assessment against the Equalities Framework for Local Government by colleagues at Doncaster Council, which took place just prior to Christmas. In order to provide a comprehensive review, Doncaster Council had asked if a wider cohort of members, not including Cabinet Members could be involved in order to provide a final report during May 2025.

This was an open invitation to members of OSMB, many of whom were interested in the Council's equalities journey to be part of that review. A date and time for this would be circulated following the meeting but members were invited to provide their feedback on how the Council was progressing on its equalities journey. The meeting would be held face to face.

Councillor Yasseen went on to raise a general point regarding OSMB meetings moving to Tuesdays to avoid clashes with Council meetings. She felt there were many other opportunities to hold OSMB meetings on a Wednesday that would avoid clashes with Council. The Governance Manager explained that there were a couple of occasions where OSMB meetings had been moved to avoid Council meetings however due to the scheduling requirements for Cabinet meetings, there were limited options as to when the OSMB meetings could be scheduled for to enable pre-decision scrutiny to take place. Councillor Yasseen felt this was an added pressure for members that could be avoided in future.

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Committee Name and Date of Committee Meeting

Cabinet – 19 May 2025

Report Title

Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26

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

Yes

Strategic Director Approving Submission of the Report

Jo Brown, Assistant Chief Executive

Report Author(s)

Fiona Boden, Head of Policy, Performance and Intelligence

Fiona.boden@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

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

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

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

Recommendations

That 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.

List of Appendices Included

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

Background Papers

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

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

Yes

Exempt from the Press and Public

No

Council Plan 2025-30 and Year Ahead Delivery Plan 2025-26

1. Background

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

2. Key Issues

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

- Residents live well
 - One Council that listens and learns.
- 2.4 Three cross-cutting policy drivers run throughout the Council Plan, informing ways of working and helping the Council to achieve better outcomes:
- Expanding opportunities for all
 - Recognising and building on our strengths to make positive change
 - Focussing on prevention.
- 2.5 The Council Plan is a high-level document which sets out the outcomes that the Council will work towards over the next five years. There are five strategic outcomes and seventeen priorities in total. To ensure delivery against these, an annual Year Ahead Delivery Plan has been produced, which includes one hundred and sixteen priority actions, milestones and measures alongside a further twelve social care measures (see Appendix 2). This initial Year Ahead Delivery Plan will run until March 2026 and will be reviewed and updated each year thereafter.
- 2.6 The Council Plan will be monitored through both the delivery of the milestones and activities within the Year Ahead Delivery Plan and a suite of long-term measures of success which are outlined in the Council Plan document.
- 2.7 To ensure that the Council Plan is managed effectively, six-monthly progress reports will be produced for Cabinet and made publicly available. The reports will include progress in relation to the actions in the Year Ahead Delivery Plan, performance data relating to associated performance measures and case studies. The progress reports will have annual updates on the long-term measures of success as the majority of these are published annually. It is proposed that the first Council Plan 2025-30 mid-year progress report, covering the period April 2025 to September 2025, is reported to Cabinet in January 2026.

3. Options considered and recommended proposal

- 3.1 The Council Plan 2025-30 has been developed in consultation with Elected Members and officers across all directorates and informed by public consultation.
- 3.2 It is recommended that Cabinet:
- Recommend the Council Plan 2025-30 to Council for approval.
 - Agree the Year Ahead Delivery Plan for 2025-26.
 - Note that future progress reports will be presented to Cabinet in January and July 2026.

4. Consultation on proposal

- 4.1 A programme of public consultation and engagement to support the development of the new Council Plan took place throughout September and November 2024. This included online and postal surveys, focus groups (internal and external), a series of short interactions and engagement at a number of locations across the Borough. There were 214 online and postal surveys returned and over 1,960 interactions in total across all methods of engagement. This is an increase on the 1,300 engagements achieved through the consultation exercise undertaken in 2021 for the previous Council Plan.
- 4.2 The consultation and engagement included speaking with voluntary and community groups which represent protected characteristic groups, as well as attendance at the Parish Council Network, direct engagement with the public and a session open to all elected members.
- 4.3 The consultation is part of an ongoing dialogue between the Council and members of the public and feedback will continue to be sought.
- 4.4 A summary of the consultation and key findings is attached at Appendix 3 and is available on the Council website.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The Council Plan for 2025-30 and Year Ahead Delivery Plan for 2025-26 are to be adopted by Council in May 2025.
- 5.2 The first six-monthly progress report will be presented to Cabinet in January 2026.

6. Financial and Procurement Advice and Implications

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

accordance with the Council's Social Value Policy, the real Living Wage and other ethical factors.

- 6.4 The Council Plan progress and performance reports will include information regarding the Council's financial position and, where possible, will be aligned to the financial reporting timelines.

7. Legal Advice and Implications

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

8. Human Resources Advice and Implications

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

9. Implications for Children and Young People and Vulnerable Adults

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

10. Equalities and Human Rights Advice and Implications

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

11. Implications for CO2 Emissions and Climate Change

- 11.1 The 'one Council that listens and learns' outcome is focused around reducing harmful levels of carbon emissions to limit the impacts on the climate and the

environment. Actions within this outcome encompass plans for the reduction of emissions. The 'places are thriving safe and clean' outcome also includes actions focussed on flood alleviation projects and flood resilience measures for communities in the worst-affected areas.

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

12. Implications for Partners

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

13. Risks and Mitigation

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

14. Accountable Officers

Fiona Boden, Head of Policy, Performance and Intelligence
Assistant Chief Executive's Directorate
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Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	01/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	25/04/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	24/04/25

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

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



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I. FOREWORD

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

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

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

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

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

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

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

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



Chris Read,
Leader of Rotherham Council

2. OUR STORY SO FAR

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



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



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



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



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



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



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



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



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



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



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



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



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



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

3. ROTHERHAM TODAY



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



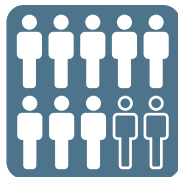
25 wards covering a wide range of urban, suburban, and rural areas. 70 % of Rotherham is open countryside.



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



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



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



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



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



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



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



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



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

4. WHAT OUR RESIDENTS HAVE TOLD US

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

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

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

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

The most common responses in order are as follows:

What do you like most about where you live?

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





What is one thing you would improve about your area?

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

What is your one wish for the future for Rotherham?

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

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

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

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

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

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



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

5. OUR PLAN, VISION AND OUTCOMES

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

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

OUR VISION IS:

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

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

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

STRATEGIC OUTCOMES:

PLACES ARE THRIVING, SAFE, AND CLEAN

AN ECONOMY THAT WORKS FOR EVERYONE

CHILDREN AND YOUNG PEOPLE ACHIEVE

RESIDENTS LIVE WELL

ONE COUNCIL THAT LISTENS AND LEARNS

6. OUR APPROACH AND ONE COUNCIL VALUES

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

Expanding opportunities for all

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



Recognising and building on our strengths to make positive change

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



Focussing on prevention

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



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

CARING

We

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

HONEST

We

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

PROUD

We

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

7. OUR OUTCOMES AND THE DIFFERENCES YOU WILL SEE



9.I PLACES ARE THRIVING, SAFE AND CLEAN

OUTCOME: Places are thriving, safe and clean

Where we are now

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

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

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

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

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

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

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



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

£133 million investment secured for town centre regeneration.

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

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

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

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

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

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



Council Plan consultation headlines

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

Quotes

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

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

"More life bringing into the town centre"

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

Looking ahead

Creating vibrant communities

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

The differences you will see:

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

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

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

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

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

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

Better public spaces

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

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

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

The differences you will see:

£11.6 million investment made into our country parks.

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

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

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

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

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

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

Revitalising the town centre

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

The differences you will see:

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

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

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

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

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

We will attract more people into the town centre.

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

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

Helping people to feel safe in their community

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

The differences you will see:

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

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

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

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

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

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

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

Long term measures of success

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

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

9.2 AN ECONOMY THAT WORKS FOR EVERYONE

OUTCOME: An economy that works for everyone

Where we are now

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

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

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

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

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

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



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

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

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

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

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



Council Plan consultation headlines

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

Quotes

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

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

Looking ahead

Developing the economy

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

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

The differences you will see:

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

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

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

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

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

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

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

Enhancing skills

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

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

The differences you will see:

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

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

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

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

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

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

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

Connecting people to opportunity

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

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

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

The differences you will see:

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

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

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

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

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

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

Long term measures of success

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

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

9.3 CHILDREN AND YOUNG PEOPLE ACHIEVE

OUTCOME: Children and young people achieve

Where we are now

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

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

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

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

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

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



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

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

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

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

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

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



Council Plan consultation headlines

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

Quotes

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

"We need more things for kids!"

Looking ahead

Ensuring children and young people have fun things to do

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

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

The differences you will see:

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

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

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

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

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

Improved access to youth activities and sessions.

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

Enabling children and young people to thrive

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

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

The differences you will see:

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

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

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

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

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

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

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

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

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

Keeping children and young people safe from harm

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

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

The differences you will see:

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

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

Strengthened safeguarding arrangements, particularly addressing harms outside the home.

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

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

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

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

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

Long term measures of success

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

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

9.4 RESIDENTS LIVE WELL

OUTCOME: Residents live well

Where we are now

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

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

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

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

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



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

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



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

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

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

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

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

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

Council Plan consultation headlines

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

Quotes

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

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

Looking ahead

Better physical and mental wellbeing

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

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

The differences you will see:

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

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

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

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

Improved health provision in the town centre.

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

Assisting people to live independent, safe and well

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

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

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

The differences you will see:

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

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

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

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

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

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

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

Good quality, affordable homes for all

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

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

The differences you will see:

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

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

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

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

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

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

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

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

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

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

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

Long term measures of success

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

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

9.5 ONE COUNCIL THAT LISTENS AND LEARNS

OUTCOME: One Council that listens and learns

Where we are now

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

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

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

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

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



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

The Rotherham Together Partnership is delivering the Rotherham Plan.

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

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

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

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

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

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

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

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

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



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

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

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

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

Council Plan consultation headlines

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

Quotes

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

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

Looking ahead

Better Customer Experience

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

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

The differences you will see:

High quality services informed by customer feedback.

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

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

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

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

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

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

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

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

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

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

Working in partnership with our communities

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

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

The differences you will see:

Agree and deliver a new Rotherham Together Partnership Plan.

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

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

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

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

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

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

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

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

A Workforce that is ambitious and proud

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

The differences you will see:

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

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

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

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

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

Strengthen career pathways and development opportunities for the whole workforce.

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

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

Responding to Climate change

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

The differences you will see:

A focus on decarbonising our corporate estate and fleet.

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

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

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

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

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

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

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

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

Long term measures of success

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

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

8. DELIVERING ON OUR OUTCOMES

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

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

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

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

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

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

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

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

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

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

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

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

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

CHILDREN AND YOUNG PEOPLE'S
SERVICES

ADULT SOCIAL CARE, HOUSING
AND PUBLIC HEALTH

REGENERATION
AND ENVIRONMENT

FINANCE AND CUSTOMER SERVICES

ASSISTANT CHIEF EXECUTIVE'S DIRECTORATE

9. HOW WE WILL MONITOR PROGRESS

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

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

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

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

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

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

10. GET INVOLVED

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

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

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

Appendix 2 - Year Ahead Delivery Plan 2025-26

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

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

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

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

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

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

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

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

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

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

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

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

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

Council Plan 2025

Consultation Report **January 2025**

Council Plan 2025 Consultation Report

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Photo from the Hellaby Depot staff consultation session

1. Background and Methodology

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

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

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

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

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

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

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

2. Engagement Profile

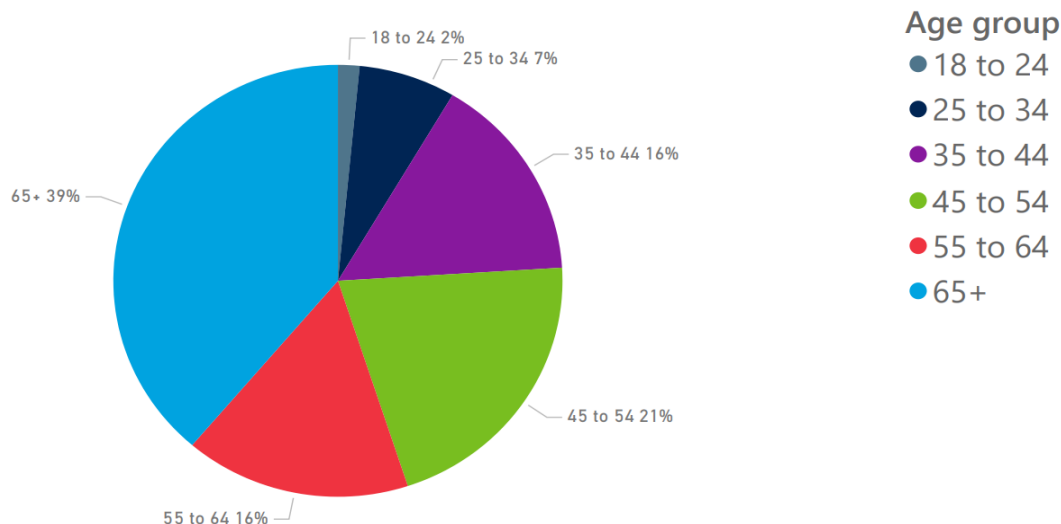
The following section provides an analysis of the equalities monitoring questions contained within the online and postal surveys (where a response was provided). In total, 255 responses to the postal and online surveys were received (214 online and 41 postal surveys). Just over 50% of respondents stated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

