

CABINET MEMBER FOR COMMUNITY COHESION

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

Date: Monday, 27 March 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 as a matter of urgency.
3. Apologies for Absence.
4. Declarations of Interest.
5. Minutes of the meeting held on 27th February, 2006 (herewith). (Pages 1 - 3)
6. Neighbourhood Renewal Strategy (report herewith and presentation by Andrew Towleron, Policy and Research Manager) (Pages 4 - 37)
7. Consultation Draft Older Persons Strategy for Rotherham (report herewith) (Pages 38 - 59)
8. Community Empowerment Network (report herewith) (Pages 60 - 75)
9. Social Inclusion Framework (Presentation by Asim Munir, Principal Community Involvement Officer)
10. Date and Time of Next Meeting - Monday, 24th April, 2006 at 10.00 a.m.

CABINET MEMBER FOR COMMUNITY COHESION
Monday, 27th February, 2006

Present:- Councillor Robinson (in the Chair); Councillors Ali and Burton.

An apology for absence was received from Councillor Sangster.

81. DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

82. MINUTES OF THE MEETING HELD ON 30TH JANUARY, 2006

Resolved:- That the minutes of the meeting of the Cabinet Member for Community Cohesion held on 30th January, 2006 be approved as a correct record for signature by the Chairman.

83. PROPOSALS N.R.F. AND COMMUNITY CHEST

Deborah Fellowes, External and Regional Affairs Manager, gave an update report on the third element of the N.R.F. proposals, the Community Chest.

It was suggested that the Community Chest element be sub-contracted to an organisation to manage on behalf of the Rotherham Partnership, subject to a small management fee of between 5% - 10%.

From discussions to date it was proposed that an organisation such as Voluntary Action Rotherham, who already had the structures, knowledge and skills to manage the project, be approached directly to deliver this service.

However, a brief, clearly outlining what would be required, would now be written for the Community Chest management to be put out to a competitive bid, as Voluntary Action Rotherham's proposed management fee was greater than 10%.

Resolved:- That the information be noted.

84. NEWSNIGHT FEATURE ON DIVERSITY IN ROTHERHAM

Colin Bulger, Head of Policy and Partnerships, gave a verbal report on the proposed Newsnight feature on Diversity in Rotherham.

Every effort was being made to contact the producer of the show to ensure that filming was relaxed without any cause for tension or concern.

Councillor Ali, Senior Adviser for Community Cohesion, was in receipt of an e-mail suggesting that filming to introduce the area and set the context

would begin from 28th February, 2006. The date for this to be shown on television was yet to be confirmed.

Members were mindful of the topical events that had been reported and saw this as an opportunity to ensure the right image was promoted with balanced reporting.

Resolved:- That the information be noted.

85. RURAL STRATEGY

Colin Bulger, Head of Policy and Partnerships, submitted a report outlined how the Council was currently addressing the "rural agenda" and the main rural policy challenges in response to the Year Ahead Commitment (7).

The report also put forward key priorities that would need to be addressed when developing the Rural Strategy itself in order to improve the economic, environmental and social well-being of areas of Rotherham that faced rural issues.

The position statement outlined the key national and regional issues affecting rural policy development in Rotherham. It covered rural definition, looked at the profile of Rural Rotherham and examined how the Council was addressing service provision, strategy development and involvement/inclusion. In line with the Corporate Plan commitment, the report set out key issues that would need to be addressed when taking forward the development of a Rural Strategy.

Particular reference was made to Rural Rotherham, the national and regional policy context, the Council's approach to rural issues, how Rotherham was performing and the way forward.

Resolved:- (1) That the development of a Rural Strategy based on the recommendations set out in Section 7 of the position statement, to be delivered by end of May, 2006, be agreed.

(2) That the involvement of Programme Areas in developing the Rural Strategy be agreed along with a steering group being established, chaired by the relevant Cabinet Member.

(3) That a further report be submitted in April 2006 outlining progress and presenting a draft Rural Strategy.

86. RMBC/VAR LIAISON GROUP

Members welcomed to the meeting representatives of Voluntary Action Rotherham (V.A.R.), Janet Wheatley (Chief Executive), Peter Broxholme (Chair) and Keith Dodson.

Janet Wheatley gave a presentation to the meeting on V.A.R.'s progress

to date.

