

REGENERATION AND ASSET BOARD

Venue: Town Hall, Moorgate
Street, Rotherham.

Date: Wednesday, 19th April 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 22nd March, 2006. (copy attached) (Pages 1 - 8)
4. Minutes of a meeting of the Joint Leisure Services Centre Board held on 8th March, 2006. (copy attached) (Pages 9 - 11)
5. Matters arising
6. Approval of Rotherham's Employment Plan 2006-2010. (report attached) (Pages 12 - 40)
Senior Economic Strategy Officer to report.
- to consider the Employment Plan for Rotherham and forward the Plan to the Cabinet for approval.
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. Community Cafe - lease of space in Stepping Stones Children's Centre, Maltby. (report attached) (Pages 41 - 43)
Manager, Schools Organisation, Planning and Development to report.
- to consider a request for a lease.
(Exempt under Paragraph 3 of the Act - information relating to the financial or business affairs of any particular person (including the Council))
9. Replacement Parking sites for the loss of St. Ann's Car Park. (report attached) (Pages 44 - 53)
Network Regulation Engineer to report.
- to outline an option and consider a capital bid
(Exempt under Paragraph 6 of the Act – information which reveals that the Council proposes to serve a notice on a person or to make an order or direction under any enactment)

10. Dinnington Business Incubation Centre. (report attached) (Pages 54 - 59)
Partnership Implementation Office to report.
 - to update the Board re: potential funding(Exempt under Paragraph 3 of the Act – information relating to the financial or business affairs of any particular person (including the Council))
11. Capital Receipts - update. (report attached) (Pages 60 - 64)
Head of Asset Management to report.
 - to update the Board on changes to the forecast of capital receipts.(Exempt under Paragraph 3 of the Act - information relating to the financial or business affairs of any particular person (including the Council))
12. Land Transactions. (report attached) (Pages 65 - 68)
Development Surveyor to report.
 - to update the Board about on-going sales.(Exempt under Paragraph 3 of the Act - information relating to the financial or business affairs of any particular person (including the Council))
13. Strategic Acquisitions:- Lloyds Bank, 32-34 Corporation Street. (report attached) (Pages 69 - 71)
Development Surveyor to report.
 - to report agreed terms.(Exempt under Paragraph 3 of the Act – information relating to the financial or business affairs of any particular person (including the Council))
14. Strategic Acquisitions:- Westgate Chambers. (report attached) (Pages 72 - 74)
Development Surveyor to report.
 - to note the acquisition.(Exempt under Paragraph 3 of the Act – information relating to the financial or business affairs of any particular person (including the Council))

For information:-

15. Date, time and venue of next meeting:
Wednesday, 17th May, 2006 at 10.00 a.m. at the Town Hall, Rotherham.

REGENERATION AND ASSET BOARD
Wednesday, 22nd March, 2006

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

Apologies for absence were received from Councillors Wardle and S. Wright.

132. MINUTES OF THE PREVIOUS MEETING HELD ON 22ND FEBRUARY, 2006

Resolved:- That the minutes of the previous meeting of the Board held on 22nd February, 2006, be accepted as a correct record.

133. MATTERS ARISING

There were no issues raised not covered by the agenda items.

134. 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 Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (information relating to the financial or business affairs of any particular person (including the Council)).

135. BREATHING SPACE - PRESENTATION BY THE DESIGN TEAM

Further to Minute No. 129 of the meeting of the Board held on 22nd February, 2006, the Board received a presentation from the Design Consultancy Manager about the development of the Breathing Space initiative, which was a national pilot aim at providing rehabilitation and respite care for people with breathing difficulties.

The project was based at the Badsley Moor Lane site and had been developed for the PCT by Rotherham Construction Partnership.

An outline was given of the funding arrangements.

Slides illustrated the design of the building, its interior and the various technologies being employed re: heating, ventilation, materials used etc. It was noted that the design would enable a change of use in the future if necessary

Resolved:- (1) That the Design Consultancy Manager be thanked for the presentation.

(2) That the value of this project for Rotherham and South Yorkshire be

noted.

136. LAND AND PROPERTY BANK: 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.

Reference was made to the following three significant sales that had been deleted from the 2005/2006 list:-

- Flash Lane
- Daneshill
- Dalton Depot

An update was given on the current position regarding the sale of Daneshill.

Members commended the work that had been done to achieve capital assets for the Council.

Resolved:- (1) That the position on the current status of the capital programme be noted.

(2) That, in respect of Daneshill, the present offer from Persimmon Homes be not accepted, and the property be placed back on the market, if possible by auction scheduled for 18th May, 2006.

137. SALE OF ASSETS - AUCTION RESULTS

Consideration was given to a report, presented by the Valuation Manager, detailing the successful sale at auction of three assets that had been declared surplus to requirements, together with the total capital receipt achieved.

Resolved:- That the report be received.

138. LAND TRANSACTIONS UPDATE

Consideration was given to a report, presented by the Development Surveyor, updating the Board of the current position regarding major land transactions throughout the Borough.

Updates on the following were detailed in the report:-

- Zamor Crescent, Thurcroft
- Phase III Brookfields Park
- Manvers West - Express Parks
- Lakeside South – Limes Developments

- Thorpe Hesley
- Greenlands Plantation, Maltby
- Dalton Depot
- Kiveton Park Depot

Resolved:- (1) That the position on the current status of land sales be noted.

(2) That a report in respect of Greenlands Plantation be submitted to a future meeting of the Board.

139. RERF CONTRIBUTION TOWARDS BRAMPTON BUSINESS CENTRE

Further to Minute No. 205 of the meeting of the Cabinet Member for Economic Regeneration and Development Services held on 20th February, 2006, consideration was given to a report, presented by the Senior Economic Strategy Officer (RIDO), informing the Board of an approval from the Rotherham Economic Regeneration Fund to support the freehold acquisition, proposed refurbishment and conversion work, and expansion of the Council (RIDO) operated Brampton Business Centre.

It was also reported that funding from the Prudential Borrowing fund had been approved by Cabinet to acquire the property and to carry out capital works to the premises (Minute No. 224 of the meeting of the Cabinet held on 25th January, 2006).

The refurbishment of the Centre would provide additional business space and would be operated on a break even basis.

Resolved: That the report be received.

140. BROOKFIELDS PARK (PLANTSITE) - LANDSCAPING AND MAINTENANCE

Consideration was given to a report, presented by the Principal Project Officer, relating to the creation of a high quality landscape, including public open space, for the proposed development within the northern area of Brookfields Park.

It was reported that the scheme which had been designed and tendered for, included provision for five years aftercare, details of which, together with the funding arrangements, were set out in the report.

The report also detailed two options that had been investigated for the future maintenance and management of the completed landscaped area, together with estimated costs and funding implications of each option.

It was pointed out, that should the Council retain responsibility for the maintenance and aftercare, the funding for the maintenance costs would

need to be allocated to the annual Grounds Maintenance budget. Details of the annual cost, together with estimates for 5, 15 and 25 years were given in the report.

Members discussed the two options and referred to the increasing annual costs of grounds maintenance nationally. Members asked that further options be explored, together with a more detailed comparison of the costs in order to assess the extent of the future commitment.

Resolved:- (1) That the submission of the CP1 for the implementation of the landscape scheme for the northern part of the Brookfields Park (Plant Site), Manvers, be noted.

(2) That a further report be submitted detailing any other options, together with further details regarding funding.

141. MOORGATE CROFTS GROW ON SPACE

Consideration was given to a report, presented by the Development Surveyor, relating to the progress of the disposal by tender of Phase III of the Moorgate Crofts Development Site for the construction of bespoke office accommodation to support business growth.

Details of the tender assessment exercise and the Preferred Developer selection process were set out in the report.

It was pointed out that the process had focussed on deliverability and quality and in particular the ability to meet the Objective 1 requirement for a start on site date of September 2006.

It was confirmed that the capital receipt would be subject to Objective 1 and Yorkshire Forward and SRB6 Clawback.

Members commented on the lack of car parking provision and it was pointed out that discussions would take place with the developer regarding transport plans.

Resolved:- (1) That the selection of Horbury Estates Limited, as the Preferred Developer for the construction of the Grow on Space, be approved.

(2) That approval be given to the disposal of 0.47 hectares of land to Horbury Estates Limited on the terms outlined in the report, subject to receipt of Objective 1 gap funding.