Gender

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

Age profile

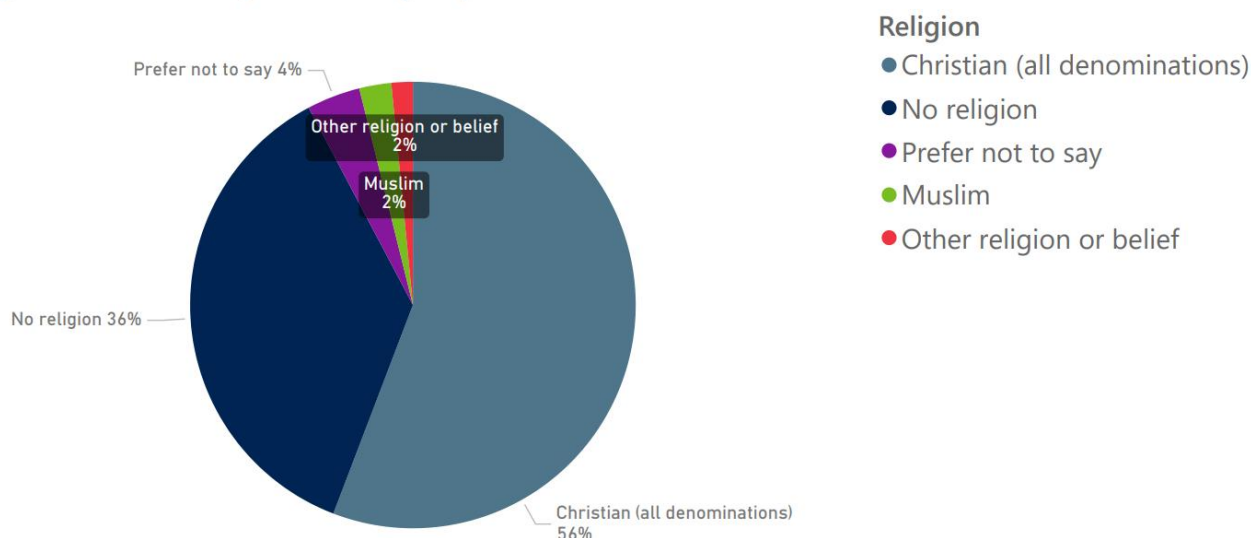
Age profile of online and postal survey respondents



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

Religion

Religion of online and postal survey respondents



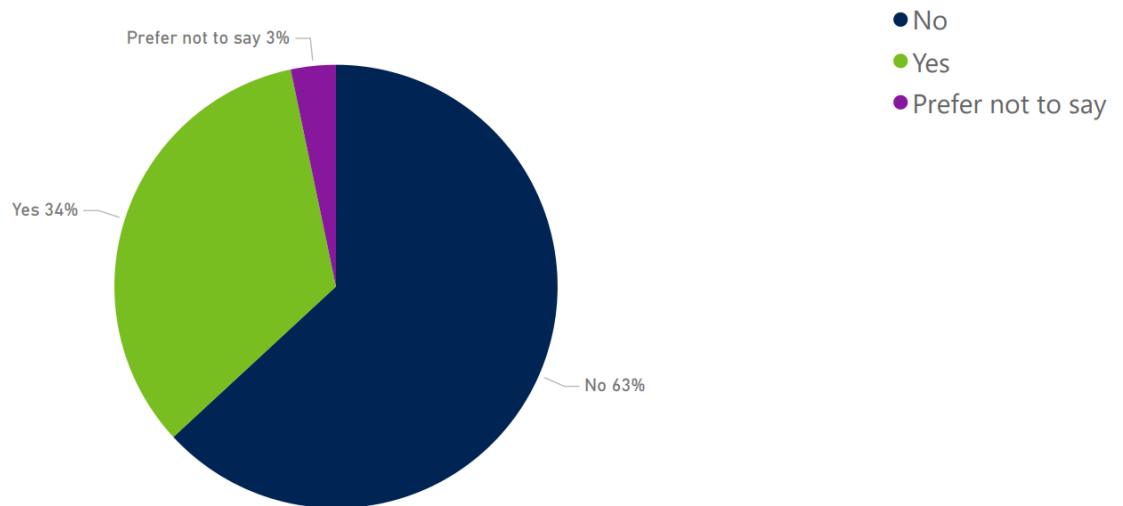
In comparison to the religious profile of the borough, more survey respondents identified as Christian (56% of survey respondents, compared to 49% borough-wide) and 36% stated no religion (compared to 40% borough-wide). 2% of respondents identified as Muslim, compared to the borough-wide figure of 5%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

Ethnicity

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

Disability

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

Disability - online and postal survey respondents

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

Sexual orientation

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

3. Findings from the Consultation and Engagement Methods

Focus Groups

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

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

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

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

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

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

Individual focus group findings

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

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

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

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

The following opportunities were identified:

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

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

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

The following opportunities were identified:

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

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

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

The following opportunities were identified:

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

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

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

The following opportunities were identified:

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

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

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

The following opportunities were identified:

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

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

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

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

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



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

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

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



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

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

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

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

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

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

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



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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

Focus Group 5: RMBC staff session – 5 November 2024

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Additional feedback regarding the Council from the session included:

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

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

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

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

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

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

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

Under the **‘cleaner, greener local environment’** theme, there were queries around electric charging installation requirements for new build homes and housing developments, and whether the Council was being ambitious enough in its electric charging provision plans. There were additional comments on transport relating to electric buses and working on accessibility, journey routes, and times to improve the usage take up among under 25’s and elderly residents. The response confirmed that there was a specific round of government funding for converting buses to electric, so the Council was able to exploit that for the Stagecoach vehicles currently being used. The Council is trying to make the most of opportunities as and when they arise to best secure government funding that will improve the borough.

There were questions relating to the **performance monitoring of the Council Plan** and the targets, milestones and vision for the Council going forward and how these would be monitored, measured, and progress tracked. It was confirmed that they would either include key milestones, or targets to ensure we remain accountable. There are some actions that don’t have targets against them, as it is not appropriate. Underneath the set of KPI’s, there are several data sets within services that managers use to make sure the actions are effectively delivered. The most meaningful measures have been deliberately adopted that allow the journey of the Council Plan to be tracked. The Year Ahead Delivery Plan is reviewed every six months, so that the delivery of the broader projects and activities within the plan can be tracked against those KPIs. There is a selection of things that best demonstrate progress against each of those priorities, which brings

the plan to life. There are additional local data sets available that can help track progress, however the detail provided is appropriate to members of the public.

Short Interactions

The consultation included a series of short interaction activities which took place with participants in various ways, using the same three questions:

- *What do you most like about where you live?*
- *What is one thing would you improve about your area?*
- *What is your one wish for the future for Rotherham?*

This is a simple engagement exercise, a conversation starter. It has the capacity to collect substantive qualitative data, but due to its informal nature it is difficult to collect monitoring data. Therefore, the analysis is based on number of responses to determine common denominators.

In order to reach out to as many characteristic groups as possible, we tailored the activity to encourage people to engage in a way that best suited them.

This activity took place at the following locations:

- Rotherham Show in Clifton Park for two days on 7 and 8 September, using the consultation tower and the counter activity
- The Rotherham Together Partnership showcase event on 17 September at the Arc Cinema, Forge Island using the consultation tower
- The Chamber Means Business Event at New York Stadium on 19 September, using the display boards and the counter activity
- University Centre Rotherham on the 26 September, using the consultation tower
- Aston Community Library and Neighbourhood Hub on 9 October, using the consultation tower
- The Unity Centre Refugee and Asylum Seeker drop-in on 15 October, using the display boards
- Dinnington Library and Neighbourhood Hub on 16 October, using the consultation tower
- Maltby Library and Neighbourhood Hub on 18 October, using the consultation tower
- Chislett Centre in Kimberworth over 50's lunch group on 22 October – conversation with attendees using the three questions
- Housing Involvement Panel open day at New York stadium on 23 October, using the display boards
- Rawmarsh Library and Neighbourhood hub on 23 October, using the consultation tower.
- Riverside Library Café on 24 October, using the consultation tower
- Riverside Library Café Ukraine drop-in session on the evening of 24 October, using the consultation tower
- Swinton Library and Neighbourhood hub on 30 October, using the consultation tower
- Hellaby Depot staff session on 7 November, using the display boards.

In total, there were 1,499 individual responses across all questions. The results below do not include the responses from Rotherham Show, this is because the responses have been analysed in a separate section.

Question 1: What do you most like about where you live?

There were 353 responses to this question across all the short interaction sessions. The most common responses (in order of most frequently mentioned) are as follows:

- **The people** - The top response in the short interactions to what people liked about where they live was the people; including having good neighbours, community spirit, and a willingness to help each other (24%)
- **Parks and green spaces** - The second highest response was having access to parks and green spaces, with references to the countryside as well (20%)
- **Quiet and peaceful** - Many respondents also liked the fact that where they lived was quiet and peaceful (9%)
- **Local amenities** – People also felt that they had good local amenities and facilities where they lived (7%)
- **Location** – 6% of respondents felt that they lived in a good location and that it was close to other areas.

Question 2: What is one thing you would improve about your area?

There were 353 responses to this question across all the short interaction sessions. The most common responses (in order of most frequently mentioned) are as follows:

- **Regeneration of the town centre** - The most common theme running through all events was a desire to see Rotherham town centre as a vibrant, flourishing, clean, and safe place (13%)
- **Community safety / anti-social behaviour** – 10% of respondents wanted to feel safe and secure and for improved safety and security measures to be put in place in certain areas, mainly in the town centre
- **Public transport** – Respondents wanted public transport in Rotherham to be improved (10%), including cheaper fares, more frequent buses, and additional public transport links/routes
- **Cleaner streets** - Rotherham people would like to see cleaner streets that are free from litter and fly-tipping (9%), stating that this could be achieved by more pro-active measures such as raising awareness and education around these matters, coupled with greater enforcement put in place to encourage prevention
- **Roads** - People expressed that they would like to see roads kept in good condition, repaired when needed, and pavements well maintained so that they can be accessible for disabled people and young families (7%).

Question 3: What is your one wish for the future for Rotherham?

There were 321 responses to this question across all the events. The most common responses (in order of most frequently mentioned) are as follows:

- **Regeneration of the town centre** - 11% of people wanted continued regeneration of the town centre and felt that this was key to improve the reputation of the town
- **More services for children and young people** – 8% of respondents wanted more services and more activities/things to do for children and young people, both in the town centre and in the outlying areas such as Maltby, Dinnington and Swinton
- **Feeling safer** - 8% of respondents commented that they wanted to feel safer in Rotherham, particularly in the town centre. The issue of people drinking or taking drugs in the town centre was raised, which made people feel uneasy

- **Improved retail offer** - 6% of respondents also wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue, not only in Rotherham
- **Improved reputation** - The main response was around people wanting to feel proud about Rotherham, and for the town to be prosperous and thriving again (5%). They wanted Rotherham to have a better reputation and to be in the news for positive reasons.



Photo from Maltby Library and Neighbourhood Hub consultation

Rotherham Show

The short interactions activity took place at the Rotherham Show in Clifton Park on 7 and 8 September 2024. A three-sided consultation tower was used, which asked the three questions. Alongside this, an exercise using ten boxes with five paired statements was used, and people were asked to put a counter in the box of the statement they most agreed with. These activities were situated in the 'Rockingham Field and Food Court' area of the show, within the Council Plan and Neighbourhoods marquee.

Across the two days over 400 responses were received across all three questions, and over 450 votes were cast in the counter exercise. No monitoring data was collected; however, participants were asked if they were happy to supply a postcode or state their local area or ward. From observation, a diverse range of people engaged with the activity.



Tower question 1: What do you like most about where you live?

There were 175 responses to this question over the two days of the show. The most common responses (in order of most frequently mentioned) featured:

- **Community spirit** - An appreciation of the community spirit in Rotherham, with particular mention of '*friendly*' neighbours (15%)
- **Parks and green spaces** - An appreciation of the parks and green spaces within the borough. Many people made warm references to Clifton Park (this may have been influenced by the location of the consultation) and other parks within the borough (7%). Nice play areas and green spaces, specifically designed for children, were often mentioned as part of the same response (15%)
- **Education** - Many participants made positive references to the schools in their local area (7%)
- **Quietness** - Many cited that the quietness of their local area was what they liked most about where they lived (9%)
- **Amenities** - People also reflected on the local facilities and amenities within Rotherham, with specific mention of Forge Island and the new Arc Cinema (10%).

