

## REGENERATION AND ASSET BOARD

**Venue:** Town Hall,  
Moorgate Street,  
Rotherham.

**Date:** Wednesday, 18th January 2006

**Time:** 10.00 a.m.

### A G E N D A

1. To determine if the following matters are to be considered under the categories suggested, in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of the previous meeting held on 7th December, 2005 (Pages 1 - 9)
4. Matters arising
5. Minute No. 91 of the meeting of the Performance and Scrutiny Overview Committee held on 11th November, 2005 (Page 10)
  - to consider the resolutions set out in Minute No. 91 in respect of Call-in issues and the terms of reference of this Board.
6. Action Plan to Promote Social and Economic Well-being in the Town Centre (Pages 11 - 20)  
Minute No. B163 of the Cabinet held on 30<sup>th</sup> November, 2005 refers.  
Assistant Chief Executive/Policy Officer to report.
  - to consider the context, purpose and vision for developing a social and environmental well-being action plan to complement the Town Centre Renaissance Programme.
7. EXCLUSION OF THE PRESS AND PUBLIC  
The following items are likely to be considered in the absence of the press and public as being exempt under those Paragraphs, indicated below, of Part 1 of Schedule 12A to the Local Government Act 1972:-
8. Garage Site at Moorlands Crescent, Whiston (Pages 21 - 24)  
Head of Asset Management to report.
  - to seek approval to dispose of the asset.(Exempt under Paragraph 9 of the Act – land and property)
9. Land to the rear of Nos. 37 to 45 Rowms Lane, Swinton (Pages 25 - 28)  
Head of Asset Management to report.
  - to seek approval for disposal of the asset.(Exempt under Paragraph 9 of the Act – land and property)

10. Land adjacent to No. 19 Moor Road, Wath upon Dearne (Pages 29 - 32)  
Head of Asset Management to report.
  - to seek approval for disposal of the asset.(Exempt under Paragraph 9 of the Act – land and property)
11. Sale of Assets after exchange of contracts (Pages 33 - 36)  
Head of Asset Management to report.
  - to consider the introduction of a clause to revalue purchase price in future contracts.(Exempt under Paragraph 9 of the Act – land and property)
12. Auction Results (Pages 37 - 38)  
Head of Asset Management to report.
  - to report the outcome of an auction of three surplus assets.(Exempt under Paragraph 9 of the Act – land and property issues)
13. Land and Property Bank: Capital Receipts Update (Pages 39 - 41)  
Head of Asset Management to report.
  - update report highlighting changes to forecast(Exempt under Paragraph 9 of the Act – land and property)
14. Magna Conference and Events Space Joint Agreement for Delivery (Pages 42 - 47)  
Partnership Implementation Officer to report.
  - to note the proposal for a joint legal agreement with Magna Trust for the delivery of the Conference and Events Space project.(Exempt under Paragraph 9 of the Act – land and property)
15. Request for RERF Contribution by Magna Trust (Pages 48 - 50)  
Strategic Economic Manager to report.
  - to endorse the decision to refuse the request.(Exempt under Paragraph 8 of the Act – finance)
16. RERF Application - Provision of Car Park on Sheffield Road (Pages 51 - 54)  
Head of Rotherham Investment and Development Office to report.
  - to consider the application to fund works to benefit the progress of Westgate Demonstrator Project.(Exempt under Paragraph 8 of the Act – finance)

**For information:-**

17. Date, time and venue of next meeting  
To confirm that the next meeting has been scheduled to be held on WEDNESDAY, 22ND FEBRUARY, 2006 at 8.45 a.m. at the Town Hall (prior to the meeting of the Cabinet, and not Wednesday, 15<sup>th</sup> February, 2006 as previously scheduled).

**Additional reports authorised by the Chairman for consideration:-**

18. Land Transactions. (report attached) (Pages 55 - 58)  
Development Surveyor to report.  
- to receive the report.  
(Exempt under Paragraph 9 of the Act – land and property issues)
19. Aston and Aughton Customer Service Centre (Pages 59 - 69)  
Asset Manager to report.  
- to report the results of initial appraisal of two alternative council-owned sites.  
(Exempt under Paragraph 9 of the Act – land and property)
20. Updates re: various sites  
Executive Director, Economic and Development Services to report.  
(Exempt under Paragraph 9 of the Act – land and property)

**REGENERATION AND ASSET BOARD**  
**Wednesday, 7th December, 2005**

Present:- Councillor Smith (in the Chair); Councillors Boyes, Ellis, Robinson, Wardle, S. Wright and Wyatt.