142. OFFICE ACCOMMODATION STRATEGY: GROVE ROAD

Further to Minute No. 21 of the meeting of the Regeneration and Asset Board held on 13th July, 2006, consideration was given to a report, presented by the Project Manager, detailing the progress on the

development of the strategy for the refurbishment of Grove Road, 2nd Floor, the north east (Moorgate) end of the 1st floor, the south east end of the ground floor, the reception and staircase.

It was reported that there had been a fundamental restructuring of Financial Services and consequently this had created the need for additional requirements at Grove Road and the use of other office accommodation. The result of this was that further funding was required for the removal of the obsolete reception, the refurbishment of the staircase and the remainder of the ground floor. Details of the additional costs were set out in the report.

It was noted that the anticipated timescale for the works was five months starting in April 2006.

Resolved:- That approval be given to the proposed additions to the scheme and it be recommend to Cabinet that a further £360,000, bringing the revised total to £680,000, be made available from the Council's Capital Programme.

143. CAPITAL AND ASSET MANAGEMENT: STRATEGIES, PLANS AND PROGRAMMES 2006-2011 - MAINTENANCE CAPITAL INVESTMENT BLOCK

Consideration was given to a report, presented by the Head of Asset Management, outlining a programme for the maintenance capital investment block of the Capital Programme 2006-2011.

Consideration was given to the Appendices to the report which set out projects that had been scored A, B and C, together with proposed allocations for the next five years.

Members discussed the merits of the various projects listed and the priority order and made particular reference to the following:-

- Street lighting, highway services, drainage, verge hardening etc
- Civic Theatre
- Clifton Museum
- Treefield Resource Centre
- Eric Manns Building

(Councillor Ellis wished her vote against the following resolution to be recorded.)

Resolved:- That the projects listed A and B in the programme for the maintenance capital investment block of the Capital Programme 2006-2011 be approved.

144. CAPITAL AND ASSET MANAGEMENT: STRATEGIES, PLANS AND PROGRAMMES 2006-2011 - STRATEGIC CAPITAL INVESTMENT

BLOCK

Consideration was given to a report, presented by the Asset Manager, outlining a programme for the projects under £300,000 in the strategic capital investment block of the Capital Programme 2006-2011.

Members were referred to Appendix 1 to the report and in particular the following:-

- ICT bid for extra equipment
- Addison Day Centre
- Urban Parks
- Salt Barn

Members requested more detailed information in respect of the proposed project to construct a Salt Barn.

Resolved:- (1) That approval be given to priorities 'A' and 'B' projects, under £300,000, for inclusion in the strategic capital investment block of the Capital Programme 2006 to 2011.

(2) That approval be given to the principle that the remaining £551,667 of the £1,500,000 2006/07 allocation is not allocated at the current time and reserved for priorities to be identified and subsequently agreed by the Regeneration and Asset Board.

(3) That a further report be submitted to a future meeting detailing the environmental, health and safety aspects of the proposal to construct a Salt Barn.

145. PARTNERSHIP PROPOSALS FOR THE BIG SCREEN

Further to Minute No. 153 of the meeting of the Cabinet Member for Economic Regeneration and Development Services held on 19th December, 2006, consideration was given to a report, presented by the Town Centre and Markets Manager, setting out details of an approach that had been received from a national organisation to enter into a tri-partite agreement for the future operation of the Big Screen.

The report detailed three options for consideration summarised as follow:-

- Option 1: Terminate current agreement with supplier and return screen
- Option 2: Continue original agreement with supplier
- Option 3: Enter into a partnership with a national organisation (pilot to expire on 31st December, with a review after 3 months)

It was reported that Option 3 would ensure that the original aims and objectives of the Big Screen project were met, and would include the services and experiences of a full time Screen Manager, access to high

quality programmes, and live events. It would also provide an opportunity to extend the current operational hours of the screen and for Rotherham to be the first town centre to be part of the innovative Public Space Broadcasting Project.

Members were asked to consider a pilot partnership with the national organisation and the appendices to the report set out a number of proposed draft agreements.

Details of the expected costs and funding sources were set out in the report. It was pointed out that additional costs would be incurred for the purchase of equipment e.g. chairs, staging and barriers (which could be stored in the markets storage area).

The risks and uncertainties associated with the proposed Option 3 were explained and further detailed in the report.

Members discussed the following issues:-

- The need to regenerate the screen
- the benefits of the status of the national organisation
- the involvement, and credibility, of the screen supplier
- sponsorship rather than advertising
- ability to show films
- interactive element of the screen
- arrangements after the pilot
- content management steering group
- re-planting and replacement of fencing in the flower bed

Resolved:- That the Council enters into a partnership with the national organisation, identified in the report submitted, for a period of six months, with a possible extension to nine months, subject to review after three months, as per the agreements attached to the report.

(The Chairman authorised consideration of the following item in view of the urgency associated with the need to complete the transfer before the end of the current financial year.)

146. CRANWORTH ROAD CLINIC

Consideration was given to a report, presented by the Acting Head of Resources and Access, Children and Young People's Services, relating to a proposal for the Council to acquire Cranworth Road Clinic from Rotherham PCT. It was reported that conditional contracts needed to be put into place to allow the PCT to draw down funding in the current financial year.

It was reported that the acquisition would enable the transfer of the Children and Young People's Family Assessment Team from Brooklands (as advised by the Social Services Inspectorate), and would allow the

creation of an access road to Clifton Secondary School/Clifton Multi Agency Team on the Cranworth Road site.

The report outlined the steps involved in the acquisition.

It was pointed out that the Clinic would need refurbishment and remodelling as well as a budget for on-going revenue costs. Details of the estimated costs, together with the open market value of the building and land were set out in the report.

Reference was made to the benefits and added value from the purchase.

It was also pointed out that planning permission would need to be sought for a change of use of the clinic.

A request was made for accommodation to be provided for the Talking Newspaper, currently housed in Brooklands.

Resolved:- (1) That the Head of Legal and Democratic Services be authorised to enter into a contract to purchase Cranworth Road Clinic, (noting that the transaction is subject to planning permission for the proposed use of the building and land being obtained), from the Rotherham Primary Care Trust.

(2) That the Head of Legal and Democratic Services be authorised to enter into a lease of accommodation with the Primary Care Trust for space at Clifton and Kimberworth Multi Agency buildings, on terms to be agreed by the Acting Head of Resources and Access, Children and Young People's Leisure Services.

147. DATE, TIME AND VENUE OF NEXT MEETING

Resolved:- That the next meeting of the Board be held on Wednesday, 19th April, 2006 at 10.00 a.m. at the Town Hall, Rotherham.

LEISURE/JOINT SERVICE CENTRE PROJECT BOARD
8th March, 2006

Present:-

Councillor G. Boyes	Cabinet Member, Lifelong Learning, Culture & Leisure (in the Chair)
Peter Ross	Consultant
Kath Atkinson	Primary Care Trust
Derrick Connolly	Culture, Leisure and Lifelong Learning
Graham Sinclair	Acting Head of Service, Resources & Access, Children & Young People's Services

Apologies for Absence:-

Tony Preston	Project Development Manager, Culture and Leisure
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79/05 MINUTES OF PREVIOUS MEETING

The minutes of the previous meeting of this Project Board held on 25th October, 2005, were agreed as a correct record.

80/05 MATTERS ARISING

With regard to the Dry Maltby Sports Centre, the meeting was informed that DCMS had again confirmed there are no further PFI credits.

It was suggested this be raised with the Office of the Deputy Prime Minister and DCMS in a letter shortly to be sent to them informing of the preferred bidder.

81/05 GENERAL PROGRESS REPORT

(Councillor Boyes declared a personal interest in this item in view of her position as a director of Building Learning Communities Limited).

The meeting discussed the content of a recent report to Cabinet which contained information on two submissions received by the Council in response to the invitation to negotiate for the Leisure Services/Maltby Centre PFI project.

These were from DC Leisure and Leisure Connection.

The submissions have now been assessed, leading to the proposed identification of a Preferred Bidder, in terms of both the technical assessment and considerations of cost.

Cabinet had agreed to recommend DC Leisure as the Preferred Bidder, subject to the matters identified in the main report.

The meeting fully debated the following issues:-

- Objectives of the Leisure Services and Maltby Service Centre PFI Project
- Project History
- The Current Position
- Recent Actions
- Technical Evaluation
- Affordability
- Responses to the Affordability Issue

In detail the project looks for the provision of the following:

- St. Ann's (Development Site): swimming pools, leisure water, and sports and fitness facilities
- Maltby (High Street/Braithwell Road i.e. the current RMBC/PCT site): swimming pools and fitness facilities, and the integrated Service Centre for the Council and the PCT
- Wath (Festival Road) adjacent to the Wath Comprehensive School's Sports Hall: swimming pools and fitness facilities
- Aston (Aughton Road) on the Aston Comprehensive school site: swimming pools, sports, fitness and classroom facilities.