Tower question 2: What is one thing you would improve about your area?

There were 159 responses to this question over the two days of the show. The most common responses related to:

- **Cleanliness** - Concerns over street cleanliness, including references to litter, dog fouling, and general upkeep (11%)
- **Road improvements** - The need for road and footpath improvements and maintenance, including repairs to uneven pavements (7%)
- **Public safety and crime prevention** - Concerns surrounding public safety and crime prevention within the borough (18%). Many cited feelings of safety, particularly within the town centre, as an area for improvement. This included calls to tackle anti-social behaviour and increase police presence within Rotherham. Pleas to curb drug use were mentioned frequently.
- **Town centre regeneration** - Improvements to Rotherham town centre, including the need for more development, improved infrastructure, and better parking to make it a place that

people want to visit. Many were passionate about increasing the number of shops and restaurants within the town centre, and also across the borough (7%)

- **Facilities in the local area** - Better infrastructure within local areas, in particular leisure facilities and community-based hubs/activities to facilitate a greater sense of community spirit and inclusion (5%)
- **Parking facilities** – A need for increased parking facilities within the local area (4%).
- **Public transport** - Improvements to public transport across the borough (6%), specifically more regular and improved bus services.
- **Children and young people** - More support for Rotherham's children and young people (5%), including investment in activities, resources, services, and employment advice for teenagers in Rotherham.
- **Play areas and parks** - Improved play areas and parks to ensure better wellbeing and safety for children and parents (4%)
- **Increased SEN support for children and adults** - Increased help and support for those with disabilities, particularly an expansion of SEN support for children and adults within the borough (1%).

Question 3: What is your one wish for the future for Rotherham?

There were 138 responses to this question over the two days of the show. The most common responses included:

- **Regeneration of the town centre** - The regeneration of Rotherham town centre, with calls for a thriving and attractive town centre that people would like to visit (15%). Many suggested that this would improve the image of Rotherham and foster pride
- **Retail in the town centre** - More investment in the town centre, particularly in relation to retail and an increase in the number of shopping facilities (9%). There was a clear passion for Rotherham to have a desirable, prosperous, and successful town centre with lots of shops
- **Leisure and cultural activities** - More leisure facilities and additional investment in cultural activities (11%). Examples included more concerts in Clifton Park; skateparks across the borough; more events like Rotherham Show; and the creation of new attractions such as the new Arc cinema on Forge Island
- **Opportunities for young people** - More opportunities and investment in activities for young people, in particular more community centres and youth groups to help support young people in Rotherham (6%)
- **Support for communities** - A wider need for support for whole communities, many responses referred to a wish for more facilities and activities that support children and families. People also wished for harmony, peace, community spirit and social cohesion within the borough (8%)
- **Community safety** - Improved community safety, greater police presence, and for crime to reduce in the local area (7%)
- **Street cleanliness** - An improvement in street cleanliness, with specific mention of litter. Some participants wanted to encourage the local community to take increased ownership of their environment (9%).



Counter Exercise Results

464 counters were cast in the 'either/or' exercise over the two days of the show. Participants were given 5 counters each and asked to vote on 5 paired statements by placing a counter in the box with their preferred statement for each pair. It was set out to those taking part that the Council is responsible for providing a range of services and for each pair of statements they were provided with, respondents were asked to identify which mattered most to them. The number of votes cast for each statement are as below, with the most popular responses highlighted in green:

Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	60	or...	Keeping streets clean	42
2	Resurfacing roads	52	or...	Improving local centres	47
3	People with second homes should pay more council tax	69	or...	More services should be cut	13
4	Tackling homelessness	90	or...	Allowing fewer new homes to be built	8
5	The Council should help create new jobs	79	or...	The Council should cut this service	4

Online and Postal Survey

The online survey went 'live' on the Council website for eight weeks, from 6 September to 31 October 2024. There were ten questions in total, three of which were the same questions asked in the short interactions. There were also five pairs of 'either/or' statements, where respondents had to choose which of the priorities are the most important to them for each of the five questions. There were 214 responses to the online survey in total.

The postal survey ran concurrent to the online survey. A paper version of the online survey questions was also sent out to 500 randomly selected households across the borough with a freepost envelope provided. In total, 41 postal survey responses were received, which is an 8% return rate. This was a higher percentage than the national average return rate on a postal survey, which is between 3% and 4%.

Below are the key findings in both the online and postal survey responses combined:

Where you live

The survey opened with the same three questions that were asked as part of the short interactions. The first question asked, '*What do you most like about where you live?*'.

The most common responses (in order of most frequently mentioned) are as follows:

- **Parks and green spaces** - In open comments residents listed Rotherham's abundance of green space as the best thing about where they live. 26% of comments mentioned

proximity to green spaces, the countryside, and parks as the best thing about living in the borough

- **Peace and quiet** - 15% of respondents liked the fact that the local area was nice and quiet
- **Close to local amenities** - People felt like they had good local amenities in their area and 14% said that they liked the fact that they lived close to local amenities
- **The people** - 14% mentioned their neighbours and good community spirit as what they liked most about where they lived
- **Location** - 8% liked the location and the fact that they were in close proximity to other areas.

The next question was '*What is one thing you would improve?*'. The main responses are as follows:

- **Anti-social behaviour** - 17% of respondents wanted more to be done to tackle anti-social behaviour in their local area. Motorists speeding in residential areas was particularly flagged as an issue
- **Roads** - Residents felt that improvements were needed to roads within the area, with 12% highlighting the fact that roads and pavements needed repairing, along with grass verges at the roadside needing to be cut back
- **Better maintained green spaces** - The same percentage of people felt that green spaces in their local area needed to be better maintained (12%)
- **Cleaner streets** - This was followed by respondents wanting cleaner streets with less litter (11%), both in the town centre and in their local area
- **Parking** - 6% felt that parking was an area that needed improvements, with responses mentioning motorists parking on kerbsides, blocking driveways, and accessibility for disabled pedestrians. Respondents also mentioned that they would like free parking in the town centre.

Other comments included more activities for children and young people (5%) and improved bus services, including extra routes, cheaper fares, and a more reliable service.

The third question in this section was '*What is your one wish for the future for Rotherham?*'. Again, the most common responses are as follows:

- **Proud, prosperous, and thriving** - The main response was around people wanting to feel proud about Rotherham, and for the town to be prosperous and thriving again (17%). They wanted Rotherham to have a better reputation and to be in the news for positive reasons.
- **Feeling safer** - 13% of respondents commented that they wanted to feel safer in Rotherham, particularly in the town centre
- **Regeneration of the town centre** - 13% of people wanted continued regeneration of the town centre
- **Cleaner streets** - As in the previous question, respondents wanting cleaner streets came up again in the top five responses at 6%
- **Improved retail offer** - 6% of respondents also wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue, and that Rotherham is not the only place with a declining number of shops.

Your Opinion

The next section of the survey asked respondents to choose between pairs of statements and decide which was the most important to them or which was the one they agreed with the most. These were the same pairs of statements that were used for the counter box exercise at Rotherham Show. A written explanation was provided to participants to enable them to complete

the question. This highlighted that the Council is responsible for providing a range of services and for each pair of statements that they were provided with, respondents were asked to identify which mattered most to them.

Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	97	or...	Keeping streets clean	145
2	Resurfacing roads	180	or...	Improving local centres	66
3	People with second homes should pay more council tax	220	or...	More services should be cut	19
4	Tackling homelessness	187	or...	Allowing fewer new homes to be built	56
5	The Council should help create new jobs	218	or...	The Council should cut this service	31

The final question in the online and postal survey was an open text box that asked the respondent if there was anything else they wanted to let us know through the consultation? As this was an open question, the responses varied greatly. However, the following came out as the most common responses:

- Improved public transport links, lower fares, and more reliable services – 5%
- That the Council spends public money more wisely – 5%
- More affordable housing – 5%
- Improve the outlying areas of Rotherham – 3%
- That the Council listens to resident's views – 2%.

Postal Survey Responses

Of the 41 postal survey responses, 88% of people completed the equalities questions at the end. Of those, 83% were White British and were mainly older/retired people, with 65% of respondents who provided their age being 65 or older. Only 15% of respondents who provided their age were aged between 35-64 (with no responses received from people aged 18-34).

45% of postal respondents were male and were 40% female. None of the respondents stated that they identified as transgender. When asked about their sexual orientation, 78% stated that they were heterosexual and 12% did not respond to the question. 68% of respondents stated that their religion was Christianity, 3% Muslim and the remainder of those that responded stated that they had no religion (15%). None of the respondents from the postal survey said that they were asylum seekers or refugees, and 20% said that they were carers.

Key findings from the postal responses included:

'What do you most like about where you live?', the top five responses were:

- Quiet and peaceful (33%)

- Green spaces and countryside (30%)
- The people and community spirit (20%)
- Close to amenities (13%)
- Cleanliness of the local area (13%).

The top four responses were the same as the online survey. However, the exception is that the postal responses regarded cleanliness of the local area in the top five responses rather than location and Rotherham being close to other areas, like in the online survey.

'What is the one thing you would improve about your area?', the top five responses were:

- Green spaces to be better maintained (25%)
- Road improvements, including traffic management and improving the surface of roads/pavements (20%)
- Cleaner streets (15%)
- Anti-social behaviour, including speeding (15%)
- Public transport, including better transport links, lower fares, and more reliable services (10%).

The top four responses were also the same as those from the online survey. However, the exception is that the postal responses regarded public transport in the top five responses rather than parking, like in the online survey.

'What is your one wish for the future of Rotherham?', the top five responses were:

- Regeneration of the town centre (28%)
- Improvement in retail offer (28%)
- Safety, particularly in the town centre (25%)
- Cleaner streets (18%)
- Affordable housing (8%).

Four out of the top five responses were the same as the online survey but differed in order of importance. However, the exception is that the postal responses regarded affordable housing in the top five responses rather than proud, prosperous, and thriving place like in the online survey.



Photo from Dinnington Library and Neighbourhood Hub consultation

4. Conclusion

Summary of findings across focus groups

The presentations at the focus groups were well received and the general feedback (in particular at the external focus groups) was that participants welcomed the opportunity to engage, provide useful insights, and give their opinions on the priorities for the Council Plan. There was a real enthusiasm for continuing the conversation and for officers to keep engaging with them on a regular basis to provide updates on the plan.

The comments received were mostly thematic, with many areas of commonality across the sessions. The most frequently talked about subjects were:

- Safety and feelings of safety – with particular emphasis on the town centre
- The continued development and investment in the town centre
- Housing – including providing high quality, affordable homes and tackling homelessness
- Young people – including things for them to do, instilling aspiration, obtaining a good quality education, better SEND provision, improved careers advice and pathways to work, and providing a good work offer for them to want to stay in the borough
- The environment – including green spaces, net zero, flooding, climate change
- The need for a better transport offer across the borough – particularly bus services
- Improving access to culture and leisure facilities and continuing to maintain parks and play areas to high standards
- Improved access to health services – particularly mental health
- Continued cost of living support to alleviate poverty and inequalities
- Feelings of pride, community cohesion and neighbourliness in the borough. A need to harness all of the good things that are happening in communities
- Attracting investment to provide good quality jobs and create opportunities
- Comments relating to the organisation itself, including the role of the council and what it can provide for residents (given funding constraints) and what residents can do for themselves, also taking into consideration how it is able to respond to central government decisions. Adopting prevention and early intervention models. Having simplified, achievable plans, with an overall long term vision. Working in partnership, commissioning services and developing strategies collectively and sharing information and intelligence.

Combined Findings across the Short Interactions, Online and Postal Survey

Overall, for the three questions that were asked as part of the online survey, postal survey, and the short interaction sessions, the same themes and issues came out in the top five responses but in a different order of importance. With all the feedback combined, the most common responses in order are as follows:

What do you like most about where you live?

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

What is one thing you would improve about your area?