**84. MINUTES OF THE PREVIOUS MEETING HELD ON 9TH NOVEMBER, 2005**

Resolved:- That the minutes of the previous meeting of the Board held on 9<sup>th</sup> November, 2005, be accepted as a correct record.

**85. MATTERS ARISING**

There were no matters arising not covered on the agenda.

**86. REGENERATION PLAN**

Consideration was given to a report, presented by the Head of Rotherham Investment and Development Office/Economic Strategy Manager, relating to progress to date since the publication of the Council's Regeneration Plan eighteen months ago.

Members' attention was referred to Appendix A of the report which set out the performance of the Plan against a range of Performance Indicators, and to Appendix B which identified actions, projects and activities undertaken to deliver against the five key priorities.

The Head of Rotherham Investment and Development Office highlighted specific key areas for Members to note including:-

- achievement of two Beacon Council Awards
- development of the Brookfield Park site
- setting up of Rotherham Enterprise Network
- BME Forum
- Youth Enterprise
- Century, Brampton and Moorgate Crofts Business Centres
- Jobmatch
- Rotherham Construction Academy
- Westgate Demonstrator
- Gateway Plan

It was noted that the results of this work would be used to determine what changes, refinements, deletions and additions needed to be made to the Plan for the mid-term review. The plan would also be modified to take account of the Corporate Plan and Neighbourhood Renewal Strategy and the Performance Indicators would be reviewed to incorporate new national PI's.

Resolved:- (1) That current work on the mid term review of the Plan, and progress to date on delivering the Plan's Performance Indicators and Key Actions, be noted and endorsed.

(2) That a further report be submitted to the Board when the review is complete.

**87. EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in those Paragraphs, indicated below, of Part 1 of Schedule 12A to the Local Government Act 1972.

**88. STRATEGIC ACQUISITIONS - ROTHERHAM TOWN CENTRE**

Consideration was given to a report, presented by the Development Surveyor, relating to parcels and areas of land in the Town Centre that were considered to be of strategic importance to the Renaissance programme and the Housing Market Renewal Pathfinder.

The Appendix to the report, and accompanying plan, identified individual properties.

It was emphasised that in order to save time and money there was a need to ensure that pre-development archaeological surveys were carried out.

Members asked about the estimated total cost, and noted that the Housing Market Renewal Pathfinder monies that had been allocated had not been maximised and this would have implications for year two bids.

It was noted that the Council would initially have to fund any acquisition and claim back the purchase price plus costs from Transform South Yorkshire and where applicable from Yorkshire Forward's Sub-regional Investment Plan funds.

Resolved:- (1) That the list of properties referred to in the report now submitted be approved.

(2) That the appropriate officers be authorised to open negotiations with owners and report back agreed terms as applicable.

(Exempt under Paragraph 9 of the Act – land and property issues)

**89. STRATEGIC ACQUISITIONS - PERIPHERAL AREA DEVELOPMENT FRAMEWORK AREAS**

Consideration was given to a report, presented by the Development

Surveyor, detailing parcels and areas of land in the Peripheral Area Development Framework areas that were considered to be of strategic importance to the Housing Market Renewal Pathfinder Initiative.

A list of the identified properties in each of the four ADF's was appended to the report.

It was noted that the Council would initially have to fund any acquisition and claim back the purchase price plus costs from Transform South Yorkshire and where applicable Yorkshire Forward's Sub-regional Investment Plan funds. The amount of available funding was reported.

Resolved:- (1) That approval be given to the list of properties referred to in the report now submitted.

(2) That appropriate officers be authorised to open negotiations with owners and report back agreed terms as applicable.

(3) That the Cabinet Member for Economic Regeneration and Development Services and the Cabinet Member for Neighbourhoods be kept up to date on progress.

(Exempt under Paragraph 9 of the Act – land and property issues)

**90. LAND TO THE REAR OF 116 THORPE STREET**

Consideration was given to a report, presented by the Strategic Property Manager, relating to a request to dispose of a 0.43 acres area of land to the rear of 116 Thorpe Street, Thorpe Hesley, that had been declared surplus to the requirements of Culture and Leisure Services.

It was noted that the site was currently used as a playground. However this was in a poor state of repair and considered by the Greenspaces Manager to be in an inappropriate location. It was proposed that sufficient funds from the sale could be ring fenced to allow for the provision of replacement play facilities at Barnsley Road.