The main areas for further negotiation were believed to be:-

- actual design of the Maltby Service Centre
- Term of the Contract
- Legal position re. Business Rates
- Temporary accommodation
- Additional Capital Resources
- PFI Funds
- Contribution from non-Council users of the Maltby Centre
- Output Specification requirements
- Framework for Negotiations

82/05 ANY OTHER BUSINESS

(a) Public Consultation

Reference was made to recent complaints from some Maltby residents regarding a lack of public consultation.

In response to this, the meeting considered the content of a draft Press Statement, together with a copy of a positive press article by Dinnington Trader which included comments from a sample of Maltby residents who had visited the recent exhibition of artists' impressions by both bidders, as part of the consultation process, and had completed feedback forms.

(b) Membership Issue

Clarification was sought with regard to the appropriate membership of this Project Board.

Agreed:- That advice be sought from Carol Mills, Executive Director of Corporate Services regarding the inclusion of suggested invitees.

83/05 DATE OF NEXT MEETING

The next meeting of this Project Board was arranged for Wednesday, 26th April, 2006, at the Town Hall, commencing at **12 noon**.

ROTHERHAM BOROUGH COUNCIL

1.	Meeting:	Regeneration and Asset Board
2.	Date:	Wednesday 19th April 2006
3.	Title:	Approval of Rotherham's Employment Plan 2006-2010
4.	Programme Area:	Economic and Development Services, RiDO

5. Summary

Regeneration and Asset Board are asked to consider the Employment Plan (**Background Paper A**) for Rotherham. The Plan sets out the programme of activity for the next four years in relation to increasing Rotherham's employment rate through attracting investors and supporting growth, equipping the economically inactive with the skills to enter employment and increasing the number of new business start ups.

6. Recommendations

That subject to comments of this Board, the Rotherham Employment Plan be approved and forwarded to Cabinet for approval and adoption.

7. Proposals and Details

The Employment Plan forms part of a suite of economic development documents for Rotherham which sit beneath and support delivery of the Regeneration Plan. The Employment Plan sets out key economic priorities relating to employment for the next four years, providing a framework to focus the Council and its partners activities around increasing Rotherham's employment rate, supporting businesses to invest in and grow in Rotherham and increasing the number of new business start-ups. The plan provides clarity, direction and focus for Rotherham partners working to increase the employment rate and continue to strengthen Rotherham's economy.

The Employment Plan is aligned with the Community Strategy and Corporate Plan, supporting activities primarily under the themes of Achieving and Learning as well as supporting areas of work within the Local Area Agreement. The plan takes account of progress made since the signing of the Local Public Service Agreement target to reduce the gap between Rotherham's and the national employment rate, and national policy changes such as the shift to supporting claimants of incapacity and other benefits who are able to return to work.

The Employment Plan will be considered by Corporate Management Team, Regeneration and Asset Board, Regeneration Scrutiny Panel and Cabinet during April/May. Amendments as a result of this consultation will be incorporated into the Plan at the end of the approval process, if necessary a verbal update will be given on the expected amendments.

8. Finance

All of the activities contained within the plan have resource commitments attached and some activities are dependent on a range of funding which is yet to be secured. Elements of the Employment Plan delivery are contained within Rotherham's LAA.

9. Risks and Uncertainties

An element of uncertainty is inevitable in a high level action plan where detailed delivery plans are still under development and funding is still being sought. Risks are mitigated by the monitoring and reporting arrangements that have been established.

10. Policy and Performance Agenda Implications

The Employment Plan has been prepared to support the Corporate Plan, Community Strategy, Neighbourhood Renewal Strategy, Regeneration Plan and Social Inclusion Framework. The plan has been subject to an equality impact assessment, individual projects within the plan will also be subject to assessment.

The Employment Plan closely aligns with the Service Business Plan for RiDO.

The Plan identifies a number of PIs that will be monitored through the corporate performance management system. The Plan will have a positive effect on the Council's performance agenda, including indicators linked with the Community Strategy and LAA.

11. Background Papers and Consultation

Background Papers:

A – Rotherham Employment Plan, 2006-2010

The Employment Plan has built on extensive consultation already undertaken over recent years in Rotherham including community planning and consultation exercises undertaken during the refreshing of the Community Strategy and Corporate Plan as well as from on-going feedback from service users, such as those using the services of the Stepping Stones to Pathways pilot and hospital jobshop.

Contact Name : *Rachel Siddall, Senior Economic Strategy Officer, RiDO.*
Rachel.siddall@rotherham.gov.uk tel 01709 823848.

MEMBERS DRAFT

Employment Plan

2006 / 10

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Please note the data contained within this plan is the latest available from the DWP and NOMIS. There is some delay on the release of data to ensure accuracy and consistency. Trends are continually being tracked by the Employability Group.

Introduction

Rotherham's economy has made good progress over recent years and we intend to continue this trend through investment in our people and businesses. We recognise that Rotherham's people are central to the achievement of the regeneration of the borough and aim to create an inclusive labour market where all Rotherham's residents are able to benefit from the borough's economic successes and improvements. To do this we are developing the active support of a wide range of agencies to ensure that people have the skills, experience and qualifications to access the job opportunities that are being generated. In parallel to this we are developing the best environment possible that allows businesses to thrive and attracts new businesses, developing new high quality opportunities so that those in employment have progression prospects available to them. Links are being made between these two strands of work, bringing together the job opportunities with the people.

Over recent years we have had major successes in creating new employment opportunities and getting people into work. The economy has transformed from unemployment of 23% in the 1980's to a current rate of 3.9% (March 2005) (better than the national average) and major sites of employment have been created such as Manvers. However there is still work to do to;

- reduce disparities in specific neighbourhoods and communities of interest,
- create higher skilled jobs and
- reduce economic inactivity (23% for Rotherham compared to a national average of 21.7%) (March 2005).

Supporting the move into employment and higher skill jobs will help people fulfil their potential, reduce poverty and achieve economic well-being, improving quality of life.

To ensure that local wealth creation occurs, partners have developed this Plan, which sits within the context established by Rotherham's Community Strategy 2005-2010 and the wider Regional Economic Strategy. The Employment Plan operates alongside a suite of plans (Cluster Plans, Workforce Development Plan) aligned to the Regeneration Plan which provide all the components of a wide reaching economic development plan.

The plan identifies Rotherham's priorities for the next four years around creating quality employment and reducing worklessness, taking account of the needs of a wide range of stakeholders. The plan has been prepared to meet the needs of the economy and enhance Rotherham's potential for economic growth.

Key agencies in the borough are committed to working together to deliver this plan. The Rotherham Achieving Group, Employability Group and Rotherham Enterprise Network are committed to the growth and expansion of Rotherham's economy.

Purpose

The Employment Plan provides a framework to connect and deliver national, regional and local priorities around employment, addressing some of the specific needs identified in the Community Strategy's strategic framework. It details key targets and actions that partner organisations are committed to achieving in relation to employment creation and access. The plan addresses

- priorities identified in recent consultation and community planning including the importance of supporting economic growth, and breaking down barriers that prevent people accessing employment, and
- the key issues of economic inactivity and quality job creation.

Background and Strategy Context

National and Regional Context

The Employment Plan has been designed to complement the national and regional strategic framework including

National:

- ✚ DWP Five Year Strategy, Opportunity and security throughout life, February 2005
- ✚ Skills: Getting on in business, getting on at work, White Paper, March 2005 (DfES, DTI, HM Treasury, DWP)
- ✚ UK Action Plan for Employment, September 2004 (DWP)
- ✚ Pathways to Work, Helping People into Employment, Green Paper (DWP)
- ✚ A new deal for welfare: Empowering people to work, Green Paper, January 2006 (DWP)
- ✚ Enterprise and Economic Opportunity in Deprived Areas, March 2005 (HM Treasury, SBS, ODPM)
- ✚ 14-19 Education and Skills, White Paper, February 2005 (DfES)
- ✚ The Lisbon Agenda, promoting economic growth, fostering competitiveness and job creation

Regional and Sub-Regional:

- ✚ Northern Way and Sheffield City Region Development Plan
- ✚ Regional Economic Strategy (RES) for Yorkshire and Humber
- ✚ Framework for Regional Employment and Skills Action (FRESA)
- ✚ Regional Spatial Strategy (RSS) for Yorkshire and the Humber

The plan supports key national policy priorities around increasing economic activity through the introduction of Pathways to Work and the contribution that enterprise can make to turning around deprived neighbourhoods through the creation of the Local Enterprise Growth Initiative (LEGI). Ultimately progressing the national aim of 80% employment.