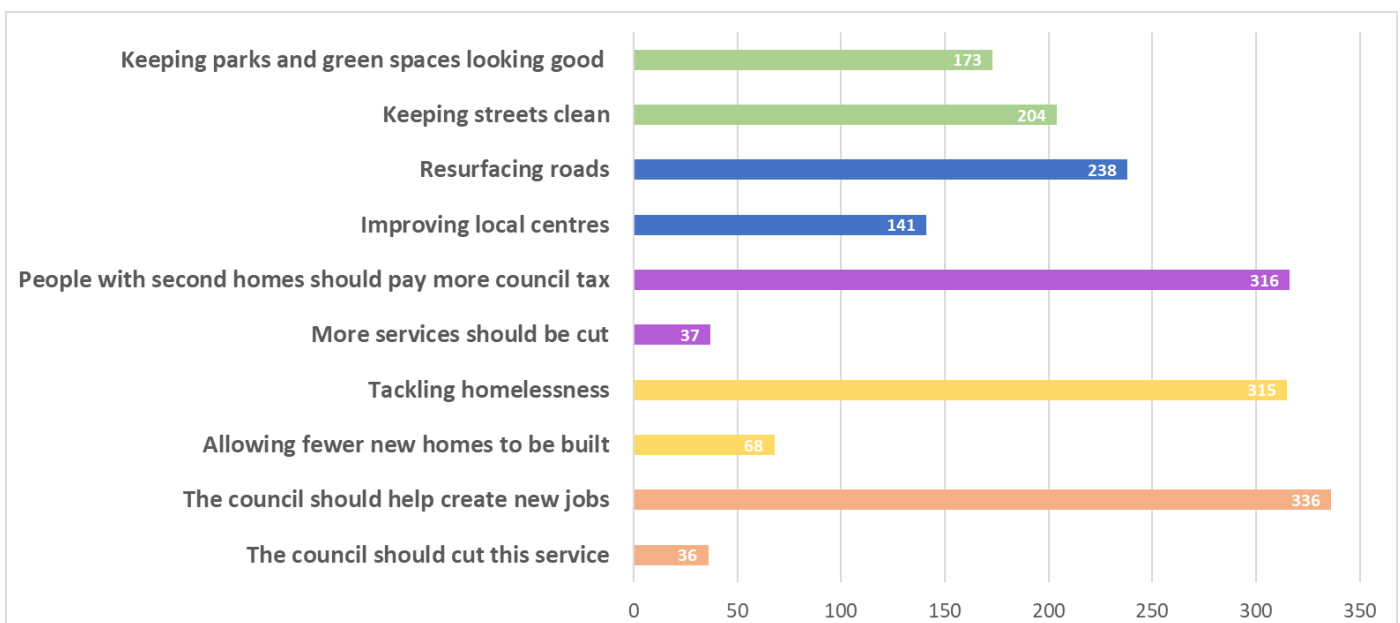
1. **Safety and tackling anti-social behaviour** – the most commonly cited area of improvement was community safety. Respondents wanted more to be done to tackle anti-social behaviour, both in the town centre and in their local area
2. **Cleaner streets** – Followed by respondents wanting less litter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

What is your one wish for the future for Rotherham?

1. **Regeneration of the town centre** - The main wish for the future was people wanting continued investment and development of the town centre, which also came in the top five for the previous question.
2. **Feeling safer** – The next thing that respondents mentioned was that they wanted to feel safer in Rotherham, particularly in the town centre.
3. **Proud, prosperous and thriving** - People also wanted to feel proud about Rotherham, and for the town to be prosperous and thriving again. They wanted Rotherham to have a better reputation and to be in the news for positive reasons.
4. **Improved retail offer** - Respondents also wanted an improved retail offer in the town centre, including more independent shops. However, some people realised that a reduction in the number of shops in town centres was a national issue and was not something particular to Rotherham.
5. **Cleaner Streets** - As in the previous question, respondents wanting cleaner streets came up again in the top five responses for their wish for the future.

Your Opinion: Counter Box Exercise Summary

The graph below shows the combined results from all responses to the counter box/pairs of statements exercise. This includes online and postal surveys, focus groups with young people (Children's and Young People's Partnership Board and Young Inspectors) and Rotherham Show. The graph shows the pairs of statements grouped by colour.



- For the online survey and the young people's focus groups more people chose the statement *'keeping streets clean'* (57% and 52% respectively), whereas *'keeping parks and green spaces looking good'* came out on top for both the postal survey (38%) and Rotherham Show (59%).
- *'Resurfacing roads'* came out as the top response online (71%), as it did at Rotherham Show (although not as strongly at 53%) and in the postal survey (63%). However, for the young people's focus groups *'improving local centres'* came out strongly as the top response (82%). This may be due to the fact that the young people don't drive and are therefore less concerned about the condition of the roads.
- The statement of *'people with second homes should pay more council tax'* came out strongly on top across all areas of engagement including Rotherham Show and young people's focus groups (both 84%) and the online and postal survey (80%), compared with the statement *'more services should be cut'*.
- 73% of respondents on both the online and the postal survey chose the statement of *'tackling homelessness'* over *'allowing fewer new homes to be built'* (22%), which was a similar to both Rotherham Show and the young people's responses although the percentage of people that chose *'tackling homelessness'* was higher for these (both at 91%).
- The statement of *'the Council should help create new jobs'* came out on top strongly across all responses including online and postal survey (85%), Rotherham Show (95%) and young people (98%), compared with the statement *'the Council should cut this service'*.

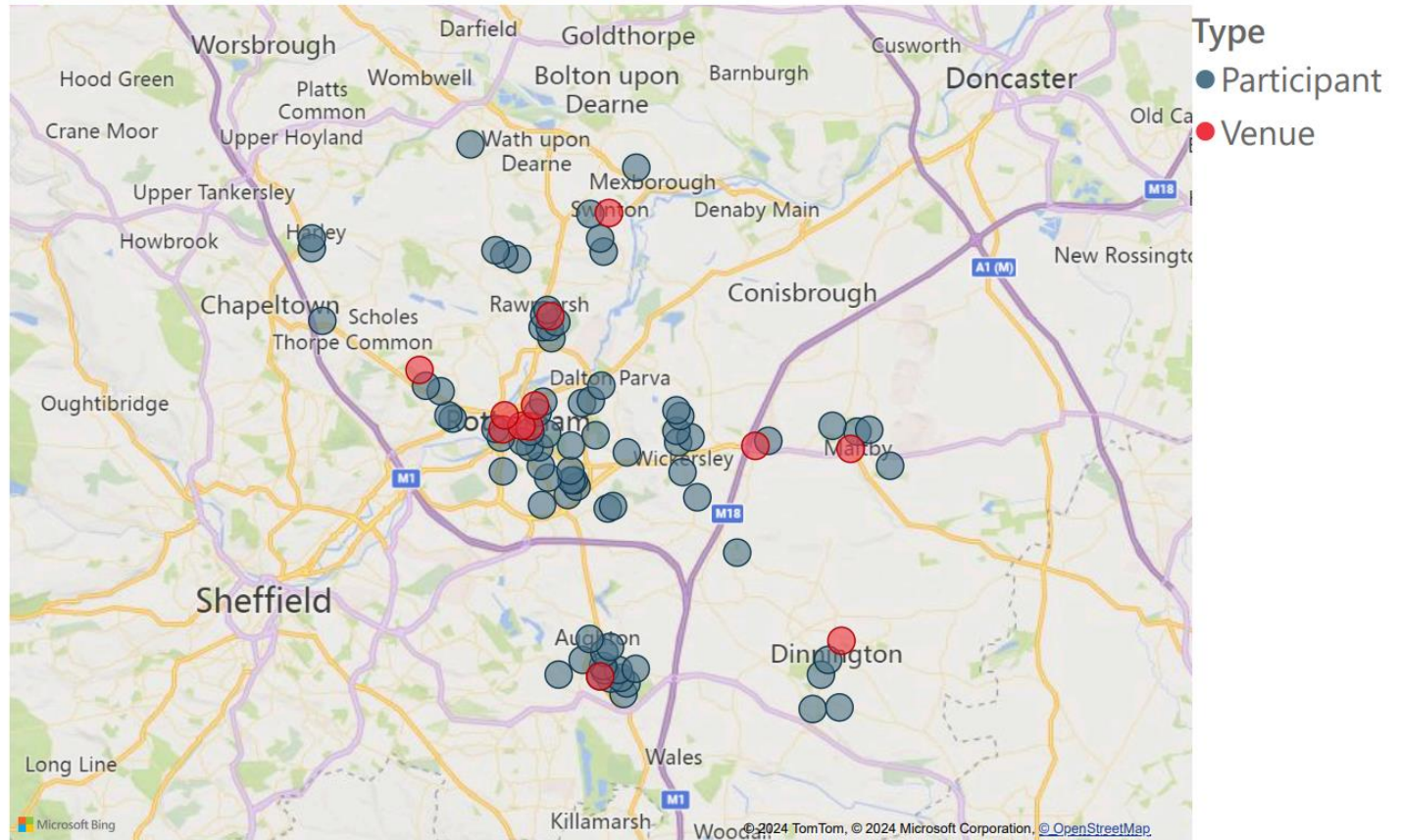
It is worth noting that none of the above percentages in the graph add up to 100%. This is due to the fact that not everyone responded to this question, and in the postal survey people chose both as being important for the first two statement questions (which they would be unable to do on the online version as the form was designed to only allow people to tick one box).

As stated previously, this consultation is seen as part of an ongoing dialogue between the Council and residents. Feedback will continue to be sought, to feed into the Council's Year Ahead Plan and the new Rotherham Partnership Plan. The results of this consultation will help to inform the writing of the new Council Plan for 2025, together with other key Council strategies and plans.

Appendix 1 Map showing short interaction locations and participants

The map below shows the location spread for the short interaction locations (in red) and the participants (in blue). 83 full postcodes were provided by short interaction participants and 80 were Rotherham based.

Location of short interaction venues and participants



Appendix 2 – notes from the Children and Young People's Partnership Board meeting

Children and Young People Partnership Board

On Tuesday 22nd October 2024, we met in the John Smiths Room of the Town Hall, Alex from the Youth Cabinet chaired our partnership board with Cllr Cusworth. We introduced ourselves and told the group our name, where we go to school or work and the best event we'd been to in Rotherham. We had lots of favourite events, like The Rotherham Show, the Museum of the Moon in Rotherham Minster and the Reytons concert, for some of us having our say at the CYPBB is best!



Tanya told us about the Council Plan for Rotherham and told us about what the current priorities are. She then told us about the consultation activity that was happening and told us how we can impact what goes into the new Council Plan.



We then thought about some of the highlighted priorities and voted the things we thought were most important by putting tokens in wooden boxes.

After we'd voted we spoke in our groups about the Council plan. Tanya and Kellie helped with our conversations. We said that it covered most things but some of the wording wasn't very child friendly or accessible. We thought there were plenty of things to do for children, but not enough things for teenagers or enough support with the transition from childhood to adulthood. We discussed what we were worried about and said how we see Anti-Social behaviour and broken street lighting and don't always feel safe, especially when using public transport or when we're in the town centre. We know that the environment is important, and we'd like to see a cleaner Rotherham as footpaths can be dirty and there's rubbish in the canal, but we think that there's more to a thriving neighbourhood than plant pots, as young people prefer to have things to do.



Tanya also asked us to think about how we would like to hear about the results of the consultation and be told about what changes will be made. We thought about this and said that schools are a useful method of communication, through letters, emails or assemblies. There could also be a drop-in to communicate issues and give updates, as well as using social media and asking people to spread the word across the borough.

We fed back our main messages to the group and agreed what should be done!

Our Actions:

- 1) Find out what decisions have been made after the Council Plan consultation is complete.
- 2) The plan needs to consider things to do for teenagers (we like that there is lots of Council activity to improve play/opportunities for younger children but feel there could be more for 11+)
- 3) The plan needs to consider safety. Safety is a key concern for young people.