Members were informed that it was possible that some form of residential development may be acceptable in principle and that a better return could be achieved by entering into negotiations with the Diocese of Sheffield which owned adjoining land. Members were also asked to consider the proposal to ringfence an amount of £35,000 from the anticipated receipt for the provision of replacement play facilities.

Resolved:- (1) That approval be given to the disposal of the asset, as illustrated on the accompanying plan, on the basis that the sum of £35,000 be ringfenced for replacement play facilities from the proceeds of the sale.

(2) That the Head of Rotherham Investment and Development Office

negotiate with the Diocese of Sheffield and markets the site on the basis set out in the report now submitted.

(3) That the Head of Legal and Democratic Services complete the necessary documentation.

(Exempt under Paragraph 9 of the Act – land and property issues)

**91. CAPITAL RECEIPTS - UPDATE**

Consideration was given to a report, presented by the Strategic Property Manager, updating the Board of changes to the forecast of capital receipts accruing to the General Fund resulting in a revision of the Council's capital programme.

The changes that had been made to the programme were highlighted. The current position in respect of the following was reported:-

(i) major capital receipts last reported as programmed for 2005/2006:-

Apollo Street, Rawmarsh  
Brookfield Park, Manvers  
Byford Road, Maltby  
Dalton Depot  
Dalton Lane (Saville Street), Dalton  
Daneshill, Moorgate  
Flash Lane, Bramley  
Greenland Plantation, Maltby (Muddies)  
Kiveton Park Depot  
Midland Road, Kimberworth  
Undergate Road, Dinnington – Leisure Site  
Undergate Road, Dinnington – Site 2  
Zamor Crescent

(ii) major capital receipts last reported as programmed for 2006/2007:-

Brookfield Park, Manvers  
Fenton Road/Henley Lane  
Munsbrough Lane, Greasbrough  
Thorpe Hesley Development  
Undergate Road, Dinnington – Island Site

It was pointed out that the major issue for many of the sites was PPG 3 policy, and there was a need to work closely with Planning Services, and in respect of the Local Development Framework proposals. Members also emphasised the need to adhere to the Council's policy on affordable housing.

Appendix 1 to the report detailed the forecasted capital receipts, together with amounts expected to the General Fund and to the Housing Revenue

Account. The risk factor was also identified for each asset.

Resolved:- (1) That the current position be noted.

(2) That the Head of Rotherham Investment and Development Office in consultation with the Head of Planning and Transportation reports monthly to the Board on the progress of the major land and property transactions.

(3) That the Valuation Manager submit a report to the January 2006 meeting of this Board in respect of issues arising from the length of time between the developer signing a conditional contract, and completion taking place. In particular, whether a revaluation should be undertaken, where this period becomes protracted, as has been the case with the Flash Lane disposal.

(Exempt under Paragraphs 8 and 9 of the Act – finance/land and property issues)

**92. LAND TO THE REAR OF KIMBERWORTH PARK MEDICAL CENTRE, OFF LANGDON ROAD, KIMBERWORTH PARK.**

Consideration was given to a report, presented by the Strategic Property Manager, relating to a proposal to dispose of 0.08 acres of land, illustrated on the plan appended to the report, which was an area of public open space designated as urban greenspace in the Unitary Development Plan. It was reported that this site had been declared surplus to the requirements of Neighbourhood Services.

It was reported that the site to the south of this land was sold by the Council in 1990 for the construction of a medical centre and car park to serve the local community and that the owners of the centre had enquired to purchase this land to construct consulting/examination rooms, a chemist and additional parking areas.

It was also reported that there were no objections to the proposal from Culture and Leisure Services or from Planning and Transportation.

Resolved:- (1) That, providing planning permission for the development was obtained, approval be given to sell the above asset on the basis described in the report submitted.

(2) That the Head of Rotherham Investment and Development Office negotiate the terms of the disposal.

(3) The Head of Legal and Democratic Services complete the necessary documentation.

**93. TWO PLOTS OF LAND ADJACENT TO NOS. 44 AND 45 SHELLEY DRIVE, HERRINGTHORPE, ROTHERHAM**



Consideration was given to a report, presented by the Strategic Property Manager, relating to the proposed disposal of two plots of land adjacent to Nos. 44 and 45 Shelley Drive, Herringthorpe, which were illustrated on the plan accompanying the report.

It was pointed out that the plots were currently open grassed areas which were maintained by the Council.

Reference was made to the existing covenant which prevented development. However it was reported that the owners of Nos. 44 and 50 had expressed an interest in purchasing half of Plot A each to extend their garden cartilage, and the Coal Authority had been asked if it would be willing to lift the restrictive covenant and permit garden use. It was reported that the Coal Authority had indicated that it would vary the restriction to enable the land to be used for garden purposes and the erection of temporary structures.