It adds backing to the regional objectives stated in the RES of more businesses that last, competitive businesses, skilled people benefiting businesses and connecting people to good jobs, supporting Yorkshire and Humber to grow faster than competitor regions. As well as complementing the employment policy priorities of the Northern Way. The Northern Way is an initiative to address inequalities between the North and South by encouraging closer co-operation between northern towns and cities. The Northern Way Business Plan 2005-2008 gives precedence to employment related issues through the priorities;

- ✚ bring more people into employment (100,000 on IB into work by 2014),
- ✚ build a more entrepreneurial North (new start businesses to 33 per 10,000 people by 2008).

The Borough Context

The Employment Plan is designed to support the achievement of the employment and business investment priorities of Rotherham's Community Strategy and Rotherham Council's Corporate Plan.

- ✚ **Community Strategy and Corporate Plan,**
 - **Rotherham Achieving** – The Employment Plan sits directly beneath the theme of achieving, specifically supporting Rotherham in becoming a prosperous place, with a vibrant, mixed and diverse economy and the minimising of inequalities between parts of the borough and social groups. Sustaining economic growth by engaging more people particularly from under represented groups and incapacity benefit claimants into the economy, as well as developing competitive growth sectors and working towards the creation of more business start-ups.
 - **Rotherham Learning** – The plan contributes to Rotherham Learning by equipping people for work, with the aim of helping them to continually achieve their full potential in their chosen career(s), and addressing skills shortages, which is a growing concern for the business community. The Employment Plan also supports the learning priority through the encouragement of entrepreneurship and the consideration of growth sectors.
 - The Community Strategy and Corporate Plan are aligned with the needs of the community as identified through the community planning process.

Guiding the Employment Plan are Rotherham's cross-cutting priorities of **Sustainable Development** and **Fairness** through the emphasis that it places on

- ✚ increasing employment rates,
- ✚ increase access and participation rates for vulnerable groups in training and employment opportunities,
- ✚ creating the right conditions to sustain economic growth,
- ✚ ensuring that all fully benefit from economic progress.

The Plan contributes to the delivery of a number of key strategies and plans for the borough:

- ✚ The **Regeneration Plan** sets out the broader picture for driving the continued growth of Rotherham's economy leading to the creation of more and better job opportunities.
- ✚ Rotherham's **Local Area Agreement** provides a number of direct links to employability through job creation, supporting people to access jobs and developing the workforce.
- ✚ The **Workforce Development** Plan assists the borough's workforce, through the development of a skills package which aims to equip Rotherham's businesses with the workforce they require to compete in today's global economy and providing Rotherham people with the skills to progress.
- ✚ The **Neighbourhood Renewal** Strategy adds to the work of this plan by assisting those who are most deprived, particularly through projects aimed at finding employment, raising skill levels, supporting young people and tackling health inequalities.
- ✚ The **Children and Young People's Plan** aids the priorities within the Employment Plan by providing a clear focus on the borough's young people, helping ensure they are prepared to enter employment, reducing those not in education, employment or training and ensuring that educational attainment continues to improve.

There are also linkages with a range of other partnership initiatives and strategies that have implications for employment, including: Skills for Life, Public Health Strategy, Unitary Development Plan and emerging Local Development Framework, Early Years and Childcare, Social Inclusion, Business Support and Incubation Strategy, Cluster Plan, 14-19 strategy, Local Transport Plan and Welfare to Work.

Working in Partnership

Rotherham has a long and well established history of robust partnership working, which have delivered some real achievements in recent years.

The key partnerships involved in the on-going development and delivery of this plan are:

- ✚ The **Rotherham Employability Group** who will lead on the delivery and development of the supply side elements of the Employment Plan. The group support the development of a clear long-term strategy to raise relative employment rates in the borough especially for target groups and areas, as well as the testing and development of novel and tailored labour market interventions. Jobcentre Plus are a key partner for this group with regards to lessons learnt and partnering arrangements for Pathways to Work. The group has a diverse membership, including the Council, Learning and Skills Council, Phoenix Enterprises and Primary Care Trust, full membership is detailed in appendix 3.
- ✚ The **ISY (Investment South Yorkshire) Steering Group** will be a key partner, this group oversee and direct inward investment across South Yorkshire and also bring in the sub-regional JOBMatch service. The group are vital in the achievement of an effective high-quality demand led approach.
- ✚ The **REN (Rotherham Enterprise Network)** support the delivery of this plan through their work focused on fostering an enterprise culture in Rotherham to inspire individuals to start and grow businesses, adding value by combining the strengths of the partners. The REN help to deliver the Business Support and Incubation Strategy. Membership of the REN is detailed in appendix 4.

All three key groups are represented at a strategic level on the Rotherham Achieving Group who will review the plan regularly and assess the longer-term effect on Rotherham's economy. The Achieving Group includes representation from all key public, private and voluntary sector agencies that relate to economic development.

The partnering arrangements for employability will evolve over the lifetime of this plan including the need for improved partnership arrangements with

- ✚ health services to share the benefits of work with their patients
- ✚ the voluntary sector in supporting individuals to develop the skills and experience necessary to enter paid employment and
- ✚ employers to ensure a demand led approach.

It is vitally important that partners across the public, private, voluntary and community sectors continue their involvement and commitment to the objectives and actions.

Where are we now?

Rotherham's economy is at its strongest for many years, there has been new business investment and expansion, creating thousands of jobs and helping to diversify the local economy.

Current business site developments include the Advanced Manufacturing Park, Brookfields Park and Dinnington Colliery Site, jointly set to create over 6,000 jobs and plans are set for the renaissance of Rotherham town centre. A profile of expected developments is detailed in appendix 2. Alongside these major developments the Council and partners continue to support the establishment of new business start ups through the innovative service provision that has been recognised nationally for its excellence as a Beacon for Supporting New Businesses. Support is also in place to help established companies to grow from within. The last few years have seen a trend of increasing numbers of VAT registered businesses in Rotherham, however, this is still below the national and regional averages.

This economic growth offers tremendous opportunities for local people to enter and prosper in employment. Rotherham's employment, unemployment and economic activity rates have all shown significant positive improvements over the last two years with unemployment currently below the national average. However not all areas and people have benefited equally from the economic progress to date. In order to sustain economic growth it is necessary to engage more people from specific under-represented groups in the economy, particularly the economically inactive, lone parents, disabled people, black and minority ethnic community and those located in Rotherham's most deprived neighbourhoods (appendix 5), as well as provide progression opportunities for those in employment, particularly low paid employment. There also continues to be examples of structural weakness in the economy which is still weighted too much towards nationally declining sectors with under-representation of sectors forecast to grow and a high number of low quality employment opportunities.

Education and skill levels in the borough are improving but are still below the national average, for example Rotherham is 7% lower than the national average for qualifications at NVQ3 and above, the level where the majority of new opportunities are being created. The Skills for Life agenda to improve basic skills has also had notable success over the past few years, including the creation of an entitlement for all to acquire Skills for Life. GCSE attainment also continues to improve year on year.









Local Challenges

- High economic inactivity
- Low qualification levels
- Low levels of entrepreneurship
- Disparities between neighbourhoods and communities of interest
- Quantity and quality of employment opportunities
- Changing labour and skills demand
- Graduate and high skill development and retention
- Diversification of the business mix

Where do we want to be?

Vision

“Rotherham will be a prosperous place, with a vibrant, mixed and diverse economy, and flourishing businesses. Inequalities between parts of the borough and social groups will be minimised.”

-  **Business Base** – a vibrant, mixed and diverse economy
-  **Employment rate** – in line or better than the national average.
-  **Unemployment rate** – below the national average
-  **Economic Inactivity** – in line or better than the national average
-  **Deprived neighbourhoods and communities of interest** – reduced disparities
-  **Start-up businesses** – increased rate, closing the gap with the national figure
-  **Skills** – improved skills, entrepreneurial spirit and motivation to achieve and progress
-  **Income** – closing the gap between the UK and Rotherham

How are we going to get there?

To deliver this vision the following objectives have been identified. Derived from analysis of the business environment with alignment to local, regional and national policies.