Janet Wheatley provided in-depth detail and drew particular attention to:-

- South Yorkshire Investment Plan.
- Local Area Agreement.
- Voluntary Sector Strategy.
- Research into future of Neighbourhood Level infrastructure in Rotherham.
- General V.A.R. Update.

Members welcomed the good work and the achievements so far and the need for the progress to be sustained.

A question/answer session ensued and the following issues were raised:-

- B.M.E. Network Co-ordinator, which would safeguard activity to support the B.M.E. community.
- Need for liaison for cross cutting issues for communities of interest work.
- V.A.R.'s proposals for the South Yorkshire Investment Plan.
- Close working of the Local Area Agreement.
- Pooling of funding streams via the Council.
- Revised version of the Voluntary Sector Strategy out for consultation.
- Current roles of existing Community Development Workers.
- V.A.R. Chair of Proud spoke and the secondment of a Council employee.

Resolved:- (1) That representatives of Voluntary Action Rotherham be thanked for their attendance.

(2) That the information contained in the presentation be noted.

(3) That a further Liaison Meeting take place on Monday, 26th June, 2006 at 11.00 a.m.

(4) That further liaison meetings take place during October, 2006 and February, 2007.

87. DATE AND TIME OF NEXT MEETING

Resolved:- That the next meeting of the Cabinet Member for Community Cohesion take place on Monday, 27th March, 2006 at 10.00 a.m.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1. Meeting:	Delegated Powers – Community Cohesion
2. Date:	27th March, 2006
3. Title:	Neighbourhood Renewal Strategy
4. Programme Area:	Chief Executive’s Department

5. Summary

This report invites Members to consider and endorse Rotherham Partnership’s Neighbourhood Renewal Strategy. The Strategy seeks to ensure that all communities benefit from the delivery of the Community Strategy by addressing root causes of deprivation and driving forward improved services, co-ordination and delivery at neighbourhood level.

6. Recommendations

Members are asked to:

- 1. To consider and endorse the Neighbourhood Renewal Strategy.**
- 2. Note its implications for service delivery and policy development.**
- 3. Notes and agree the revised timetable for finalising the under-pinning action plans.**
- 4. Note that the report will be submitted to the next LSP Board**

7. Proposals and Details

Rotherham's current Neighbourhood Renewal Strategy was agreed in July 2004, and intended to cover the period 2004 to 2010.

An integral part of the Community Strategy, it seeks to ensure that all communities benefit from the economic, social and environmental progress in the Borough by addressing root causes of deprivation and driving forward improved services, co-ordination and delivery at neighbourhood level.

Previously members wished for some changes in the description of NRS areas – this has been addressed in the revised strategy.

In its September Board meeting, Rotherham Partnership Board agreed to a refresh of the Neighbourhood Renewal Strategy to, with a particular focus on

- Improving its alignment with new Community Strategy following its refresh
- Strengthening targeting and develop local indicators - at the time the original NRS was being developed, available information to support targeting and develop local indicators was limited.
- Reflect and incorporate the raft of new national policy and good practice in relation to neighbourhood well being.

The draft NRS was reported to CMT and Cabinet and RP Board in November. The Board welcomed the draft NRS, including the overarching strategic framework, and the targeting of communities of place and interest.

It was also agreed that the draft NRS should be the subject of further consultation to develop and fine-tune the text, and ensure alignment with the LAA which at that time was at an early stage of development.

The draft NRS was then circulated widely to regeneration partners (including all RMBC Executive Directors). The deadline for comments has now passed.

On the whole the comments received were positive, and where changes to the text suggested these mainly minor in nature relating to points of detail. The more substantive comments received were

- The draft NRS under-stated the key role of improving the environment in neighbourhood renewal and the wider 'liveability agenda'
- Reference should be made to the key role of the voluntary and community sector in the delivery of neighbourhood services (this was the original Strategy but omitted from the draft)

The Strategy has been amended to reflect these comments.

The Strategy has also been amended to incorporate the key themes from the LAA, and the LAA's key role in its delivery.

Changes have also been made to text supporting each of the communities of place (see section 4). These changes mainly reflect the extension of the target neighbourhoods (from 20% most deprived to 25%) and agreed at RP's November Board meeting, many of which there is limited robust data available from consultation exercises such as community planning.