Resolved:- (1) That approval be given to dispose of the assets.

(2) That the Head of Rotherham Investment and Development Office negotiate a new agreement with the Coal Authority to incorporate the variation to the restrictive covenant.

(3) That the Head of Rotherham Investment and Development Office negotiate the disposal on the basis described in the report submitted.

(4) That the Head of Legal and Democratic Services complete the necessary documentation.

(Exempt under Paragraph 9 of the Act – land and property issues)

### **94. HMRP - WESTGATE DEMONSTRATOR PROJECT**

Consideration was given to a report, presented by the Development Surveyor, relating to the progress made since the appointment of a Preferred Developer and seeking approval to various key actions to take the Demonstrator project forward.

Members were asked to consider the following issues:-

- Procurement of a Landscape Architect:- it was reported that a design competition had been held with a four week period for tender submission. The submissions would be assessed by a Panel who would recommend a preferred landscape architect.
- Tenant Decant Strategy:- it was reported that the Preferred Developer had met with the tenants. A schedule of the legal interests and valuations was being compiled, together with the anticipated costs of relocation.

- Development of Site 5 (Domine Lane car park):- it was reported that the Preferred Developer had asked to bring forward a second building on Site 5, and it was noted that this would be more cost effective.
- Funding of developer costs:- details of the funding application made to Transform South Yorkshire were explained.
- Design Fees:- consideration was given to a request to underwrite approximately £210,000 of the Developer's design fees ahead of approval of the variation requested of Transform South Yorkshire to cover these costs.

Resolved:- (1) That it be noted that the procurement process remains a restricted procedure and will not now change to a non advertised negotiated procedure.

(2) That the process and criteria for selecting a landscape architect, as outlined, be noted, and the responsibility for approving the selection of a landscape architect be delegated to the Cabinet Member for Economic Regeneration and Development Services.

(3) That the progress with tenant decant matters be noted and, subject to the views of the Head of Legal and Democratic Services, approval be given to tenants being made aware that the Council is prepared to undertake Compulsory Purchase action in respect of interests in Imperial and All Saints Building as a fallback position should negotiation of interests prove unsuccessful.

(4) That it be noted that the design work for the development of Site 5 was to commence early in 2006 and the responsibility for approving the design brief be delegated to the Cabinet Member for Economic Regeneration and Development Services.

(5) That the progress with the public funding arrangements be noted and approval be given to the proposal to temporarily underwrite the developers design fees up until 31<sup>st</sup> December 2005 when a variation in the funding agreement with Transform South Yorkshire is anticipated to be agreed.

(Exempt under Paragraph 9 of the Act – land and property issues)

**95. ROTHERHAM TOWN CENTRE PUBLIC TRANSPORT FACILITIES - OPTIONS APPRAISAL REPORT**

Consideration was given to a report, presented by the Project Officer, relating to a study commissioned by the Council and South Yorkshire Passenger Transport Executive to appraise improvements to the principal town centre public transport facilities and Multi Storey Car Park.

The initial options identified by the study were set out in the report.

It was noted that the study focussed on the following three elements:-

- Rotherham Central Railway Station:- possible full redevelopment or refurbishment –noting the cost of these proposals
- Rotherham Transport Interchange Multi Storey Car Park:- structural survey and options for redevelopment
- Rotherham Transport Interchange Bus and Coach Station:- options included extension, reconstruction or redevelopment as a combined transport facility elsewhere

Members noted the implications for the delivery of the Rotherham Renaissance Charter, the practicalities involved with some of the options, together with the estimated costs.

Resolved:- (1) That the information contained in the report be noted.

(2) That further feasibility work to develop the findings of the options report, subject to funding, be procured through the South Yorkshire Passenger Transport Executive. Framework contract.

(Exempt under Paragraphs 8 and 9 of the Act – finance/land and property issues)

### **96. SWINTON CUSTOMER SERVICE CENTRE**

Further to Minute No. 22 and Minute No. 47 of meetings of the Regeneration and Asset Board held on 14<sup>th</sup> September and 19<sup>th</sup> October, 2005 respectively, consideration was given to a report, presented by the Project Manager, relating to the progress of the development work to provide a Customer Service Centre within the existing Aged Persons' Centre on the civic site.

It was reported that work was currently being undertaken at the Civic Centre to bring it up to the required standard and that the phased works had been extended by three weeks due to the need to gain access via the main entrance.