✚ ***To support and assist the growth of existing businesses and attract new businesses, particularly those in key growth sectors, increasing the quality and quantity of employment opportunities for Rotherham people.***

✚ ***To increase economic activity by***

- ***improving basic employability skills***
- ***concentrating activity on deprived neighbourhoods and groups***
- ***supporting the transition of young people into employment***

✚ ***To increase the number of viable businesses by encouraging entrepreneurship and improving start up rates***

For each objective we have set out the context, current performance and targets and actions for the future.

Through the objectives we aim to ensure that local people benefit from investment planned for Rotherham. Without intervention deprived communities and groups are unlikely to benefit to the levels required and we are working towards removing barriers experienced by these groups in accessing jobs.

The needs of Rotherham's employers are central to the design of this plan and new initiatives to enhance employability. Feedback from Rotherham's businesses suggests that they require new staff to be reliable, flexible, well-presented and committed to ongoing professional development. To satisfy our businesses and meet the requirements of this plan our key agencies must become more responsive to their current and future needs. Many innovative projects have already developed a demand led emphasis, such as the JOBMatch, Academy of Construction Trades, South Yorkshire Employer Coalitions demand led approach and Stepping Stones to Pathways. Our agencies also need to be aware that as businesses modernise the demand for labour and skills changes and the workforce needs to evolve to reflect this change.

OBJECTIVE 1 - *To support and assist the growth of existing businesses and attract new businesses, particularly those in key growth sectors, increasing the quality and quantity of employment opportunities for Rotherham people.*

Rotherham remains over reliant on routine and semi routine occupations compared to the national average and gross weekly earnings are below the national average. As a result there is a focused encouragement of higher value, high-growth business development, including co-ordinated development of employment sites particularly in relation to the identified clusters of advanced metals and manufacturing, creative and digital, business finance and professional services, bioscience and energy and environment. Partners need to ensure that the right infrastructure is in place at the right place and right time, appropriate to market needs and bringing in as much private sector finance as possible to achieve development, building on key assets such as the regeneration of Manvers, Dinnington and the Advanced Manufacturing Park at Waverley. Growth sectors for Rotherham include health and social care, childcare, manufacturing, construction and creative and digital.

The ISY Steering Group oversees the marketing activity to attract investors, which is undertaken by a variety of agencies primarily Yorkshire Forward, Renaissance South Yorkshire and RiDO, targeting international, national and local clients. Various initiatives are being undertaken including international events, the CBI conference and local press. Proposals are also being developed as part of the Lyons review.

Existing companies and new investors are being assisted through an aftercare business support programme aimed at promoting business growth and survival and retaining businesses in the region. Recruitment and employee development support for employers in Rotherham is vital, continued investment is required in JOBMATCH, providing a professional service for employers, linking them to available skilled local labour.



The provision of high quality jobs will help to improve quality of life and health, and reduce the outflow of enterprising and talented people and increase Rotherham's attractiveness to graduates.

TARGETS / INDICATORS

	Baseline	Target
Increase number of new inward investors (including local expansions) (cumulative total)	40-50 (2004)	200 (2010)
Increase number of new jobs created from inward investment per annum (cumulative total)	1,271 (2004/5)	6,335 (2009/10)
Close gap in average earnings between Rotherham and UK	86% (2004)	90% (2010)

Key Actions	Responsibility	Timescale	Comments, progress and issues to-date.
Implement a SY wide inward investment and marketing programme and a plan specifically focused on Manvers	ISY, RSY, RiDO	2007	
Develop a programme supporting recruitment and training activity within local businesses and new investors to support the creation of local employment opportunities	JOBMatch	On-going	JOBMatch programme continues to develop
Prepare and implement a 'business aftercare' plan with named key account managers for companies already located in Rotherham in conjunction with Rotherham Chamber, Yorkshire Forward and Renaissance South Yorkshire	RiDO, RSY, Rotherham Chamber	2006	First phase of companies are entering into process
Develop and implement cluster plans for Rotherham, to target the creation of higher paid jobs	RSY, RiDO	2006	
Develop key investment sites within the borough: <ul style="list-style-type: none"> Manvers (including Manvers Lakeside / Brookfields Park) Dinnington Colliery Site Rother Valley Country Park Rotherham Town Centre Advanced Manufacturing Park Including working with developers to provide products required by the market	RiDO	2006-2010	Timescale as per development site
Work with Rotherham businesses to support their growth and development including increasing their capacity to access local supply chains, particularly those of RMBC, PCT and new investors.	BLSY, Rotherham Chamber, Rotherham Partnership, RMBC	2006-2010	Link to LEGI proposal and RMBC procurement strategy
Develop business tourism to raise the profile of Rotherham	RiDO, private sector	2006-2008	See Rotherham Tourism Plan 2005/08
Development of local Employment Plans for major business sites to include development, construction and occupier, focusing on the employment of local labour and use of local businesses.	RMBC, private sector, local community partnerships	As per planning agreement	Link to LAA proposal re: S106 agreements
Work with businesses to increase the number of graduate level opportunities available and their attractiveness to graduates. Including promotion of the JIGSAW project.	Graduates Yorkshire, BLSY, RiDO, LSC, Aim Higher	On-going	
Support employers in meeting the Disability Discrimination Act and other anti-discrimination legislation and being aware of their legal responsibilities	Rotherham Chamber	On-going	
Assist the development and introduction of the LDF (Local Development Framework), particularly in relation to allocating employment sites to support sustainable communities and meet the needs of the market	RMBC, Employability Group	2007	
Work with businesses and individuals to develop the workforce through effective Information Advice and Guidance	Nord Anglia TDS	2006-2007	Link to IAG strategy and action plan for S.Yorks

OBJECTIVE 2 – To increase economic activity by

-  **improving basic employability skills**
-  **concentrating activity on deprived neighbourhoods and groups**
-  **supporting the transition of young people into employment**

A key challenge is to increase economic activity for deprived groups and neighbourhoods through a combination of increasing employment opportunities and improving skills and work experience. This would both boost economic growth and tackle issues of social exclusion. Key actions are focused around the development of new initiatives to help people who are economically inactive to find and keep work as well as supporting those in employment to retain their positions. Initial work will focus on early interventions to reduce the average time on Incapacity and other benefits.

The long-term economically inactive tend to have multiple, complex and difficult barriers to overcome, requiring specialist and individual support. Thus establishing personalised programmes of support, enabling individuals to acquire skills and attributes to move from benefits into work is of high priority. National figures show that nearly 40% of Incapacity Benefit claimants have some form of mental health challenge and this may be a secondary illness. To assist these clients into employment, support would be needed from a wide range of agencies including health specialists as well as support for employers to better understand condition management. GPs also play a vital role by encouraging patients and demonstrating the benefit of work as a route back to good health. This approach will be embedded in the developing Condition Management Programme.

Supporting the transition of young people into employment will help develop a higher skill base as well as act as a preventative measure to entering economic inactivity. We need to ensure that young people are prepared for skilled employment, further learning or higher education through working closely with schools, colleges and employers. Young people also need to be encouraged to enter non-traditional job roles.

Work remains the best route out of poverty, but employment needs to be sustained and progression into better and higher-paid jobs needs to take place.

Addressing the community needs of –

- *Breaking down barriers that prevent people accessing employment opportunities*
- *Providing support and employment opportunities for 'hard to reach' communities*

TARGETS / INDICATORS

	Baseline	Target
Assist people living in the 20% worst wards nationally for employment deprivation, who have been claiming for 12-59 months; off incapacity benefit (IB) and into long term sustainable employment (16+ hours per week for 13+ weeks) and to reduce the percentage of working age population claiming IB in 3 specified NRS target areas. (*to be agreed during the LAA negotiations)	R - 2,735 IB claimants in target wards claiming for 12-59 months. Working age population claiming IB Central 37.0% Dinnington 32.9% Wath 31.5%	* R - 2,214 Central 32.0% Dinnington 27.9% Wath 26.5%
Reduce level of economic inactivity to UK average by 2010	1.3% above UK average (March2005)	UK average (2010)
Reduce number of 16-18 year olds not in education, employment or training **target may be re-negotiated during LAA negotiations	8.7% (2004)	6.7%** (2010)