Appendix 3 Council Plan – Young Inspectors Feedback (14 Young Inspectors)

WHAT DO YOU LIKE MOST ABOUT WHERE YOU LIVE?	
Comments	Postcode
Historical Sites – Chapel on the Bridge & Boston Castle	S60
Rotherham Minster	S60
Clifton Park	S60
Roads are well maintained	S60
Voting stations are close by during elections	S60
Reliable waste management – bin collection	S60
Well maintained infrastructure – streetlights, electric, gas	S60
Quiet areas	S60
Nice neighbours	S60
Loads of old people	S60
Boundary Mills	S60
Morrisons	S60
Quiet and no problems	S60
People are nice and helpful	S60
Some shops	S60
The Parks & Woodland Area	S61
Keppel's Column & the history around this and now it is restored	S61
Local Parks – Barkers Park & Greasbrough Park	S61
It is peaceful	S64
Good community	S64
There are scenic, peaceful walks	S64
Large amount of trees and flowers	S64
Simply Skate arena	S65
Good bus links	S65
Shops	S65
Fields	S65
Parks	S65
Mosque close by	S65

WHAT IS ONE THING YOU WOULD IMPROVE ABOUT YOUR AREA?	
Comments	Postcode
Improve community feel, and more events	S60
Protection of green spaces	S60
Less grey buildings	S60
More regular bin collections – recycling would benefit from this	S60
Transport links	S60
Vegetation encroachment on roads	S60
Some streets too much litter	S60
Inequalities – There is a difference and imbalance how different areas within S60 are managed – Broom v Wellgate – How do we find out priorities/funding allocation	S60
Littering	S61
Roads	S61
Tackle drug dealers	S61
Too many potholes	S61
Community centres	S61
Community, less racism	S61
Schools, bullying and harassment	S61
There is no route to school that feel safe	S64
No shops	S64

Lots of litter	S64
Improve parks	S65
Environment, add more plants, make areas eco friendly	S65
More outside sports	S65
More displays of religious activities	S65
Tackle late night parties from neighbours	S65
Ban late night music; loud noise	S65
Make all communities aware of loud music, drinking in streets that it is anti-social behaviour	S65
Improve security	S65
Improve cleanliness	S65

WHAT IS YOUR ONE WISH FOR THE FUTURE OF ROTHERHAM?	
Comments	Postcode
More open access information to history of my street/area	S60
Make town centre, less rough and more shops	S60
More flowers and plants	S60
Less litter	S60
A bigger community – nice events and nice town centre	S60
Unique initiatives to set Rotherham apart from other local towns. Use the waterway for boat links from River Don to other towns/cities	S60
More things for teenagers/young adults to do. (Some type of indoor activity/play area)	S61
Better society	S61
Fix the potholes	S61
Less litter	S61
Government that cares	S61
More job opportunities for young people	S61
Security gets better in case of more riots/attacks	S64
Facilitate more opportunities for apprenticeships as an alternative to higher education	S64
Rotherham should be lively, make it famous for right reasons like some cities – London and Manchester	S65
Rotherham should be seen in the future as a developed eco-friendly town	S65
More activities for older teens	S65
Improve university options for students – increase investment in young people	S65
More extracurricular activities	S65
Improve shopping opportunities in town centre	S65
More things to do in entertainment – something different	S65
People need to be kinder and care more	S65

Question Number	Statement 1	No. of votes		Statement 2	No. of votes
1	Keeping parks and green spaces looking good	7	or...	Keeping streets clean	7
2	Resurfacing roads	2	or...	Improving local centres	12
3	People with second homes should pay more council tax	14	or...	More services should be cut	0
4	Tackling homelessness	14	or...	Allowing fewer new homes to be built	0
5	The Council should help create new jobs	14	or...	The Council should cut this service	0

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PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
Equality Analysis title: New Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26	
Date of Equality Analysis (EA): 13 th March 2025	
Directorate: Assistant Chief Executive	Service area: Head of Policy, Performance and Intelligence
Lead Manager: Fiona Boden	Contact number: Fiona.boden@rotherham.gov.uk
Is this a: <input checked="checked" type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input type="checkbox"/> Other If other, please specify	

2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Oscar Holden	Rotherham Metropolitan Borough Council	Corporate Improvement Officer
Tanya Lound	Rotherham Metropolitan Borough Council	Corporate Improvement and Risk Officer
Sunday Alonge	Rotherham Metropolitan Borough Council	Policy Officer
Chloe Harrop	Rotherham Metropolitan Borough Council	Corporate Improvement Officer
Kellie Rodgers	Rotherham Metropolitan Borough Council	Research Officer
Simon Dennis	Rotherham Metropolitan Borough Council	Policy, Improvement and Risk Manager

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

Aim/Scope (who the Policy/Service affects and intended outcomes if known)

This may include a group/s identified by a protected characteristic, other groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

The new Council Plan is an important document that will promote the council's strategic vision for the organisation, the borough and its communities. The Plan sets out headline priorities, outcomes and measures that will be utilised throughout its delivery.

This Plan provides the medium-term basis for targeting resources, informing the budget-setting process and planning cycles, and ensuring that residents can hold the Council to account for delivery.

To inform the strategic priorities and actions in the plan a public consultation and engagement exercise took place from 6 September to 12 November 2024 to seek the views of Rotherham residents and other local stakeholders. Participation in the Council Plan consultation saw a total combination of 1,963 interactions, survey responses or focus group attendees across all methods of engagement. This is an increase on the 1,300 engagements achieved in consultation undertaken in 2021 for the current Council Plan.

The consultation was conducted in a semi-structured manner, there were three set questions that formed the main parameters for discussion. The focus centred around what people thought were the biggest challenges and opportunities facing our communities.

The Council Plan for the period 2025-2030 will be considered for approval by Elected Members at the Council meeting in May 2025, along with the Year Ahead Delivery Plan for 2025-26.

The new Plan, which is focussed around five strategic outcomes, aims to improve the lives of every resident in the borough. This means focussing extra attention where it is needed, ensuring that everyone can achieve their potential. Outcomes include:

- Places are thriving, safe, and clean
- An economy that works for everyone
- Children and young people achieve their potential
- Residents live healthy, safe and independent lives
- One Council.

What equality information is available? (Include any engagement undertaken)

A mix of contextual equalities information, such as from the 2021 census, and consultation on the Council Plan is provided here.

Population

- Population estimates suggest the population is continuing to increase in its diversity with international migration, mainly from other EU countries. The 2021 census indicates the proportion of residents from ethnic minority communities increased from 8.1% in 2011 to 11.7% in 2021. The Pakistani community is the second largest ethnic group in Rotherham after White British, with 3.8% of residents in 2021 and 6.3% of school pupils in 2023.
- Rotherham's ethnic minority population is highly concentrated within the inner areas of the town centre in areas such as Boston Castle, Rotherham East and Rotherham West where 63.3% of the residents across the three wards are from ethnic minority backgrounds. The outer areas of Rotherham, however, are 95.3% White British in 2021. 42% of residents from ethnic minority backgrounds live in areas that are amongst the most deprived 10% of boroughs in England with that figure increasing for certain backgrounds. This compares to a borough background average of 19.5%.
- There is a decreasing trend in the number of residents who hold religious beliefs. In the 2021 Census 39.8% of residents identified as holding no religious beliefs, compared to 22.5% in 2011. The number of people reporting Christianity as their religion has decreased from 66.5% in 2011 to 49% in 2021. The number of people reporting their religion as Muslim has increased from 3.7% in 2011 to 5.1% in 2021.
- The borough's population is ageing with 52,228 residents aged 65 or over. At 19.6% of the total population, an increasing proportion of residents fall within this age bracket, which is also above the national average of 18.4%. This proportion of the population aged 65 or over is forecast to increase further to around 21% by 2026, with a particularly large increase in the number of people aged over 75.

Economy

- 22% of Rotherham residents live within the 10% most deprived areas of England and the borough is amongst the 14% most deprived local authority areas in England. 11,904 children were living in "absolute poverty" (DWP, 2022/23).
- According to the Office of National Statistics Annual Survey of Hours and Earnings in 2024, Rotherham women's gross full-time earnings averaged £570 per week, which equates to 79.6% of men's full-time earnings locally and 84.7% of women's full-time earnings nationally.

- During the 2025 Council Plan consultation as part of the counter exercise, the majority of respondents (90.3%) agreed that the Council should help to create new jobs, compared to not delivering this service (9.7%)

Health and Wellbeing

- The 2021 Census recorded Rotherham as having 56,177 residents with a long-term health problem or disability with 9.8% responding that this limits their activity a lot, above the England average of 7.3%. There was an overall decrease in people with a disability from 12% in 2011 to 9.9% in 2021, but despite this health inequality remains.
- Life expectancy in the most deprived areas of Rotherham is 9.9 years lower for men and 9.5 years lower for women than in the least deprived. Gaps in healthy life expectancy are greater at over 18 years for men and nearly 20 years for women.

Resident Satisfaction Survey

The Council Plan includes a number of measures from the 2024 Resident Satisfaction Survey.

- **Satisfaction with Local Area as a Place to Live** – 75% of respondents reported feeling ‘very satisfied’ or ‘fairly satisfied’ with their local area as a place to live. This is the same as the national average (75%).
- **Satisfaction with Rotherham as a Place to Live** – 66% of respondents said that, overall, they were ‘very’ or ‘fairly’ satisfied. This was above the average across all the previous surveys (61.5%), although there has been considerable fluctuation in the responses to this question. Respondents aged 18-24 were most likely to feel satisfied with Rotherham as a place to live, with 74% satisfied. Respondents aged 25-34 had the lowest level of satisfaction with Rotherham as a place to live, with only 52% satisfied. Dissatisfaction with Rotherham as a place to live was highest amongst people aged 45-54.
- **Feelings of Safety** – 85% of respondents in Rotherham said they felt ‘very safe’ or ‘fairly safe’ during the day when outside in their local area (lower than the figures observed nationally at 91%). Feelings of safety in the local area after dark were lower (57%), when compared to the national average (71%). There was a significant gender difference in feelings of safety after dark – 62% of men but only 54% of women said they felt ‘very safe’ or ‘fairly safe’.
- **Feelings of Optimism** – 53% of respondents reported feeling ‘very optimistic’ or ‘fairly optimistic’ about the future of Rotherham as a place to live, slightly below the 54% average across all surveys. Younger respondents (aged 18-24) were the most likely to be optimistic about the future of Rotherham as a place to live (70%) and women are more optimistic than men overall. Fewer respondents (27%) felt optimistic about the future of Rotherham Town Centre and 35% of respondents were not optimistic at all about the town centre. The cohort most optimistic about the future of Rotherham town centre were young people aged 18-24 (46%), whereas people aged 55-64 were most likely to not be optimistic.

- **Keeping Residents Informed** – 45% of Rotherham respondents said that the Council keeps residents ‘very well’ or ‘fairly well’ informed about the services and benefits it provides. This is below the most recent national result (52%) and below the average percentage across all Rotherham surveys (50%). Younger respondents (aged 18-24) and older respondents (65+) were the cohorts most likely to think that the Council keeps residents well informed. It should be noted that this measure covers not only corporate communications but could also refer to face to face or any other types of council touchpoint that the customer experiences.
- **Responsiveness of Rotherham MBC** – 52% of respondents in Rotherham answered positively when asked about the extent to which RMBC acts on the concerns of residents (i.e. ‘a great deal’ or ‘a fair amount’). This is the highest response across all surveys and similar than the national average (47%). Respondents aged 25-34 were most likely to think that the Council acts on the concerns of local residents (60% responded positively) whilst those aged 55-64 were least likely to have this view.
- **Provisions of Values for Money** – 38% of Rotherham residents agreed that the Council provides value for money, an increase from the previous year (36%). This is the same percentage as the national figures (38%) and the first time that Rotherham and national data has aligned on this measure.

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

Consultation Engagement Profile

There was a total of 214 responses to the postal and online surveys for the Council Plan. This was a return rate of 8%, above the national average for postal survey responses of 3-4%. Overall, there were more responses from women than from men, more from older people than from younger people, and more from those identifying as White British than those from BAME backgrounds, as compared to the Rotherham population.

Women made up 59% of the respondents, compared to 41% male respondents. Compared to the age profile of the borough, respondents were older – 39% over 65s, as compared to 20% - and only 2% of respondents were under 24, compared with a borough figure of 29%. There was a good representation of the middle age groups (25–34-year-olds and 35–44-year-olds), whilst 21% respondents were aged 45–54-year-old, a figure above that of their proportion of the borough’s population of 12%.

The religious make-up of respondents differed from Rotherham figures, with less of the respondents identifying as Christian (56% compared to 49%), and more stating no religion (36% compared to 40%). 2% of the respondents identified as Muslim, compared to the borough-wide figure of 5% (2021 Census). In terms of sexuality, 96% respondents identified as heterosexual, a proportion above the borough figures of 92%, 1% as bisexual, gay or lesbian, and 2% as prefer not to say.

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

Out of the respondents, 34% reported to have a disability. This compares with 21% of Rotherham residents who reported a long-term illness or disability in 2021. 19% of respondents stated they were unpaid carers.

Protected Characteristic Focus Groups

The consultation focus groups included a session with voluntary and community groups, which represented protected characteristic groups to participate in the discussions. Amongst these invitees was at least one group that work with communities representing each of the protected characteristics, however not all invited organisations attended.

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

Progress updates on the Council Plan and Year Ahead Delivery Plan are published twice a year and considered by Cabinet and Scrutiny. They include progress in relation to actions within the Year Ahead Delivery Plan and key performance measures. Supporting case studies are also provided.

As part of this monitoring process, services are required to set out progress on the delivery of equalities, diversity and inclusion outcomes for each individual action in the Year Ahead Delivery Plan. These updates are reviewed and challenged as part of the monitoring process. They are reported as part of the internal monitoring and are also used to inform the public monitoring reports.

In addition, as the Year Ahead Delivery Plan activities are implemented, services are required to complete an equality screening and/or analysis to ensure due regard has been given and that there is an understanding of the effects of a strategy, policy, service or function on those from a protected characteristic group, where this is applicable to do so.

Engagement undertaken with customers. (date and group(s) consulted and key findings)

The consultation included seven focus groups both internal and external as well as an online and postal survey and a series of “short interactions” with the public and stakeholders. Focus groups were composed of stakeholders including partners, voluntary and community sector (VCS) organisations, RMBC staff, children and young people, and members of the public. There was a total of 210 participants across all seven focus groups.