It was also reported that it was anticipated that the Customer Service Centre would be completed and operational by June, 2006.

Resolved:- (1) That approval be given to the implementation of the second phase of the project i.e. the upgrading and alterations to the Swinton Aged Persons Centre, to create a Customer Service Centre.

(2) That Cabinet be asked to approve expenditure of up to £1,500,000 for the design and construction of the Swinton Customer Service Centre.

(Exempt under Paragraphs 8 and 9 of the Act – finance/land and property issues)

(The Chairman authorised consideration of the following items as a matter of urgency in order to progress the issue referred to.)

**97. HERRINGTHORPE PLAYING FIELDS - LEASE AGREEMENT**

Further to Minute No. 25 and Minute No. 44 of meetings of the Regeneration and Asset Board held on 13<sup>th</sup> July and 14<sup>th</sup> September, 2005 respectively, consideration was given to a report, presented by the Business Manager, Leisure and Green Spaces and the Council's Solicitor, detailing the current position in respect of the draft lease of part of Herringthorpe Playing Fields to Rotherham Rugby Club.

It was reported that the first draft of the lease had been sent to the Rugby Club's solicitors on 5<sup>th</sup> September, 2005 and the last communication from the Club's solicitors confirmed that they were waiting for their client's instructions.

The report outlined actions that had been taken to make progress on this issue. Details were also given of two recent telephone calls which indicated that there were items within the draft which the Club wished to discuss further.

It was pointed out that the Club had agreed to pay the Council's legal and surveyor's costs that some costs had already been incurred. The Club's solicitors have still not provided the undertaking to pay these costs.

Members commented on the length of time this was taking and suggested that a timetable be now set for receipt of a substantive response from the Club. It was also pointed out that this delay had implications for Culture and Leisure Services as there were other proposals for the Playing Fields which needed to be started.

Officers were advised to make contact with Councillor License who was the Council's representative on the Rugby Club Board.

Resolved:- (1) That the current progress be noted and the report received.

(2) That the Club be requested to provide a substantive response within one month.

(3) That an update be given to the Council's representative on the Rugby Club Board.

(Exempt under Paragraph 9 of the Act – land and property issues)

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Regeneration &amp; Asset Board</b>
<b>2.</b>	<b>Date:</b>	<b>18<sup>th</sup> January, 2006</b>
<b>3.</b>	<b>Title:</b>	<b>Land at Golden Smithies Lane/Terms of Reference of the Regeneration and Asset Board – Minute of the Performance &amp; Scrutiny Overview Committee held on 11<sup>th</sup> November, 2005</b>
<b>4.</b>	<b>Programme Area:</b>	<b>CORPORATE</b>

#### 5. Summary

Members are asked to consider MINUTE NO. 91 OF THE MEETING OF THE PERFORMANCE AND SCRUTINY OVERVIEW COMMITTEE HELD ON 11<sup>TH</sup> NOVEMBER, 2005, set out below:-

“There were no formal call in requests.

The Members referred to the recent call in of Minute No. 73 of the Regeneration and Asset Board relating to land at Golden Smithies Lane, Swinton and the Board’s subsequent decision at its meeting on 9<sup>th</sup> November, 2005 to affirm its previous decision.

Resolved:- (1) That this Committee notes with concern and disappointment the disregard paid to the views of scrutiny and Ward Members by the Regeneration and Asset Board.

(2) That this Committee requests an urgent review of the terms of reference of the said Board in order to ensure members consider the wider implications of their decisions and that the main criteria always be ‘the best interest of the citizens of Rotherham.’”

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
--

<b>1. Meeting:</b>	Regeneration and Asset Board
<b>2. Date:</b>	18 <sup>th</sup> January, 2006
<b>3. Title:</b>	Action Plan to Promote Social and Economic Well-Being in the Town Centre
<b>4. Programme Area:</b>	Chief Executives Department

## 5. Summary

This report, which has been agreed by CMT and Cabinet, invites Regeneration and Asset Board to consider the context, purpose and vision for developing a social and environmental well-being action plan to complement the Town Centre Renaissance Programme. Further, it proposes a timescale for development, including consultation with Members, the public and key partners.

## 6. Recommendations

**Regeneration Asset Board is asked to:**

- **Consider the framework, project plan and timescale to develop and consult on the Social and Environmental Well-Being Action Plan for the town centre.**

## 7. Proposals and Details

### Context:

#### 1. The Town Centre Renaissance Programme

An ambitious and major programme of renaissance is beginning to transform the town centre, both physically and economically.