Key Actions	Responsibility	Timescale	Comments, progress and issues to-date.
Develop and consider expansion of Stepping Stones to Pathways approach to other areas of deprivation	Phoenix, Chamber, RMBC, JOBMatch	2006-2010	Links to LEGI proposal
Implement and develop Pathways to Work and the Condition Management Programme	JCP, PCT	2006-2007	Part of national programme
Promote successes and share best practice of projects challenging traditional routes into employment such as Ambition Health and Equip	Employability Group	Ongoing	
Develop Intermediate Labour Market programmes focused on target neighbourhoods and groups	Employability Group, JCP	2006-07	
Support and influence the development and delivery of the Mental Health inclusion plan for employment	Employability Group, PCT	2006	
Development of preventative measures to stop people entering IB, through the Healthy Workplaces initiative	RMBC/RPCT – HR	2006-2010	See Public Health Strategy
Development of the Investor in Education programme to promote a better understanding of the world of work for all young people	14-19 group, Rotherham Chamber, RMBC, Lifetime	2006-2010	
Development of vocational qualifications and alternative curricula for those disaffected with school	14-19 group, RMBC	2006-07	
Support schools in key stage 3 and 4 to develop employability skills to support transition to the labour market	Lifetime, 14-19 group	2006-07	
Supporting employers to better understand the business and social benefits of employing people from diverse communities and backgrounds and the benefits of adopting flexible working arrangements and other positive action to open up job opportunities to a wider pool of talent	Employability Group	2006-08	
Development of effective partnerships to support client recruitment and job access, particularly with the health services, voluntary and community sector and sub-regional, regional and national partners	Employability Group	2006-10	Changing needs of client group
Work closely with the DWP to better understand the needs of key groups	Employability Group	2006-10	Use of GIS to inform policy development
Improve transport access to employment and education opportunities from Housing Market Renewal and Neighbourhood Renewal areas	Local Transport Plan Group	2006-10	See LTP
Increase the quality and quantity of childcare provision within Rotherham, including the development of Children's Centres in deprived neighbourhoods	Early Years and Childcare Service	2010	See Early Years and Childcare Plan
Supporting Rotherham people to access job opportunities within growth sectors, including Construction, Health and Social Care and Childcare	Employability Group	Ongoing	Link to IAG strategy and action plan for S. Yorkshire
Progress skills coaching to improve the skills of jobseekers and benefit claimants, improving their chances of sustained employment	LSC, JCP	2006-2010	
Progress the 'Skills for Life' (Language, literacy and numeracy) agenda and support achievement of starter skills qualifications for those seeking to improve their immediate and long term employment prospects	Rotherham Adult Learning partnership group	2006-10	See LSC plan, Comm Strategy, 2006-10 NRS

OBJECTIVE 3 - To increase the number of viable businesses by encouraging entrepreneurship and improving start up rates

Rotherham is below the national average for business start-ups per head of population and we aim to reduce this disparity. Small and medium sized enterprises is a key growth area for the Rotherham economy and we are committed to supporting this growth, building on previous successes, including well established RiDO Business Centres in the borough, assistance for young people from Rotherham Youth Enterprise, Rotherham Chambers start-up training, the set up of the Rotherham Enterprise Network and the business support activities of Business Link South Yorkshire, Rotherham Council, Rotherham Chamber and others.

New businesses set up in Rotherham provide sustainable employment opportunities for local people and add support to the transformation of deprived neighbourhoods. We need to ensure that self-employment and establishing businesses (including social enterprises) is considered a viable option for deprived neighbourhoods and groups. Further development of social enterprise in Rotherham will have a positive effect on Rotherham's communities driving economic and social development, stimulating wealth creation through new jobs and economic trading, bringing new incomes into the local economy, providing physical improvements and providing a bridge back to permanent employment for those furthest from the job market.

To help address entrepreneurship additional investment is being made in Rotherham schools embedding a culture of enterprise from an early age and we intend to maximise this investment.


The actions identified complement the general principle underpinning the Local Enterprise Growth Initiative (LEGI) which is to stimulate economic activity and productivity through enterprise development.

Addressing the community needs of –

- *further develop local industrial/commercial/business centres*
- *develop infrastructure to support self employment / business start-up*
- *developing a culture of community and social enterprise*

TARGETS / INDICATORS

	Baseline	Target
Increase annually the net number of VAT registered businesses	60 (2004/05)	100 pa (06/07 - 09/10)
Increase the number of new business start-ups (BLSY figures with RiDO Business Centres) *target to be agreed during LAA negotiations	205 new start-ups (2004/5)	TBC*
Improve the survival rates of new start up businesses after 3 years (supported by RiDO Business Centres)	74% (2004)	85% (2010)
Increase the number of young people benefiting from business enterprise activity	1,200 (2005)	2,000 (2010)

Key Actions	Responsibility	Timescale	Comments, progress and issues to date
Progress the LEGI proposal for Rotherham	LEGI Group	2006-07	Bid to be submitted in round 2
Implementation of the business support and incubation strategy	RMBC	2007	
Promotion of existing premises and business support available to new starts	REN	Ongoing	
Investigate the feasibility of new business support premises within the town centre providing support for the retail sector	REN	2006-2010	Links to LEGI proposal
Investigate feasibility of the development of an enterprise hub	REN	2006-2010	Links to LEGI proposal and UKBI BID fund
Implement and develop the schools enterprise programme	RMBC, Chamber, Lifetime	2006-2010	
Continue to deliver, expand and promote the support provided by Rotherham Youth Enterprise	RMBC	2006-10	
Work in partnership with local communities, empowering them to develop social enterprise initiatives	RSEU, BLSY	2006-10	
Development of a 16-19 pathway to enterprise	RMBC, Rotherham Chamber, RCAT, Lifetime	2006-2010	Subject to LEGI funding
Progress the development of new business support premises at  Dinnington Magna	RIDO	2006-2010	Links to LEGI proposal
Work with local universities and colleges to promote graduate enterprise	REN, RYE	2006-2010	Links to RYE programme
Promote the benefits of business start up to under-represented groups including BME communities, women and disabled people.	REN	2006-2010	

Resources

Resources to deliver the objectives set out in this plan derive from a mixture of mainstream, partner and external funding. From 2006 much of this funding will begin to become aligned with the introduction of Rotherham's Local Area Agreement. Major sources of funding include the Learning and Skills Council, Objective 1, JobCentre Plus, Single Pot, Neighbourhood Renewal Fund and Single Regeneration Budget. Significant contributions are also made from partners in the voluntary and community sector and PCT.

Rotherham Council also plan to submitted a bid to LEGI (Local Economic Growth Initiative) an ODPM scheme focused on enterprise activities in areas of deprivation, the work proposed will, if funded, make a significant contribution to the objectives of the Employment Plan.

To deliver the plan significant investment is also required from the private sector, to develop sites and premises for business use and ultimately invest in businesses and the people of Rotherham.

Summary of proposed resource allocation (2006-2010):

<i>Funding Source</i>	<i>Amount</i>	<i>Comments</i>
Jobcentre Plus, Pathways to Work	TBC	Budget not known at present, 16 advisers will be employed in Rotherham
PCT, Condition Management Programme	TBC	Commissioning in process, budget not known at a borough level
NRF	TBC	£400,000 expected to be allocated to Employability, £270,000 expected to be allocated to Enterprise
Phoenix, Stepping Stones	£725,000	SRB and Neighbourhood Pathfinder funds
National Employment Panel Funding	TBC	Proposed £25,000
Other sources of funding to support the employment agenda over the period 2006-10 include RMBC core funding, objective one, SRIP, SRB and JOBMatch. LEGI funding will also be bid for.		

Consultation

The Employment Plan has been prepared in full consultation with the multi-agency Employability Group as well as with key partners on the REN and ISY.

The strategy builds on substantial consultation carried out in Rotherham over recent years including community planning and consultation exercises undertaken during the refreshing of the Community Strategy and Corporate Plan. This has also been supplemented by the recent independent analysis of deprivation conducted by the Oxford Consultants for Social Inclusion.

The Plan will continue to evolve through ongoing consultation with the client group which is being continually undertaken by advisors working within Rotherham communities, a recent example of this is the recruitment of trainee advisors from the community they are working within and they are helping to shape the services they are delivering. Wider views of Rotherham's communities will also be tracked through Rotherham Reachout (the borough's citizen's panel) and the annual Quality of Life survey as well as any learning from Rotherham's specialist group which represent communities of interest, e.g. REMA and Rotherham's Women's Strategy Group.

Measuring and evaluating performance

The Plan provides a collaborative, unified approach to tackling worklessness in Rotherham, it will be reviewed regularly to reflect changes in the environment.

This strategy has been developed by partners represented on the Employability Group and REN, delivery will be co-ordinated by these groups. Where appropriate action plans will be developed for large scale projects such as Stepping Stones to Pathways, the implementation of Pathways to Work and projects proposed through LEGI.