A copy of the draft NRS is attached.

The detailed actions plans for the target communities of interest and place (see Section 7) will be finalised following agreement to the framework and presented to the Rotherham Partnership Board at its next meeting in July 2005.

The development and implementation of which is a key priority in the Community Strategy and Corporate Plan.

8. Finance

The refresh of the LNRS will have financial implications in relation to publicity and publication costs. These are difficult to specify at this early stage but are unlikely to be significant.

The development of a Neighbourhood Renewal Strategy is a core requirement for all areas in receipt of Neighbourhood Renewal Fund.

9. Risks and Uncertainties

Neighbourhood Renewal is one of the key themes of the Council's Corporate Plan and the Community Strategy. Without the Neighbourhood Renewal Strategy, the Council and other partners may be unable to show a coherent approach, strategic focus and commitment to neighbourhood renewal and addressing deprivation

10. Policy and Performance Agenda Implications

One of the main aims of the refresh is to ensure that that Strategy is fully integrated into the Community Strategy, and is key to the Community Strategies successful delivery. It also helps to shape and guide a wider network of plans, strategies and initiatives.

The Neighbourhood Renewal Strategy includes a performance management framework to ensure that all communities benefit from the economic, social and environmental progress in the Borough, particularly those most deprived. This Performance Management Framework will be strengthened as part of the refresh of the NRS. At this time the Neighbourhood Renewal Strategy was being developed between November 2003 and June 2004, available information to support targeting and develop local indicators was limited.

11. Background Papers and Consultation

Partner organisations including Rotherham MBC, have been fully involved in developing the Strategy.

Rotherham's Neighbourhood Renewal Strategy, 'Sowing the Seeds for a Brighter Future' 2004 to 2010.

This draft NRS report has been considered by CMT at its November meeting.

Contact Names:

Lee Adams, Assistant Chief Executive, Chief Executives Department
lee.adams@rotherham.gov.uk, extn. 2737

Colin Bulger, Head of Policy and Partnerships, Chief Executives Department
colin.bulger@rotherham.gov.uk, extn. 2737

Andrew Towlerton, Policy and Research Manager, Chief Executives Department
andrew.towlerton@rotherham.gov.uk, extn 2785

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Section 1

INTRODUCTION – PURPOSE AND FOCUS

This LNRS is integral to the delivery of Rotherham's Community Strategy 2005-2010. It sets out the commitment of the Local Strategic Partnership (LSP) to tackling the inequalities that exist between those communities that experience most deprivation and inequalities and the rest in the Borough as well as a commitment to improve the quality of life and services in all Rotherham's neighbourhoods.

The LSP, the Rotherham Partnership, brings together key decision-makers from the public, private, voluntary and community sector organisations in order to agree and implement joint strategic objectives to improve Rotherham. It is the Borough's response to the wide range of Government programmes and initiatives that require joint working across the sectors, as well as ensuring effective community involvement.

In recent years the Borough has seen substantial new development, business success and significant improvements in the quality of public services. The Community Strategy reflects this progress and sets out a number of key challenges and priorities for partners to drive forward further improvement and deliver real and lasting benefits for Rotherham residents.

Deprivation in the Borough is decreasing. According to the Government's own figures the Borough has moved from 48th most deprived local authority in the Country in 2000 to 63rd in 2004.

However there is still much to do address inequality, and ensure that all of the residents of Rotherham benefit from the Community Strategy. Rotherham still ranks amongst the top 20% most deprived local authorities in the country and some communities in the Borough experience disproportionately high levels of worklessness and crime and relatively poorer health and unemployment.

Using national and local data, partners in Rotherham have been able to analyse patterns of deprivation and identify the communities of place and interest in the Borough most in need. These communities will be specifically targeted so that our resources can have maximum impact (Section 5).

In order to ensure that all communities benefit from the opportunities being created by the Community Strategy, partners in Rotherham are focusing not only on the Borough wide delivery of the vision but also on specific action directed towards communities that are most in need. As such, the specific action directed towards communities, aims to address the root causes of deprivation.

We also believe that for neighbourhood renewal to be sustainable, we need to build preventative strategies that will deliver longer-term solutions rather than simply tackling current problems.