Overall, £204m investment in total is planned to be invested by 2010 to bring about this transformation and implement the Master Plan. The key goals are:-

1. Make the river and canal a key part of the town's future, with public spaces and walkways
2. Populate the town centre with good quality living
3. Place Rotherham within a sustainable landscape of the highest quality, giving access to recreation, countryside and healthy living.
4. Put Rotherham at the centre of a public transport network
5. Improve parts of the major road infrastructure, remove and downgrade parts of the network and restore the radial street pattern.
6. Make Forge Island a major new piece of the town centre
7. Establish a new focus that not only promotes a more open and accessible type of governance, but also embraces culture and the arts
8. Demand the best in architecture, urban design and public spaces
9. Improve community access to health, education and promote social well-being
10. Create a broadly based dynamic local economy with a vibrant town centre as the focus

As can be seen, the goals encompass social and environmental well-being, as well as economic well-being, in respect to health, culture, leisure and education and governance. However, as the physical developments begin to happen, it is vital to ensure that the physical and economic transformation relates and responds to the needs of the local population and visitors, and is co-ordinated with social and environmental goals.

#### 2. The National and Regional Context

Nationally there has been much focus on renewing town and city centres, and on economic and social well-being, reducing inequalities and promoting cohesion. National policy, such as Sustainable Development and Sustainable Communities – The Northern Way, sets the scene for regeneration and creating a sustainable economy. RMBC policy staff are engaged with the SIGOMA programme of

'Spreading the Benefits of Regeneration'. Regionally, Advancing Together, the Regional Economic Strategy and Regional Planning Guidance, the Spatial Strategy, Sustainable Development plan, and Cultural Plan are all important policy frameworks for local regeneration.

The South Yorkshire Sub Regional context also provides important drivers and opportunities for not just economic development, but also the tackling of social and environmental issues to promote the quality of life, in the renewed town centre of Rotherham

### **3. Local Context and Vision**

The new vision for Rotherham is set out in the Community Strategy and Corporate Plan, and focuses on seven themes, which promote well-being, and which provide the framework which will be utilised to promote social and environmental, as well as economic development in the town centre. The following is a suggested vision for the social and environmental renaissance of the town centre:

#### *Achieving*

Our vision is to tackle and minimise all inequality and exclusion to promote achievement for all. The town centre will be a place with high quality design for high quality living, which promotes and stimulates social interaction and development, but also provides space for tranquillity for local people and visitors.

#### *Learning*

Lifelong learning opportunities will be available to all who live and use the town centre. It will be a place rich in learning, debate and information.

#### *Alive*

People who live in and visit the town centre will have an excellent quality of life. The town centre will be alive with arts and culture and opportunities for self-expression.

#### *Safe*

The town centre will be a safe place to be. People of all kinds will choose to make their homes here and visit. There will be a pleasant green and natural environment and the town centre will be a neighbourhood for many, as well as the hub of the Borough.

#### *Proud*

People will be proud to live in and visit the town centre. It will be a place for those of faith to worship, a place to work in, to see friends and meet people, a place for enjoyment. It will also host the civic centre for the Borough, and promote inclusion, participation and strong governance. In the town centre people will take care of each other, the vulnerable will be supported and there will be a strong culture of mutual support, volunteering and social networks.

#### *Fairness*

The town centre will be a place of cohesion, where equalities are promoted and diversity valued. A place of mixed cultures and perspectives who all contribute to the quality of life. There will be excellent access to services and facilities for all.



### Sustainable Development

Above all the town centre will be sustainable, economically socially and environmentally. Traffic, waste, pollution will all be minimised. A preventative culture will prevail to promote long term health of people and the environment and biodiversity will flourish.

It is proposed to consult on this vision, see below.

Appendix 1 lists the Community Strategy objectives which directly relate to social and environmental well-being in the town centre. These objectives and the draft vision will set the framework for the action plan.

## **Local Needs and Possible Areas for Focus**

### Needs Analysis

An analysis has been undertaken of the needs of the town centre population, which is available as a separate report. The boundary for the 'town centre' has been adopted from the Housing Market Renewal Area Development Framework, which is broadly similar to the Integrated Development Plan and the Strategic Development Framework areas, tightly drawn around the commercial core with some fringe residential areas. A wider 'inner area' has been defined within a mile (a nationally recognised distance) of the town centre, taking in mainly residential areas.