Monitoring will take place through the Employability Group and REN on a regular basis, with reports on actions and key projects at least twice per year. Performance indicators where appropriate will be reported on quarterly through the Council's corporate performance management system. The Rotherham Achieving group will receive twice-yearly reports on the progress of the plan and will assess the overall longer-term effect on Rotherham's economy.

It is expected that the context for this plan will continue to change as new UK and European policies are developed and local and regional circumstances change. The strategy and action plans will be reviewed on an annual basis to take account of the changing economic environment.

Appendix 1 – Labour Market Information for Rotherham

1.i - Comparison of Annual Population Survey and Claimant Count data for Rotherham, SY, Y&H and GB, 2004/05

	Rotherham		South Yorkshire		Yorkshire & Humber		Great Britain	
	Dec-04	Mar-05	Dec-04	Mar-05	Dec-04	Mar-05	Dec-04	Mar-05
% Employed	75.0	74.0	71.0	71.5	73.9	74.1	74.4	74.5
% Active	78.0	77.0	75.2	75.5	77.5	77.5	78.2	78.3
% Inactive	22.0	23.0	24.8	24.5	22.5	22.5	21.8	21.7
Unemployment rate	3.9	3.9	5.5	5.3	4.6	4.4	4.8	4.8
	Dec-04	Dec-05	Dec-04	Dec-05	Dec-04	Dec-05	Dec-04	Dec-05
Claimant count	3258	4488	18177	22052	68672	82514	782349	865512
Claimant count rate	2.1	2.9	2.3	2.8	2.2	2.7	2.2	2.4

Source: ONS NOMIS Crown Copyright.

1.ii - Economically inactive population comparison from Local Area Labour Force Survey

Apr 2004 - Mar 2005							
GB	SY	Y&H	Barnsley	Doncaster	Rotherham	Sheffield	Inactive - category
23.8	28.9	25.1	36.5	33.1	18.8	28.2	want job
76.2	71.1	74.9	63.5	66.9	81.2	71.8	don't want job
25.2	32.6	29.1	43.6	37.4	19.8	31.4	male want job
74.8	67.4	70.9	56.4	62.6	80.2	68.6	male don't want job
23	26.3	22.4	31.4	30.4	18.1	25.6	female want job
77	73.7	77.6	68.6	69.6	81.9	74.4	female don't want job
0.4	0.6	0.4	!	1.5	!	!	Not looking - Discouraged
7.3	12.5	9.3	18.4	15.5	6.1	11.3	Not looking - Long-term sick
6.3	7.1	6	4.8	8.6	6.3	7.6	Not looking - Carer
2.7	2.7	2.5	2.3	1.8	1.8	3.6	Not looking - Student
4.6	4.7	4.6	7.9	4.6	2.2	4.5	Not looking - Other

Source: ONS NOMIS Crown Copyright.

! - Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2).

1.iii - Education and skills levels

	Rotherham (%)	Yorkshire and The Humber (%)	GB (%)
NVQ4 and above	17.3	22.3	25.2
NVQ3 and above	36.1	41.2	43.1
NVQ2 and above	55.4	60.1	61.5
NVQ1 and above	74.4	76.3	76.0
Other Qualifications	6.7	7.7	8.8
No Qualifications	18.9	16.0	15.1

Source: local area labour force survey (Mar 2003-Feb 2004)

1.iv - Rotherham Incapacity Benefit and Severe Disablement Allowance Data, May 2004 (DWP)

Ward Name	All Claimants	IB Claimants	SDA Claimants	Under 30	30-39	40-49	50-59	60 and over	Males	Females	Less than 12 months	12-23 months	24-59 months	60 months and over	Census Population Aged 16-64 (2001)	Claim rates
Herringthorpe	940	805	130	120	170	225	305	120	565	370	115	100	210	510	5479	17.16%
Central	760	665	90	110	175	190	205	75	475	290	110	90	180	375	5094	14.92%
Park	840	750	85	100	170	200	245	120	550	290	130	100	190	420	6108	13.75%
Greasbrough	690	600	90	75	130	140	240	100	425	260	90	70	155	375	5293	13.04%
Dalton, Hooton Roberts and Thrybergh	1010	895	120	100	165	255	345	145	640	375	130	110	205	565	8473	11.92%
Wath	745	650	95	75	130	155	270	115	465	280	105	65	175	405	6739	11.06%
Rawmarsh East	690	610	75	90	125	150	225	100	425	265	90	85	170	350	6252	11.04%
Brampton, Melton and Wentworth	625	570	50	55	95	145	230	100	380	250	80	50	135	365	5759	10.85%
Swinton	760	685	75	70	125	155	255	155	460	300	105	70	170	415	7212	10.54%
Thurcroft and Whiston	635	540	95	65	105	120	235	115	365	270	85	65	130	355	6091	10.43%
Rawmarsh West	680	590	95	75	110	150	225	120	430	250	85	60	165	370	6556	10.37%
Maltby	1090	950	140	90	160	240	405	195	685	400	145	100	230	615	11014	9.90%
Boston	575	525	55	70	105	120	205	75	365	215	90	50	155	290	5995	9.59%
St. John's	615	560	60	65	95	135	240	90	380	230	80	75	135	325	7227	8.51%
Kimberworth	595	525	65	45	90	155	210	90	380	215	65	60	135	335	7060	8.43%
Thorpe Hesley	565	515	55	45	90	125	235	75	340	225	75	40	120	325	6944	8.14%
Brinsworth, Catcliffe and Treeton	705	635	70	65	105	150	250	135	425	280	90	75	170	380	8673	8.13%
Aston, Orgreave and Ulley	740	660	80	55	105	155	285	135	430	305	95	70	185	385	9881	7.49%
Bramley, Ravenfield and Wickersley	735	645	95	35	100	145	290	160	450	285	90	70	150	425	11265	6.52%
Broom	350	310	45	30	45	70	135	75	215	140	50	35	75	195	5889	5.94%
Kiveton Park	395	345	50	25	60	80	155	75	225	170	50	35	85	230	6711	5.89%
Anston and Woodsetts	425	390	35	30	55	75	175	90	250	175	50	50	110	215	7548	5.63%

Appendix 2 – Proposed Business Site Developments

Employment Opportunities:

- ✚ Advanced Manufacturing Park, Waverley. A 40 hectare site which when developed will act as a focal point for advanced manufacturing and metals related research and activity in the region. 4,500 jobs are expected.
- ✚ Dinnington Colliery Site. A £70m investment led by Renaissance South Yorkshire, which includes Johnston Press who will bring 60 jobs from Sheffield and create 60 additional jobs. The site has the potential to create 500-1,000 jobs.
- ✚ Brookfields Park, Manvers. The last Enterprise Zone in the UK which once developed a further 2,000 jobs could potentially be created. Garnett Dickinson are currently constructing a new state of the art printing and publishing facility on site.
- ✚ YES Project, Rother Valley. The project has the potential to create 2,700 jobs with an investment of £350m, bringing a whole new leisure experience into the area.
- ✚ Town Centre. £2b project that plans to transform Rotherham Town Centre over the next 25 years.
- ✚ Magna, Junction 34 Business Park. A 19 Ha site on the former steelworks around the Magna building. Purchased from Corus by Jaguar Estates Ltd. Potential for phase one of 4,200 sq m to be developed with Objective 1 support. Total investment value £8.8m and 170 jobs
- ✚ Lakeside, Manvers. £100m investment by Express Parks to provide a mixed use site to include business, residential and a golf course.
- ✚ Beighton Colliery Site. 17 acres of industrial and commercial development. Site reclaimed for development by RSY and ready in 2006 – Now sold to Finnegans development company.