The Community Strategy vision is made up of five strategic themes which will direct the future work of the Rotherham Partnership: Achieving, Learning, Alive, Safe and Proud. These themes are underpinned by two cross-cutting themes: Fairness and Sustainable Development. All of the strategic and cross-cutting themes are key to neighbourhood renewal. If we are not making progress on these areas, it is likely that we are not addressing the root causes.

Neighbourhood Delivery

In addition to making progress on our strategic themes and key areas, we are committed to working together to improve the quality and integration of local services in line with community needs and aspirations. It is the intention of partners in Rotherham to move towards neighbourhood management of local services with a particular focus on Rotherham's most deprived communities.

To support this, we are committed to strengthening interagency working at a local level. There are many current and emerging examples of this already but it will also be a significant development area for partners and our approach will continue to evolve in line with best practice over forthcoming months and years.

It is also recognised that the voluntary and community sectors is best placed to deliver a significant variety of services due to the distinctiveness of the added value it brings through involving local people, building local networks, increasing community confidence and stimulating the growth of social capital both within and between communities.

It is vital that we build the capacity of neighbourhoods and the voluntary and community sector organisations to play a stronger role in delivering services at local level that can best meet the needs of disadvantaged communities.

Targeting those most in need

For neighbourhood renewal to be fully effective, we need to focus action and resources into the most deprived communities and it is essential therefore that all partners address neighbourhood renewal in their service plans, action plans and programmes. The issue of "mainstreaming" (this is making the action an integral part of partners long term programme) is critical to achieving sustainable neighbourhood renewal in the longer term and this will continue to be an important objective for all partners.

However, there are also other external resources available and we must continue to look to maximise their alignment with mainstream plans and programmes. Our Local Area Agreement with Government for Rotherham has given us an opportunity to do this more systematically. With programmes such as Objective 1, Housing Market Renewal Pathfinder, along with the Neighbourhood Renewal Fund (NRF), there is significant potential to pump prime new initiatives, focus resources on communities most in need and support our intentions to mainstream renewal through changing the ways we work and adopting best practices.

The Local Area Agreement (LAA) will support the delivery of both the Community Strategy and LNRS. Our priorities in the LAA blocks will enable us to accelerate delivery through a further stretch across the targets we identified in our Community Strategy that is – we will put more effort and resources into our priorities to deliver faster and more effectively. Each of our LAA blocks are helping to make a contribution to one or more themes in our Community Strategy. The LAA for Rotherham is an ambitious programme which will benefit the all of the Borough's communities, but it also has a particular emphasis on narrowing the gap between the most deprived communities and the rest in the Borough.

It is our aim to enable residents to increasingly influence decisions made about where they live, their neighbourhoods, their services, and quality of life. We will continue to support and strengthen processes of community planning and involvement to provide opportunities for communities to engage and have influence.

We are also committed to learning more about communities. We have information already that has enabled us to target particular communities for the purpose of this LNRS, but we know there is more to learn and we will continue to improve our intelligence by improving both data sharing and listening more to communities.

Rotherham's LNRS will make a contribution on a local scale towards the Government's National Neighbourhood Renewal Floor Targets in the National Strategy for Neighbourhood Renewal. Action with Rotherham's most deprived communities will address these important targets.

The Community Strategy 2005-2010 had four key components: a vision for the Borough; SMART objectives with targets to 2010; action plans to deliver change across the five strategic themes; and arrangements for monitoring and review.

Without a focus on neighbourhood renewal, delivery of the Borough wide vision and priorities could benefit some neighbourhoods and communities more than others. The targeting and specific actions we have identified in this strategy will ensure that the objectives benefit all communities, and close the inequality gap between our most deprived neighbourhoods and communities.

The aim is that no one should be disadvantaged by where they live. This means that everyone should have the same high level of access to appropriate services for themselves and their families.

Across each of the five Priority Themes and two cross cutting themes in the Community Strategy we have set out the key priorities agreed by the Rotherham Partnership and the strategic actions identified to progress these. This LNRS sets out how we will address inequality through specific action in our target communities of place and interest. As such, detailed actions plans will also be prepared for each of the target communities (see Section 7).

The timescale for the priorities and actions in this strategy has been aligned with both the National Neighbourhood Renewal Strategy and our Community Strategy. Both of these strategies identify targets to 2010.