Key points include:

**Population & Ethnicity** – The town centre itself has a small population of just under 1,000, but over 16,000 people live within a mile radius. The inner area has a younger than average population and there is a relatively high proportion of large families. The town centre has a high proportion of pensioners. The majority of the population are White British, but there is a large Pakistani minority, and higher than average proportion of people from most other ethnic groups. In Rotherham 54% of the Pakistani population live in the most deprived 20% of the Borough. The majority of the 677 asylum seekers in Rotherham live in the inner area.

**Health** – There are severe health problems in the town centre population and the inner areas in general have poorer health than the Borough average. There is evidence of deprivation in the elderly population as a high proportion has a long term illness and half live alone

**Education** – The inner area has a high proportion of people with no qualifications, and skill levels below the Borough average. Qualification levels are generally low in the working population. Attainment at 5+ GCSE at A\*-C was only 35% in the inner area, compared to 46% in Rotherham LEA. Attainment in several inner area neighbourhoods is below 30%.

**Employment** – There are high unemployment rates in the inner area and town centre. Unemployment and long term sickness affects 18% of the working age population. Economic activity rates are low in the town centre, but self employment is also high in the town centre.

**Crime** – The town centre has the highest crime rate in Rotherham, especially for violent crime, often linked to alcohol. Most crimes are committed by non-residents in the commercial core of the town centre. Domestic burglary rates in the inner area are almost twice the Borough average.

**General Deprivation** – The inner area has a high proportion of children in workless households, especially in the town centre and Eastwood. The town centre is amongst the most deprived 5% of areas in England and the inner area includes some of the most deprived neighbourhoods in Rotherham – Masbrough, Eastwood & Canklow. The causes of deprivation vary, but the common factors are very low incomes, worklessness and poor health.

Further work is underway to add to this social analysis covering environmental conditions, pollution, and biodiversity and so on. This will also need to address future trends and changes in demographics.

Clearly the action plan will need to focus on the challenges posed by the analysis, particularly:

- Improving education and skills
- Environmental improvements
- Spreading the benefits of investment to disadvantaged communities
- Supporting people into jobs
- Reducing crime and anti social behaviour
- Supporting BME communities to achieve greater wellbeing and ensuring cultural development and opportunities for all
- Tackling health issues
- Tackling isolation for older people
- Tackling child poverty

### **Developing the Action Plan**

It is essential that the Action Plan is co-ordinated with and builds on the Renaissance Programme. This can be done by:

- (a) Ensuring that all developments proactively address the social and environmental issues, as well as the economic and physical ones, e.g., Living Above the Shop projects can also consider crime reduction, cleanliness, decent and mixed housing, places to meet and conservation
- (b) Building on the current town centre management programme, which is tackling alcohol and crime issues
- (c) Focussing efforts to promote social and environmental sustainability on those issues identified as key needs, but not currently being tackled sufficiently. The challenges above provide a starting point for the Action Plan.

A working group of officers (see appendix 2) has been formed as a task and finish group across Programme Areas to develop the Action Plan - a Year Ahead 2005/06 commitment. The group will draft the Action Plan, consult with Members, partners and the public and finalise the Action Plan for Members' consideration. The group will report to CMT/Cabinet and liaise with Cabinet Members for Regeneration, Cohesion

and Neighbourhoods. The group will also report to Delegated Powers groups and Regeneration and Asset Management Board, Town Team and Town Centre Strategy Group, Management Groups and Town Centre Forum.

### **Timescales**

The timetable for production is suggested as follows:-

- Early November 2005 – CMT and Cabinet consider the needs analysis, vision and framework
- Mid-November – mid-December, 2005 – Consultation on the vision and framework with Members, partners and public and other stakeholders, including LSP Board
- Mid-December – mid-January, 2006 – Production of draft Action Plan
- Mid-January – mid-February 2006 – Further consultation on the draft Action Plan
- March, 2006 – Adoption of the Action Plan by Cabinet
- April 2006 onwards – Implementation of the Action Plan

### **Consultation**

The consultation will focus on the needs analysis, draft vision and key issues to be tackled and include:

1. Member Seminars
2. Consultation Road shows with the Area Assemblies that cover the town centre area
3. Road show consultation with local population groups and organisation
4. Discussion with key officers in RMBC and partners
5. Youth Cabinet, REMA, Disability Forum and other communities of interest
6. LSP Board – as part of a special meeting on the Town Centre Renaissance

The consultation will integrate with other current consultation activity, e.g., consultation on the Older People's Strategy, and will build on an analysis of previous consultation and data generated. It is currently being gathered and analysed.

## **8 Finance**

The Action Plan will need to be costed and may throw up the need for additional resources. However, much can be done with existing staff and programmes being focused more on key issues, and by partnership working. The NRF will provide commissioning opportunities to enhance well-being in the most deprived area in the borough.