Appendix 3 - Rotherham Employability Group, Terms of Reference and Membership (January 2006)

Name of Group:	Employability Group
Accountable to:	Rotherham Partnership and Rotherham MBC
Primary Purpose:	<p>Develop, co-ordinate and over-see the delivery of the employment Local Public Service Agreement (LPSA) agreed by RMBC and the Government's Department of Work and Pension - namely to narrow the gap between Rotherham's employment rate and the national figures by one percentage point during the period of the LPSA.</p> <p>Enhance the availability, flow and sharing of labour market information, particularly the identification of high skill demand sectors that could provide the best employment opportunities.</p> <p>Improve networking and the exchange of ideas and experiences (including good practice) on improving employment rates.</p> <p>Develop policies to improve the co-ordination between the different services responsible for integrating the unemployed into the labour market.</p> <p>Test and develop, novel and tailored interventions to improving the local employment rate.</p> <p>Develop the implementation plan for the Neighbourhood Renewal Strategy (NRS) and oversee the commissioning of new Neighbourhood Renewal Fund (NRF) projects under the theme of "improving the economic position of the economically disadvantaged to achieve sustainable employment".</p> <p>Consider progress and provide strategic direction for the Stepping Stones to Pathways pilot project.</p> <p>On the basis of the above, support the development of a clear, long-term strategy to raise relative employment rates in the Borough especially for target groups and areas.</p>
Composition of Group:	The Group brings together the different agencies in the public and private sectors responsible for getting local people into work in the Borough.
Lead Officer:	Richard Poundford – RMBC
Frequency of Meeting:	Six weekly
Reporting Mechanism:	<p>Quarterly reports on progress in achieving LPSA target to: Rotherham Partnership and RMBC Performance and Quality Team (that leads on the overall LPSA).</p> <p>Quarterly progress reports on the employability NRF projects to the Local Economic Development Partnership Spoke of the Rotherham Partnership.</p>

Membership

Azizzum Akhtar	Phoenix Enterprises
Peter Butters	Phoenix Enterprises
StJohn Deakin	South Yorkshire Employer Coalition
Fiona Featherstone	Lifetime
Andrew Fellows	Policy, Chief Executive's Department
Jackie Frost	Head of Youth Enterprise and Employment Issues
Ian Gascoigne	Construction Co-ordinator
David Gibson/Helen Gorner	Learning and Skills Council
Debbie Heath	VAR
Craig Jaques Newton	Adult Services
Jeanette Lane	Children and Young People's Services
Shamsa Latif	Job Centre Plus
Jenny Lawless	Lifetime
Simeon Leach	RiDO, Economic Strategy
Norma Lehtonen	Social Services, Teenagers to Work
Peter Little	South Yorkshire Employer Coalition
Di Mosley	Rotherham Partnership
Richard Poundford	RiDO (Chair)
Neil Rainsforth	Forward Planning
Julie Roddis	South Yorkshire Learning Network Manager
Rachel Siddall	RiDO, Economic Strategy
Clare Warne/Sarah Wilkinson	RiDO, Job Match
Jeff Wharfe	Rotherham Partnership
Steve Hawkins	Rotherham PCT
Sandra Wright	Early Years and Childcare
TBC	Neighbourhood Development Services

Membership updated 01/08/05

Appendix 4 - Rotherham Enterprise Network, Terms of Reference and Membership (January 2006)



Aims:

Bringing together Partner agencies to foster an enterprise culture within the Rotherham area to inspire individuals to start and grow businesses.
To develop an effective business support process and add value to it by bringing together the combined strengths of the respective Partners.

Specific Objectives:

- To map business support provision for start-up and incubation in Rotherham, and to identify gaps and future requirements.
- To share ideas on new initiatives, and working with funding organisations, work towards a more cohesive strategy that avoids duplication of delivery.
- To provide a forum to agree, develop and implement initiatives that are in line with local and regional strategy, and that provide a “task and action” function for the LEDP.
- To develop, where appropriate, operational responses to national and regional start-up consultation.
- To provide a means by which potential start-ups can more easily access a seamless provision of business support.
- To communicate clearly the purpose and activities of the Rotherham Enterprise Network.
- To provide a forum that keeps up to date with local, regional and national business support developments and communicates these effectively across the partnership and to the marketplace.
- To identify and develop strong links with secondary and tertiary education to promote awareness and inspiration for entrepreneurship.
- To ensure that the REN meets the requirements of the Rotherham Objective One Enterprise Development project, and the Business Support and Incubation Strategy (Zernicke 2004).

Core Network Members:

Business Link South Yorkshire

Main Contact: Gary Skelley – Enterprise Manager
Tel: 01226-784401
Email: gskelley@blsy.com
Other Contact: Gavin Hine - High Growth Start-Up Team Leader
Tel: 01226-784409
Email: ghine@blsy.com

Chamber Enterprise Division:

Main Contact: Gary Dunne - Enterprise Manager
Tel: 01709 – 386287
Email: g.dunne@rotherhamchamber.org.uk
Other Contact: Christine Millward
Tel: 01709-389234
Email: c.millward@rotherhamchamber.org.uk

Rotherham Investment & Development Office

Main Contact: Paul Woodcock Business Development Manager
Tel: 01709-372099
Email: paul.woodcock@rido.org.uk
Other Contact: Geoff Link - Enterprise Manager
Tel: 01709-372099
Email: geoff.link@rido.org.uk

Rotherham Youth Enterprise

Main Contact: Jackie Frost- Head of RYE
Tel: 01709-515410
Email: Jackie.frost@rotherham.gov.uk

Rotherham Partnership (Achieving)

Main Contact: Jeff Wharfe- Achieving Manager
Tel: 01709-823818
Email: jeff.wharfe@rotherham.gov.uk

Yorkshire Forward

Main Contact: Liz Gorsen Business Development Executive
Tel: 0113-3949754
Email: liz.gorsen@yorkshire-forward.com

Objective One South Yorkshire

Main Contact: Karen Bailey- Development Manager
Tel: 01709-763639
Email: karenbailey-goyh@go-regions.gov.uk

Rotherham Social Enterprise

Main Contact: Daniel Madner- Business Adviser
Tel: 01709-820208
Email: dmadner@phoenixent.org.uk

Additional Members:

IDP Areas - Maltby Thurcroft

Main Contact: Fiona Humpage Business Support Officer
Tel: 01709-702897
Email: fiona.humpage@rotherham.gov.uk

Business Education South Yorkshire

Main Contact: Gillian Beeley Chief Executive
Tel: (01709) -336700
Other Contact: Beryl Henshaw
Tel: 01709 336700
Email: beryl.henshaw@be-sy.co.uk

South Yorkshire Investment Fund

Main Contact: Suzanne Tinkler
Tel: 01709-386381
Email: suzannet@syif.com

Rotherham College of Art & Technology

Main Contact: Chris Stanbra Director of Corporate Services
Tel: 01709-722707
Email: cstanbra@rotherham.ac.uk
Other Contact: David Wadkin Head of Workplace Learning Development
Tel: 01709-362836
Email: dwadkin@rotherham.ac.uk

Rotherham Ethnic Minority Alliance

Main Contact; TBC
Tel: 01709-720744
Email: team@rema-online.org.uk

Appendix 5 - Deprived Neighbourhoods

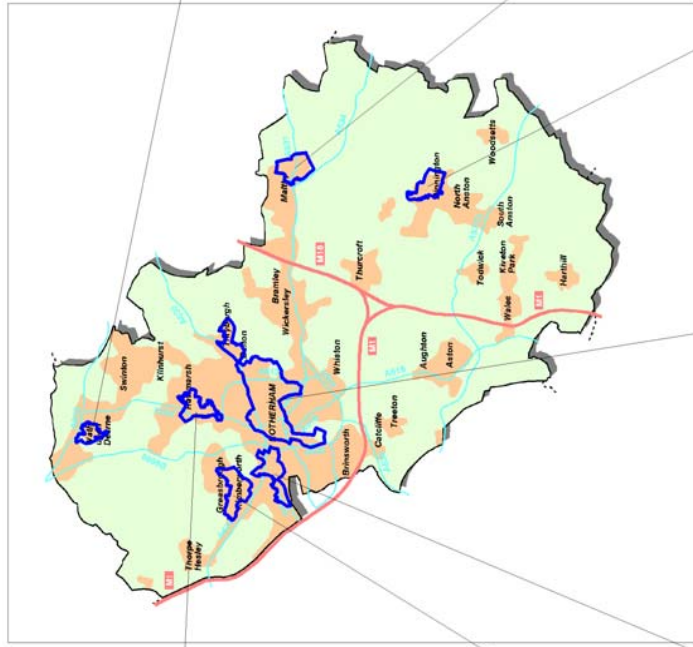
RAWMARSH



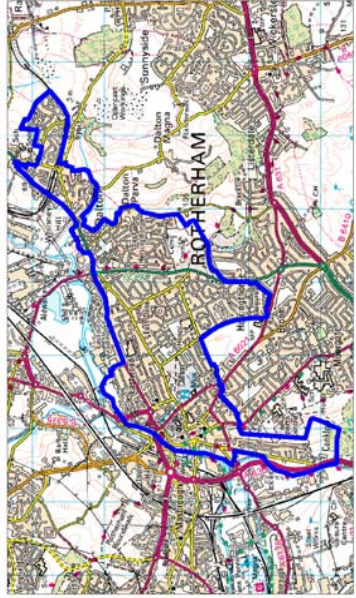
KIMBERWORTH PARK



MASBROUGH



CENTRAL



WATH



MALTBY



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