By working together to deliver on core priorities, develop new ways of working at neighbourhood level and improve the co-ordination and quality of local services we are confident that inequalities in the Borough will be reduced and all Rotherham communities will see marked improvements in quality of life.

Our Aims for Neighbourhood Renewal

The aims of the LNRS are to:

- 1 Contribute to the delivery of national priorities in the National Strategy for Neighbourhood Renewal and to the delivery of National Neighbourhood Renewal Floor Targets at the Rotherham level
- 2 Ensure the effective delivery of Rotherham's Community Strategy and Local Area Agreement at neighbourhood level and with Communities of Interest and identity to make sure that all communities benefit.
- 3 Reduce inequalities and "close the gap" between Rotherham's most deprived communities and the rest of the Borough.

The key objectives of the LNRS are to:

- A** Deliver the vision for Rotherham for everyone by addressing inequalities, through specific action with communities of place and interest in most need and building preventative strategies that will deliver longer-term solutions rather than simply tackling current problems.
- B** Address the root causes of deprivation by ensuring actions in target communities help us make progress across all the Community Strategy Priority Themes
- C** Ensure our resources and service delivery are aligned with community needs across target communities by:
 - 1 Driving forward service integration at neighbourhood level through the development and roll-out of a neighbourhood management approach.
 - 2 Prioritising the active involvement and influence of communities and putting community needs and aspirations at the heart of neighbourhood renewal.
 - 3 Ensuring effective mainstreaming of neighbourhood renewal in the plans and programmes of partner organisations.
 - 4 Maximising the use of external resources, and aligning these resources to the mainstream, to support the transformation of deprived areas.
 - 5 Improve our information by improving both data sharing and listening more to communities

Section 2

BACKGROUND AND STRATEGIC CONTEXT

This Neighbourhood Renewal Strategy 2005-2010 has been informed by:

- The review of Rotherham's Community Strategy 2005-2010
- Delivery of other key local strategies and plans
- Detailed and independent analysis of deprivation
- An external review of our approach to targeting
- Improved information from community planning processes
- Consultation and engagement with partners and local communities.

This section provides an overview of the national and local policy context.

The National Context

The National Neighbourhood Renewal Strategy published in 2001 sets out the Government's vision for narrowing the gap between deprived areas and the rest of the country. The objective of the LNRS stated that: Within 10 to 20 years, no-one should be seriously disadvantaged by where they live.

As part of the National Strategy, the Government set a number of challenging National Neighbourhood Renewal Floor Targets that reflect the need to raise the standard of public services in the country's most deprived areas by dramatically lifting standards of employment, educational attainment, housing, health, environment and lowering crime rates. These Floor Targets have been reflected in Rotherham's Community Strategy which identifies SMART objectives against which we will measure progress locally and agreed targets to 2010.

The National Strategy placed communities and strong local economies at the heart of the renewal process. To provide a focus for delivery, the Government identified 88 local authority areas that scored most highly on its Index of Multiple Deprivation. Those areas became eligible for the Neighbourhood Renewal Fund (NRF) and were required to produce Neighbourhood Renewal Strategies to identify how local partners would work together to address inequalities and contribute to the National Floor Targets. Rotherham is one of the 88 target areas.

The National Strategy and associated National Floor Targets provide the broad context for our LNRS and it is essential that action developed and taken locally contributes effectively to the Government's overall strategy of reducing inequality. We must take into account our performance against the Floor Targets and ensure we prioritise action to address targets where we are weak or where we are not improving fast enough.

The NRF was originally allocated for a three year period between April 2001 and March 2004. It has since been extended twice, with Rotherham receiving

additional monies over the last two years between April 2004 and March 2006, and most recently, having received confirmation of a further extended allocation to March 2008. The Government requires the 88 target areas to use NRF to support neighbourhood renewal priorities and, particularly, the Government's Floor Targets. It should also complement mainstream activity and wider regeneration programmes.

The Regional Context

The Yorkshire and Humber Region contains nine Local Authority areas that are classified as Neighbourhood Renewal Areas and qualify for Neighbourhood Renewal Fund (NRF) as part of the Government's National Strategy for Neighbourhood Renewal. Each of these areas has a Local Strategic Partnership established to oversee and deliver neighbourhood renewal. The Government Office for Yorkshire and the Humber co-ordinates the delivery of neighbourhood renewal policy in the region alongside the Office of the Deputy Prime Minister's Neighbourhood Renewal Unit (NRU). The NRU oversees the delivery of the Government's National Floor Targets.