## **9 Risks and Uncertainties**

If social and environmental issues are not tackled overtly as part of regeneration, it is

likely to fail in these terms and also severely restrict economic benefits to the local population.

### **10 Policy and Performance Agenda Implications**

The Council will need to demonstrate for CPA an integrated approach to regeneration and to meeting local needs especially for groups in most need. Further this work forms part of our sustainable development, equality and cohesion programmes. It will underpin our LAA and be core to the new NRS.

### **11 Background Papers and Consultation**

Background Census Deprivation and Crime Data Report – M Crompton  
Relevant Community Strategy Priorities  
Terms of Reference for the Strategy Group

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Lee Adams

Assistant Chief Executive

Extension: 2775

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## Appendix 1

### Town Centre Social & Environmental Action Plan Relevant Community Strategy Priorities

Most of the Key Partnership Priorities have some relevance to the social and environmental aspects of the town centre and it's hinterland. Those which are potentially most significant are listed below, some of which stem from consideration of the background information compiled so far.

#### Rotherham Achieving

**Develop Rotherham Town Centre** as a destination providing a mixed economy of specialist & quality **shops, markets, housing & cultural life** for all age groups, & establish a strategy to ensure local centres complement the offer in the town centre.

Maximise economic & other opportunities to **reduce disadvantage and raise quality of life & living standards, particularly in the most deprived communities.**

**Engage support & secure private sector & other investment**, such as social & community investment, into Rotherham (large scale transformational projects)

Create the right conditions for inward investment & the development of world class business that will drive the economy by **developing the skills of local people** & providing high quality facilities & services, & **quality environment for growth.**

#### Rotherham Learning

Address the **skills shortage**, which is a growing concern for the business community in the borough, particularly in higher level skill sectors.

Reduce the number of **working age adults lacking essential skills** – reading, writing, numeracy & ICT

Create specific initiatives to maximise the **engagement & participation of particular targeted groups or disadvantaged areas**

#### Rotherham Alive

Address **Health inequalities** by ensuring that mainstream resources from the health & other services are accurately targeted to **communities & areas with greatest needs.**

Create & sustain opportunities for individuals to be involved in a wide range of **high quality cultural & social activities (Town Centre cultural complex)**.

## **Rotherham Safe**

Reduce the impact to the community caused by the **misuse of alcohol and illegal drugs**

Reduce the rate of **domestic burglary, vehicle crime and crimes against businesses** in the borough.

Address the pockets of **low demand & poor housing** that exist in some areas of the borough through harnessing the resources of all sectors.

Encourage the private sector to develop a greater choice of well-designed, **high quality housing** across the borough (**Westgate Demonstrator Project**).

Harness resources to enhance **the environment & general appearance of neighbourhoods** in response to this being a top priority for local people (breakthrough environmental projects).

## **General Themes of the Priorities**

- Disadvantage & Inequality
- Environmental Improvement
- Skill Levels
- Cultural & social activities
- Housing Quality
- Crime & Disorder
- Quality of Life
- Investment & Flagship Projects
- Engagement & Participation

## **Appendix 2**

### **Town Centre Social and Environmental Action Plan**

Terms of Reference for the group:-

- To ensure linkage to the 10 themes of the Renaissance Programme
- To be a Task and Finish Group – working to address the objectives of the Community Strategy
- To oversee and advise on the production of the Action Plan
- To contribute to the Action Plan content, and process of consultation and production
- To ensure the minimisation of duplication, but that appropriate linkages are made to existing strategies, to maximise added value
- To advise on and ensure coherent partner involvement
- To consider evaluation and impact measures for the work

Membership:-

- Lee Adams, Assistant Chief Executive, CX's Department
- Karl Battersby, Head of Planning and Transportation, EDS
- Simon Bunker, Head of Housing Services, Neighbourhood Services
- Bob Crosby, Head of Neighbourhood Services
- Andrew Fellows, Policy Officer, CX's Department
- David Hamilton, Head of Adult Services, Social Services
- Steve Hawkins, PCT
- Tim Hawkins, Policy Officer, Community Safety Unit
- Catharine Kinsella, Strategic Leader, School Improvement, CYP
- Tom Knight, Head of Streetpride, EDS
- Rod Norton, Young People Manager, CYP
- Richard Poundford, Head of RIDO, EDS
- Julie Roberts, Town Centre & Markets Manager, EDS
- Phil Rogers, Strategic Leader, Culture, Leisure & Lifelong Learning, CYP

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