The focus groups specifically undertaken with customers were:

- Children and Young People’s Partnership board – 22 October 2024 (a total of 33 attendees including 17 adults and 16 young people). An additional discussion took place with young inspectors at their meeting on 7 October with 14 attendees
- Voluntary and Community sector session facilitated by Voluntary Action Rotherham – 6 November 2024 (20 attendees)

	<ul style="list-style-type: none"> • Parish Council network meeting – 17 October 2024 (10 attendees) <p>The detailed findings from these consultations appear in the consultation report at Appendix 3 to the Cabinet report.</p> <p>Key Findings</p> <p>Children and Young People’s Partnership Board</p> <ul style="list-style-type: none"> • The themes could be more child-friendly (the economic theme is difficult to understand) • The plan should be made more accessible and easier to read. • There is plenty to do for children, but not enough for young people (11+). Also need better communications about events and activities. • More support needed to support young people to transition to adulthood. • Worried about anti-social behaviour, street lighting and do not always feel safe, especially when using public transport in the town centre. The new plan needs to consider safety and the concerns of children and young people. • Would like to see a cleaner Rotherham, referred to dirty footpaths and rubbish in the canal. • Would like to be kept up to date through schools, drop-in sessions and social media. <p>Voluntary and Community groups</p> <ul style="list-style-type: none"> • A need to create inclusive and cohesive communities. • There is a need to support people into good, well-paid employment to alleviate poverty. • Activity needed for prevention and early intervention space. • More support for social care is needed. • There is a need for a thriving town centre. • The Council needs to prioritise support for the VCS to ensure sustainability. • Better transport (especially buses) and a transport strategy that increases access and better connects communities. • Cost of living doesn’t feature strongly enough – it is buried within the themes. • The ageing population is having an impact on the wider population – an ageing society is everyone. Older people are pigeonholed in the health and social care sections, but what is good for older people is good for younger people too. • Need to improve knowledge and understanding of front door services to help with prevention.
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	<ul style="list-style-type: none"> • Need to uphold standards for landlords to maintain properties and keep them clean and tidy as this can impact on health, pride etc. • Need a bigger focus on a clean borough linking to pride. • Instilling pride and being proud doesn't come through strongly enough in any of the themes. <p>Focus Group 3: Parish Council Network meeting</p> <ul style="list-style-type: none"> • There are issues around key green spaces being taken away and building development on prime agricultural land. • Need to address the high levels of childhood obesity, high deprivation levels, and low male life expectancy. • Not enough notice of the consultation closing date received to be able to promote it effectively on their web pages and engage with other Parish Council members and constituents.
<p>Engagement undertaken with staff (date and group(s) consulted and key findings)</p>	<p>Engagement with staff was undertaken through focus group discussions with:</p> <ul style="list-style-type: none"> • Rotherham Metropolitan Borough Council wider leadership team - 1 October 2024 (56 attendees) • Regeneration and environment manager forum - 16 October 2024 (35 attendees) • Rotherham Metropolitan Borough Council staff session – 5 November 2024 (20 attendees) • Rotherham Metropolitan Borough Council Elected Member session – 12 November 2024 (22 attendees). <p>Key Findings</p> <p>The findings are set out in detail in the report at Appendix 3 but the key themes from the engagements were:</p> <ul style="list-style-type: none"> • The need to target help where it is most needed and focus more on preventative support. • The potential for increased community engagement with a supportive community and enabling them to self-serve. • Development of community-based multidisciplinary teams with a mix of health and care professionals. • Joint commissioning opportunities with VCS organisations. • Place-based working and social prescribing needed to address the cost-of-living impact on homelessness, mental health and drug and alcohol services. • Improving access to culture and sporting facilities/activities, • Creating opportunities for transitions into adulthood and building aspirations. • Prevention and early intervention.

	<ul style="list-style-type: none"> • There is a need to create more jobs and deliver jobs at the right scale, including reducing the widening gaps in earnings. • Raising aspirations across communities. • Making Rotherham an attractive place for businesses. • The regeneration of the whole borough and engagement with communities, not just in the town centre. • Enhancing community pride in the environment – potentially through better green spaces, sustainable travel options etc • The Town centre needs to be clean, tidy, better, accessible and regenerated with more developments. • Better, affordable homes and access to social housing in places where people want to live. • Better and improved public transport links with more frequent trains going to different destinations and more frequent bus services with improved links across all parts of the borough. • Access to good quality education from early years, up to post 16-18, tailored to meet the needs of individuals and aspire to excellent SEND provision in schools and better engagement in post-16 education. • Need more staff ownership and better engagement as it is difficult to get people to participate. • The Council needs to build trust with residents and get better at sharing information. • Focus on the working age population – adopt a lifestyle learning ethos which doesn't have to be a qualification as this doesn't suit everyone. <p>More detailed reports of all focus group findings can be found in the Consultation Report, which is an appendix of the Cabinet Report.</p>
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4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

How does the Policy/Service meet the needs of different communities and groups? (Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

The Council Plan sets out the priorities for the borough over the next five years. It consists of five key outcomes:

- Places are thriving, safe, and clean
- An economy that works for everyone
- Children and young people achieve their potential
- Residents live healthy, safe and independent lives
- One Council.

Three cross cutting policy drivers run throughout the plan. One of these includes 'opportunities are expanded to all' to ensure as we open up new opportunities, we target help to those who most need it, so no one is left behind.

All outcomes aim to meet residents' and communities' differentiated needs.

Places Are Thriving, Safe and Clean

Activities in this area are aimed at meeting the needs of all residents and ensure they benefit from thriving neighbourhoods. The priorities of making neighbourhoods welcoming and safe, neighbourhoods to be cleaner and greener, local people having access to libraries, cultural activities, parks and green spaces, improved local town and village centres, reducing crime and anti-social behaviour and improving street safety are for the benefit of all residents regardless of protected characteristics. Residents, organisations and businesses are encouraged and enabled to use their skills and resources to help others.

Individual services, such as parks, libraries, cultural offers and neighbourhood working will each undertake an equality analysis, where required to do so, to identify gaps, making sure that any physical, cultural, language or other access barriers are identified, and all residents have offers meeting their needs.

An Economy that Works for Everyone

Actions under this outcome include a growing economy that provides decent jobs and chances to progress, places rejuvenated by regeneration that brings investment and opportunity, people have opportunities to learn, develop skills and fulfil their potential, working with partners and suppliers to create more local jobs, apprenticeships, paid at the living wage or above, strengthened digital infrastructure and skills which enable access for all. Contributing to these actions are programmes supporting vulnerable residents to gain skills and employment, and libraries providing IT and resource support to residents, to improve digital inclusion.

Equality analysis and monitoring will be carried out where appropriate to ensure vulnerable residents sharing protected characteristics benefit from this support.

Children and Young People Achieve Their Potential

Actions under this outcome are aimed at children having the best start in life, children and young people having a voice and feeling listened to, young people empowered to succeed and achieve their aspirations, and children and young people having fun things to do and safe places to go. Activities in the early years aim to address educational inequalities, collaborative working with schools to give children the opportunity to fulfil their potential, regardless of ability, including vulnerable and disadvantaged children, and reconnect those disengaged from education to opportunities and training.

Services contributing to this outcome, again, will carry out equality analyses where appropriate and monitor equality data.

Residents Live Healthy, Safe and Independent Lives

Actions in this area are aimed at protecting everyone's physical and mental health, while focusing on the most vulnerable. Within actions to ensure that people have good mental health and physical wellbeing, programmes to tackle loneliness and isolation will have

benefits to older people and those living with disabilities. Within the priority for children, families and adults to feel empowered, safe and live independently for as long as possible, actions focus on children in care, people with learning disabilities, independent living and adult social care ensure that the needs of these vulnerable groups are prioritised. Actions further include for everyone to have access to affordable, decent housing.

One specific action within this area focuses on addressing inequalities including health inequalities, ensuring nobody is left behind. This actions to tackle financial exclusion, homelessness and domestic abuse. Ongoing monitoring and improvement of the services contributing to this outcome will be key, as the most vulnerable often face the most barriers. Monitoring will identify and address gaps in provision, and ensure that individuals sharing several protected characteristics, and thus potentially facing multiple barriers, can access the support they need.

One Council that Listens and Learns

This outcome encompasses the ways in which the organisation operates and how it presents itself to the communities of Rotherham. The standards that service users experience from the council and our partner organisations will be attributable to this outcome for monitoring.

This outcome also encompasses reductions in carbon emissions, working towards net zero targets.

Services contributing to this outcome, again, will carry out equality analyses where appropriate and monitor equality data.

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

No problems or barriers have been identified. The Plan does not make specific reference to any protected characteristics, and ongoing monitoring as detailed above will be key to ensure any barriers are identified and addressed.

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

Yes, detail found above.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

No negative impacts expected – any targeted activities are based on known needs and vulnerabilities.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

5. Summary of findings and Equality Analysis Action Plan

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

Title of analysis: Council Plan 2025 – 2030 and Year Ahead Delivery Plan 2025 – 2026
Directorate and service area: Assistant Chief Executive, Policy, Performance and Intelligence
Lead Manager: Fiona Boden
Summary of findings:
<p>The Council Plan addresses inequalities in several of its key outcomes, and guiding principles, with the aim to decrease inequalities and for the council's services to deliver for all residents. Equality and access data will need to be monitored closely, as there are areas of considerable existing inequalities, which will make it more difficult for some individuals and groups to access opportunities and services.</p>

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Provide update reports to Cabinet twice a year, including consideration of the equality implications.	All	Six monthly
All services to undertake equality analyses where applicable and monitor.	All	Ongoing
Continue to obtain updates from directorates, regarding what has been done to consider equalities when delivering the Year Ahead Delivery Plan actions/activities.	All	Quarterly

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

6. Governance, ownership and approval		
Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.		
Name	Job title	Date
Jo Brown	Assistant Chief Executive	16/04/25
Cllr Chris Read	Leader	6 May 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	13 March 2025
Report title and date	New Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26
Date report sent for publication	22/04/25
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	16/04/25

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Will the decision/proposal impact...	Impact	If an impact or potential impacts are identified:			
		Describe impacts or potential impacts on emissions from the Council and its contractors.	Describe impact or potential impacts on emissions across the Borough as a whole.	Describe any measures to mitigate emission impacts	Outline any monitoring of emission impacts that will be carried out
Emissions from non-domestic buildings?	Decrease	Year Ahead Delivery Plan 2025 and the Council Plan 2025-30 include data for previous carbon emission reductions and targets for net-zero by 2030 across Council operational buildings.	Programmed upgrades to business centres across the borough could increase emissions (YADP).	Ensuring that Council buildings and its operations are more energy efficient and produce less carbon by investing in renewable technology.	Climate Impact Assessments required for all Cabinet reports. All emissions from operational buildings are monitored and reported publicly. Progress reports of the Council Plan/YADP to Cabinet will include an updated CIA.
Emissions from transport?	Decrease	Extend the purchase and use of electric vehicles, and increase the use of Hydrogenated Vehicle Oil (HVO) in our larger fleet. The development of the fleet replacement programme will decrease emissions (YADP).	May cause an increase in emissions as we construct and develop certain sites, though these will be temporary. The EV infrastructure programme will support the transition to net zero vehicles through increased charging provision. A reduction in Council fleet tailpipe emissions	Transitioning towards environmentally friendly vehicles for our transport team (see first column). Greater provisions of Electric Charging Vehicle infrastructure across the borough.	Approaches to monitoring vehicle usage, emissions, and fuel efficiency. Carbon Impact Assessments required for all cabinet reports. Progress reports of Council Plan/YADP to cabinet will include an updated CIA.

			will result in reduced borough emissions.		
Emissions from waste, or the quantity of waste itself?	Unknown	<p>Plan includes measures for reduction of waste, fly-tipping and environmental crime through the issuing of fines (YADP).</p> <p>Establishment of additional Roadside Cleansing Team could lead to greater reported waste.</p> <p>Increase the proportion of waste sent for reuse (recycling and composting) to 45% (YADP).</p>	A series of events and activities, including Rotherham Show, Signals Festival, Uplift, WoW Rotherham could increase the amount of waste.	Events should consider the waste management hierarchy as part of standard processes. This is built into the guidance provided to Events teams to be used when managing large events.	<p>Improved information and data to take further action in reducing waste, improving recycling rates and reducing contamination.</p> <p>Climate Impact Assessments required for all cabinet reports.</p> <p>Progress reports of Council Plan/YADP to cabinet will include an updated CIA.</p>
Emissions from housing and domestic buildings?	Unknown	<p>Delivery of the Council's Housing Delivery Programme, including:</p> <ul style="list-style-type: none"> New development at Bassingthorpe Farm. <p>New homes in the town centre through the Town Centre Masterplan.</p> <ul style="list-style-type: none"> Town centre housing programme. 	This is difficult to accurately assess as building new homes that are not net zero will increase emissions from both their energy use and in embedded carbon. It is not clear how the improvement in energy efficiency of homes through ECO grants and social housing upgrades will offset this.	<p>Refresh of Housing Strategy for 2025-2028 will include the Green Housing Strategy to reduce energy costs and improve efficiency of homes.</p> <p>All new council homes build will be rated at least EPC grade C, alongside prioritising existing houses. Homes being energy efficient helps to reduce bills and carbon emissions.</p>	<p>Establish housing stock emission baselines, consolidating the available intelligence and gathering further data as required, using existing data on council-owned housing stock, and developing intelligence on the wider housing stock across the Borough.</p> <p>Climate Impact Assessments required for all cabinet reports.</p>

				Incorporating learning from the retrofit pilot in Maltby, which improved the thermal efficiency of 130 homes, to inform the building of new Council homes to be more heat and energy efficient.	Progress Council Plan/YADP progress reports to Cabinet will include an updated CIA.
Emissions from construction and/or development?	Increase	<p>Construction and planned developments, such as the provision of the new library at Wath and Dinnington high street through the Levelling Up Fund will increase emissions. As part of the Levelling Up Fund, redevelopment works at Rother Valley and Thrybergh Country Parks could also rise emissions.</p> <p>Developing new and improved play areas for children and young people across the borough may raise emissions.</p> <p>Plans to improve the conditions of roads and pavements could increase emissions.</p> <p>Construction in Swinton and Maltby through the</p>	As per the impacts on the Council and its contractors.	<p>Specific mitigation to be incorporated into individual schemes.</p>	<p>Climate Impact Assessments required for all cabinet reports.</p> <p>Future Council Plan/YADP progress reports to Cabinet will include an updated CIA.</p>

		<p>Our Places funding may increase emissions.</p> <p>Large scale developments and improvements, such as the construction of the new market and library in the town centre, mainline train station, Templeborough Business Zone Project could significantly increase carbon emissions.</p> <p>Plans connected to the construction of flood alleviation schemes and barriers, such as reaching 'shovel ready' status for the Whiston Brook, Eel Mires Dyke and Kilnhurst flood alleviation schemes will all entail emissions.</p> <p>Support up to 20 businesses to improve shop units in town centre and on other principal high streets through 'shop units grants' (YADP) could potentially increase emissions.</p> <p>Invest £2 million into footway improvements</p>			
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		across the Borough to deliver 11km of footway repairs (YADP).			
Carbon capture (e.g. through trees)?	Unknown	<p>Country Parks master plan (Rother Valley and Thrybergh Country Parks) – sustainable approach, encouraging biodiversity and increasing wildflower areas, which will have potential impact on carbon capture.</p> <p>Plant at least 500 trees across the borough. This quantity of trees will not provide substantial carbon sequestration benefits when compared with the scale of emissions.</p>	Plan includes measures to plant trees and create land for woodland may have potential impact on carbon capture (YADP)		<p>The Council currently has little data related to carbon sequestered via trees, limiting our understanding of the planting required to offset emissions. However, it is unlikely that tree planting as part of the plan will provide substantial benefit overall.</p> <p>Climate Impact Assessments required for all cabinet reports.</p> <p>Future Council Plan/YADP progress reports to Cabinet will include an updated CIA.</p>
<p>Identify any emissions impacts associated with this decision which have not been covered by the above fields:</p> <p>The reduction of carbon emissions and working towards net zero targets, is part of the One Council theme in the Council Plan 2025-30 under the section 'Climate Change'. Actions under this theme encompass plans to decarbonise Council buildings by adopting new technologies; cutting down on activities that waste energy and resources; transitioning towards environmentally friendly vehicles in the transport team and using the Councils influence to encourage partners, local businesses, anchor organisations, and our residents to be mindful of their environmental impact and to be more sustainable.</p> <p>Both the Year Ahead Delivery Plan 2025 and the Council Plan 2025-30 focus on relevant goals regarding climate change and sustainability. However, it should be noted that there may be some increases in emissions due to other schemes that are included within the plan, especially with reference to new buildings, construction and housing development.</p>					

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

Flood Alleviation Scheme – done to mitigate the impact of climate change and as a response of the impact of flooding in Rotherham – in catchment areas impacted by flooding events in 2007 and 2019. A priority in both the Council Plan and YADP due to the predicted impacts of a changing climate exacerbating the risk of flooding, and the need for strategic solutions. Alongside the threat of flooding, also poses a threat to energy infrastructure at high risk from flooding events, and disruption to urban drainage systems.

The Council Plan poses the implementation of greater engagement with communities to provide information and develop knowledge in areas of carbon, climate and energy. Plans are set out to work with schools, colleges, and universities to develop green and renewable skills for the future that will support the infrastructure being developed and delivered within the borough, therefore assisting people in the boroughs capacity to adapt more to climate change impacts.

Building standards incorporated within housing strategies will improve resilience through better quality insulation and solar power where appropriate. This will make for more resilient communities when delivered.

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

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

Where individual schemes require cabinet approval a project specific climate impact assessment will be created and further mitigation on a project-by-project basis may be included.

The Council Plan and Year Ahead Delivery Plan will be monitored, reviewed, and updated every six months. Each update will include an accompanying Climate Impact Assessment.

Supporting information:

Climate Impact Assessment Author

Chloe Harrop
Corporate Improvement Officer
Policy, Performance and Intelligence Service
ACEX

Please outline any research, data or information used to complete this Climate Impact Assessment.	<i>Climate Change Action Plan</i> <i>Local Authority Climate Report</i> <i>Met Office – Climate Report for Rotherham</i>
If quantities of emissions are relevant to and have been used in this form please identify which conversion factors have been used to quantify impacts.	Not directly relevant for this report but individual actions arising from both the Council Plan and the YADP will include measurement where relevant.
Validation <i>Before submission to Assistant Directors for approval, completed Climate Impact Assessments must be returned by email to climate@rotherham.gov.uk for validation by Climate Change Officers.</i>	Tracking Reference: CIA452 Louise Preston Climate Change Manager

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Committee Name and Date of Committee Meeting

Cabinet – 19 May 2025

Report Title

Review of the Non-Residential Charging Policy

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)

Gioia Morrison, Head of Finance
gioia.morrison@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

The Care Act 2014 focuses on improving people's independence and wellbeing. It makes it clear that it is the duty of the Council to provide or arrange services that help prevent or delay people developing needs for care and support. The Council must maintain a service for providing advice and information relating to care and support. It states that Councils may make a charge for meeting needs, covering the cost that is incurred by the Local Authority in meeting the needs to which the charge applies. To do this, a financial assessment is required to determine an individual's contribution to their cost of their care.

The purpose of this report is to update Cabinet on the proposed review of the Non-Residential Charging Policy. This Policy was last reviewed in 2019 and focuses on ensuring ongoing compliance with charging regulations and to ensure equity in approach to charging for all who receive services and require a financial assessment. A review by legal colleagues has highlighted the need for a joint non-residential and residential charging policy. Therefore, it is proposed that a new Adult Care Charging Policy be produced that combines the two.

The aim of the report is to seek approval to produce and then carry out a consultation on a new Adult Care Charging Policy. It will set out the options available for the Council to consider, including options for the financial assessment. An initial review has been undertaken on the current Non-Residential Charging Policy and has identified three

areas for consideration. This report refers to the current policy, when benchmarked against other authorities in the region.

Recommendations

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.**

List of Appendices Included

Appendix 1 Part A - Initial Equality Screening Assessment
Appendix 2 Climate Impact Assessment

Background Papers

None.

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None.

Council Approval Required

No

Exempt from the Press and Public

No

Review of the Non-Residential Charging Policy

1. Background

- 1.1 The Care Act 2014 focuses on improving people's independence and wellbeing. It makes it clear that it is the duty of the Council to provide or arrange services that help to prevent or delay people from developing eligible needs for care and support. The Council must maintain a service for providing advice and information relating to care and support. It states that Councils may make a charge for meeting needs, to cover the cost that is incurred in meeting the needs to which the charge applies. To do this, a financial assessment is required to determine an individual's financial ability to contribute to their care cost.
- 1.2 A service user who receives care and support in their own home will need to pay their daily living costs such as rent, food and utilities, and must have enough money to meet these costs. Under the care and support statutory guidance their income must not be reduced below a specified level after charges have been deducted. This is known as the 'Minimum Income Guarantee' and is designed to promote independence and social inclusion. The Minimum Income Guarantee ensures that the service user receives an income equivalent to Income Support or the Guaranteed Credit element of Pension Credit plus a minimum buffer of 25%.
- 1.3 The Budget and Financial Strategy for 2025/26 approved at Council on the 5th March 2025, included as part of the revenue savings proposals to review the current Non-Residential Charging Policy. In carrying out this review it has been identified following discussion with legal colleagues a recommendation to combine the Non-Residential Charging Policy with the Residential Charging Policy into one overarching Financial Charging Policy. This will enable greater transparency and access to information for the public and officers.
- 1.4 Additionally, the review has identified three potential changes to update the non-residential charging element and financial assessment service that is provided by the Council. In turn, these proposals would seek to ensure that there is equity and clarity in how this Policy is applied across all recipients of Adult Care Services. Councils have flexibility in how they charge, provided they do not exceed the actual cost of delivering the service.
- 1.5 Benchmarking against other Local Authorities has been inconclusive as there is a big variation in how other Local Authorities approach charging. It is also evident that many Councils are currently reviewing their own charging policies.
- 1.6 This report sets out the recommendations for Cabinet to consider on the proposed changes.

2. Key Issues

- 2.1 The Council has finite resources with which to meet the needs of not only an aging population, but one in which the level of need within all groups is

increasing. Demand for Council services is likely to continue to grow, year on year, notwithstanding the implementation of a strengths-based approach to the provision of support to all.

- 2.2 Currently, the way in which the Council delivers and charges for non-residential services results in the provision of a subsidy for some residents who have the financial means to pay the full economic cost. This means that there is less money available within the service to meet other potential demands. It is important that the Council finds a way to manage its limited resources in a way that is equitable to all current users, as well as those who may require support in the future.
- 2.3 It is incumbent upon the Council to ensure that all members of the community who have been assessed as requiring care and support receive appropriate services and that there are sufficient resources available to achieve this.
- 2.4 The Council is currently exercising its discretion to charge for services at a rate which is lower than the real cost of delivery and recognises that care and support plans are being subsidised. Some residents have the economic resources to meet the full cost of the care they receive. Those on a lower income would continue to receive the same service with no change to their charges. Such subsidies therefore have an impact on the delivery and development of other services given the finite nature of the budget.
- 2.5 All local authorities must be mindful of the impact that a potential reduction in this subsidy has on people who need services; they must decide whether a path can be found to ensure the effective delivery of future services against the potential financial impact on those who currently receive support.
- 2.6 The Council has discretionary power to charge for non-residential care services, covering the cost that it incurs in meeting service users' needs. The amount of the charge is determined by a financial assessment that is carried out as close to the start of service as possible.
- 2.7 Paragraph 8.43 of the Care and Support Statutory Guidance (October 2018) sets out the three areas of discretion that the local authority may consider:
 - Disregard additional income
 - Maximum charging
 - Charge a percentage of disposable income
- 2.8 Within the context of the statutory guidance, the Council has considered several areas of the Policy set out below.
- 2.9 The current Policy has set a maximum charge for the non-residential services that an individual receives based on the residential care rate, which places a ceiling on the amount chargeable to cover care costs which is equal to the rate for standard residential care.
- 2.10 The process for carrying out the financial assessment at present takes 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 are only received during daytime hours; this is the case even where the service user is in receipt of the higher and enhanced rates of these payments.

- 2.11 The Council has a responsibility to arrange care for self-funders if asked to do so. Currently there is no charge for this service, but the Council is entitled to levy a charge for the cost of providing the service.
- 2.12 The option is available for the Council not to make any changes to the current policies following consultation. For any proposals that are agreed, it is recommended that these are fixed for a period of two years from the date of implementation, subject to further review and consultation after that time period or any legislative changes during that period.
- 2.13 The Care Act states the Council has discretion to charge for services, and the level at which those charges should be set, so long as they do not exceed the actual cost of delivering the service. Whilst the Council has the power to recover the full cost of service delivery from those who can pay and to ask for a contribution towards their care from those on lower incomes, following a statutory financial assessment, it must also consider the impact that this may have on the more vulnerable members of the community. It is with these principles in mind that the recommendations have been made for Cabinet consideration.
- 2.14 The consultation on the new Policy will include the Councils current approach to charging for residential care. This element has little room for discretion and has been reviewed more recently. There are no identified issues with this Policy and therefore no proposed changes to the charges for residential care, subject to consultation.

3. Options considered and recommended proposal

A new Adult Care Charging Policy is drafted and consulted on. The outcome of the consultation and any recommendations for the policy will be presented to Cabinet for decision by the end of 2025. The consultation will include consideration of the following two options and the exclusion of the third.

3.1 Minimum/maximum charge

Currently Rotherham Council has 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 has a maximum charge. The current minimum assessed contribution is £1 per week for Rotherham.

There are currently nine people who pay the maximum charge. Removing this could generate an additional £3,300 a week.

The option is 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.

3.2 Introduction of an administrative charge for organising care for self-funders

Currently Rotherham Council organises care for self-funders if requested to do so without charging. Both Barnsley and Doncaster charge an administrative fee to do this.

Self-funders are customers who have capital assets over £23,250 (or £46,500 as a couple) or customers who have chosen not to be financially assessed. There are currently 224 customers who fall into this category. An annual charge of £350/yr could increase income by over £70,000 a year.

The option is to introduce an annual charge to self-funders to organise their care, estimated at circa £350 a year.

3.3 Inclusion of all disability benefits in the financial assessment

Currently in Rotherham the process for carrying out the financial assessment takes 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 are only received during daytime hours; this is the case even where the service user is in receipt of the higher and enhanced rates of these payments.

There are currently 2,713 non-residential customers, of which 1,291 receive a high-rate disability benefit. A sample of 39% would generate an additional £11,000 a week so the full cohort is likely to be significantly higher.

The option is to include all legally admissible income when the financial assessment is completed

It is not recommended that this option be included in the consultation. This option is not recommended currently for consultation because of the detrimental and disproportionate impact on people with the highest care and support needs.

4. **Consultation on new policy**

- 4.1 Consultation is to be carried out with stakeholders through an online questionnaire and face to face sessions over a 12-week period. This consultation will 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 will inform the future joint residential and Non-Residential Charging Policy for Adult Social Care subject to further Cabinet approval by the end of 2025.

5. **Timetable and Accountability for Implementing this Decision**

- 5.1 The final recommendations will depend on the outcome of the consultation with stakeholders. A further report on the outcome of the consultation and recommended changes to the current charging policy will be provided to Cabinet by the end of 2025.

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct financial implications associated with the recommendations. Any cost of the consultation will be absorbed within service budgets.
- 6.2 There are no direct procurement implications associated with the recommendations detailed in this report.

7. Legal Advice and Implications

- 7.1 The proposals set out in the report are within the Council's discretion for charging as provided for in the Care Act 2014 and the associated Statutory Guidance.
- 7.2 The principles of a lawful and effective consultation known as the Gunning principles set out below. The proposed consultation as described in the report are consistent with those principles.
 - 1. That consultation must be at a time when proposals are still at a formative stage.
 - 2. That the proposer must give sufficient reasons for any proposal to permit of intelligent consideration and response.
 - 3. That adequate time is given for consideration and response; and
 - 4. That the product of consultation is conscientiously taken into account when finalising the decision.

8. Human Resources Advice and Implications

- 8.1 No HR implications associated with this report.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 There are not implications for children and young people as the Policy affects people over the age of 18 years.

10. Equalities and Human Rights Advice and Implications

- 10.1 The consultation period will have no implications on those with protected characteristics.
- 10.2 An Initial Equality Screening has been completed and is attached as Appendix 1.

11. Implications for CO2 Emissions and Climate Change

- 11.1 Removing the maximum rate charged for non-residential care in the development of a new, combined Financial Charging Policy might affect the number of people accessing non-residential, opposed to residential care. This could have marginal impacts on emissions from transport and domestic

buildings, but there is currently no monitoring in place to measure such a change. This and other recommended changes are intended to support the financial sustainability of care services in the Borough and hence their resilience to other pressures, which could include climate change impacts.

11.2 A climate impact assessment is included at Appendix 2.

12. Implications for Partners

12.1. The main implications are for Finance and Customer Services, which have been engaged with the policy review and will remain engaged throughout the consultation process.

13. Risks and Mitigation

13.1 The risks of not agreeing to the recommendations are that the Council does not have a current effective policy, that is in line with other Authorities, and this may be detrimental to the financial sustainability of the Council.

14. Accountable Officers

Ian Spicer, Strategic Director of Adults, Housing and Public Health
Kirsty Littlewood, Assistant Director, Adult Care & Integration

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	01/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	14/04/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	10/04/25

Report Author: Gioia Morrison

Gioia.Morrison@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: Adult Social Care Financial Charging Policy	
Directorate: ACH&PH	Service area: Adult Care
Lead person: Gioia Morrison	Contact: gioia.morrison@rotherham.gov.uk
Is this a:	
<input checked="checked" type="checkbox"/> Strategy / Policy	<input type="checkbox"/> Service / Function <input type="checkbox"/> Other
If other, please specify	

2. Please provide a brief description of what you are screening
<p>The report is requesting permission to rewrite the financial charging policy and then going out to consultation before it is implemented. Three changes are being introduced to the non-residential element of the policy after an initial review.</p> <ol style="list-style-type: none"> 1. Abolition of the maximum charge 2. The introduction of a fee for organising care for self-funders 3. Using all legally allowed income in calculations of client contributions <p>A consultation will be produced and carried out to consult on these changes. Consultation is to be carried out with stakeholders through an online questionnaire</p>

and face-to-face sessions over a 12-week period. This consultation will 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 will inform the future joint residential and non-residential charging policy for adult social care subject to further cabinet approval by the end of 2025.

There will be plans to engage with stakeholders with protected characteristics, however this has not been confirmed in detail but will be discussed in the Part B Full Equality Screening that will be done after the consultation.

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

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?**

This proposed policy will specifically affect people with protected characteristics, including age and disability. The Equality and Assessment will be undertaken at the same time and will include consultations with elderly and disabled people, carers and their families. Given the nature of the policy, the consultation will consult with residents with protected characteristics, however the details of this are yet to be confirmed but will be reflected within the full equality screening produced alongside the consultation.

- **Key findings**

The consultation will look at the impact of the proposed changes and how they will impact on different groups, including those with protected characteristics, carers and those not yet receiving services. Equalities data will be collected as part of this work. Face to face meetings and on-line questionnaires will be used to engage more people.

The outcomes of the consultation will inform the final policy.

- **Actions**

The results of the consultation carried out will be used to inform the new policy.

A full Equality Analysis will be undertaken informed by the results and outcomes of the consultation.

The full equality analysis will then be presented when the final strategy is brought to cabinet

Date to scope and plan your Equality Analysis:

June 2025

Date to complete your Equality Analysis:	September 2025
Lead person for your Equality Analysis (Include name and job title):	Gioia Morrison Head of Finance

5. Governance, ownership and approval

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

Name	Job title	Date
Ian Spicer	Strategic Director	2/4/2025

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	2/4/2025
Report title and date	Financial Charging Policy, 12 May 2025
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	3/4/2025
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	28.03.25

Appendix 2. Climate Impact Assessment - Review of the Non-Residential Charging Policy

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?	Unknown	At present, the Council's non-residential charging policy sets a maximum charge, equal to the standard charge for residential care. It is unknown whether ending this subsidy will lead to more people preferring residential, to non-residential care. If so, some emissions may be cut from travel between visits, by the Council's contracted home care providers.			A one-off investigation into the Council's contracted home care providers estimated scope 3 greenhouse gas emissions from providers' annual mileage estimates. To monitor the carbon impact of a new Financial Charging Policy on emissions from transport would need providers regularly to share their mileage data e.g., as part of routine contract monitoring.
Emissions from waste, or the quantity of waste itself?	None				
Emissions from housing and domestic buildings?	Unknown	As outlined above (see 'Emissions from transport') it is unknown if removing a maximum	Any marginal increase in the residential population of the Council's contracted care homes	Care home providers have previously been sign-posted to a stream of the UK Shared	A one-off investigation into the Council's contracted care homes estimated scope 3

		rate from the Council's non-residential charging policy might affect the number of people accessing residential, opposed to non-residential care. If more people choose to receive residential care, then emissions from the Council's contracted care homes might marginally increase.	may be offset by a decrease in energy use in people's own homes, especially where someone living alone would otherwise have received non-residential care, at home.	Prosperity Fund, through which SMEs could access energy audits and grants for rooftop solar PV. However, many care homes do not qualify as SMEs, due to their ownership structures. An alternative opportunity may be provided by an invest to save scheme for energy efficiency upgrades and renewable energy installations, such as was previously available for schools: the Council's Energy team is reviewing options for a successor scheme.	greenhouse gas emissions from care homes' published EPC reports. To monitor the carbon impact of a new Financial Charging Policy on emissions from domestic buildings would need care home managers regularly to share their data on their gas and electricity use e.g., as part of routine contract monitoring.
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?

By removing discretionary limits on the rates charged for non-residential care, the recommended proposals will support the financial sustainability of care and support services in Rotherham. As noted in the main report **(2.4)**,

“Services [*are charged*] at a rate which is lower than the real cost of delivery... Such subsidies therefore have an impact on the delivery and development of other services given the finite nature of the budget.”

Charging those who can afford to pay a rate which covers the real cost of their non-residential care may increase services’ capacity and hence their resilience to climate change impacts. Those on lower incomes, who cannot afford to meet the full cost of the care they receive and who might therefore have less adaptive capacity, will be unaffected, with no change to their charges.

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

Removing the maximum rate charged for non-residential care in the development of a new, combined Financial Charging Policy might affect the number of people accessing non-residential, opposed to residential care. This could have marginal impacts on emissions from transport and domestic buildings, but there is currently no monitoring in place to measure such a change. This and other recommended changes are intended to support the financial sustainability of care services in the Borough and hence their resilience to other pressures, which could include climate change impacts.

Supporting information:

Climate Impact Assessment Author	Gioia Morrison Head of Finance (Adult Care, Housing and Public Health) Financial Services Finance and Customer Services
Please outline any research, data or information used to complete this Climate Impact Assessment.	Rotherham Metropolitan Borough Council. 2023. <i>NZ30 Emissions Dashboard – adult social care</i> . (Unpublished).
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.	Conversion factors for greenhouse gas emissions reporting were used to prepare the unpublished report referenced above. https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting
Validation	Tracking Reference: CIA 440 Arthur King Principal Climate Change Officer

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Overview and Scrutiny Management Board – Work Programme 2025-26

Chair: Councillor Brian Steele
Governance Manager: Barbel Gale

Vice-Chair: Cllr Joshua Bacon
Link Officer: Jo Brown

The following principles were endorsed by OSMB at its meeting of 5 July 2023 as criteria to long/short list each of the commission's respective priorities:

Establish as a starting point:

- What are the key issues?
- What is the outcome that we want?

Agree principles for longlisting:

- Can scrutiny add value or influence?
- Is it being looked at elsewhere?
- Is it a priority – council or community?

Developing a consistent shortlisting criteria e.g.

- T: Time: is it the right time, enough resources?
- O: Others: is this duplicating the work of another body?
- P: Performance: can scrutiny make a difference
- I: Interest – what is the interest to the public?
- C: Contribution to the corporate plan

Meeting Date	Agenda Item
Wednesday 7 May 2025	Council Plan 2025 - 2028 & New Year Ahead Delivery Plan - Pre-decision Review of the Non-Residential Charging Policy Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 4 June 2025	Finance Update - June 2025 - Pre-decision Social Value Annual Report - Pre-decision Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 2 July 2025	Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Tuesday 9 September 2025	Progress update on the implementation Economic Inactivity Trailblazer programme Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions

Wednesday 8 October 2025	Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 12 November 2025	Leader Q&A - to be scheduled after Council plan on the agenda. Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 10 December 2025	Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Tuesday 13 January 2026	Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 4 February 2026	Question and answer session, Mayor Coppard, South Yorkshire Combined Mayoral Authority. Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 11 March 2026	Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions
Wednesday 8 April 2026	Progress update on the Economic Inactivity Trailblazer programme Work Programme Work in progress from Select Commissions Forward Plan of Key Decisions

Substantive Items for Scheduling

Nov-25	Leader Q&A - to be scheduled after Council plan on the agenda.
Feb-26	Question and answer session, Mayor Coppard, South Yorkshire Combined Mayoral Authority.

Reviews for Scheduling

January / February 2025 - In progress	A spotlight review into life-saving equipment and related byelaws - as agreed by OSMB at it's meeting on 10 May 2023 (https://modgov-p-db1.rotherham.gov.uk/ieListDocuments.aspx?CId=894&MID=15772#AI96184) linked to the Byelaws/Life Saving Equipment motion (Council 30/11/22 https://modgov-p-db1.rotherham.gov.uk/mgAi.aspx?ID=95268)
Initial discussions taking place	Spotlight Review - Agency Staff
Initial discussions taking place	Spotlight Review - Grass Cutting / Ground Maintenance

Items to be Considered by Other Means (e.g. off-agenda briefing, workshop etc)

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Items for Future Consideration

Apr-26	Future Rothercare Model

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