There are also several other programmes in the Region and sub-region which complement the National Neighbourhood Renewal Strategy. These include: Regional Development Agency Investment Plans which aim to strengthen the regional economies and connect people to the new economic opportunities; the National Neighbourhood Management Pathfinder Programme, which has provided additional monies to promote neighbourhood renewal in particularly deprived areas (in Yorkshire and the Humber this includes Eastwood and Springwell Gardens in Rotherham); the South Yorkshire Housing Market Renewal Pathfinder Programme, which is investing large sums of money into housing infrastructure targeted at the most deprived areas of the sub-region, (this includes large areas of Rotherham). In addition, South Yorkshire is currently a designated an Objective 1 area, providing an additional £700 million of European Structural Funds over a seven year period up to 2007, much of this is targeted at areas of deprivation.

The Borough Context

Rotherham Partnership launched the Borough wide Community Strategy 2005-2010 in July 2005. It describes the future vision for the Borough and the key targets and actions that partner organisations across Rotherham have committed to achieving, working individually and collaboratively, in partnership. The Community Strategy provides the framework for this joint working.

Our vision is based on the aspirations, needs and priorities of local communities and includes short-term strategic action plans, which state how the vision will be implemented, and the arrangements for monitoring to ensure that the medium-term objectives are being met, including targets to 2010. Underpinning the Community Strategy vision are five strategic themes: Achieving, Learning, Alive, Safe and Proud together with two cross cutting themes Fairness and Sustainable Development. These themes together describe how Rotherham will look and feel

in 2020. They are aspirational and challenging, but will be delivered through the commitment and resources of all partners.

Our vision is that by 2020 Rotherham will be a prosperous place with a vibrant, mixed and diverse economy and flourishing businesses. People will be recognised as informed, skilled and creative, innovative and constructively challenging. They will feel good, be healthy and active and enjoy life to the full. Not only will communities be thriving but neighbourhoods will be safe, clean, green and well-maintained with well-designed, good quality homes and accessible local facilities and services for all. Importantly, Rotherham people, businesses and pride in the Borough are at the heart of our vision.

There will be five thematic partnerships, each responsible for progressing one of the strategic themes. They will: develop a delivery plan to take forward the vision, priorities and targets; commission activity through partnerships and partners; monitor progress against the targets and address barriers to progress; and join up strategic and neighbourhood activity.

The Neighbourhood Context

Rotherham's Community Strategy recognises that if all residents are to benefit, targeted action is needed to address inequality across the Borough.

Despite recent progress and real opportunities for the future, there remains a risk that some communities will not fully benefit. We want to ensure that the gap narrows between communities who are disadvantaged and the rest across the Borough. Addressing this is the focus of the LNRS, which is integral to the delivery of the Community Strategy. This Strategy identifies the areas and communities most in need based on national and local data, and targets specific action in these areas to address the issues that currently exist.

We know that, in theory, some of the targets we have set ourselves in the Community Strategy could be achieved without addressing inequality. For example, we could improve employment and average earnings by concentrating on growth and improvement where it is most easy - and enabling only successful communities to benefit. However, we know that measures of deprivation and economic success are inter-linked - so wherever there are high levels of economic inactivity, there will be poor environments, poor health, lack of educational achievement, and higher levels of people suffering from crime. We need to take action to address all these issues simultaneously.

We also know that we will be even more successful in encouraging business and employment growth across the whole Borough if our approach to addressing deprivation works. Consequently it is important that the targets we set ourselves in the LNRS achieve two broad outcomes: they help deliver Borough wide targets; they address inequality at neighbourhood level. In achieving these outcomes it is important that we recognise and celebrate the rich mix of cultures, lifestyles and environments in Rotherham - one of our many strengths - and

ensure that services and programmes respond to the diverse needs of communities.

Through neighbourhood renewal we need to build on existing successful neighbourhood-based work in Rotherham that seeks to enhance the local environment and bring about wider benefits of improved health, greenspaces and reduced crime. Neighbourhood renewal needs to be sustainable and so we will prioritise preventative measures to address the root causes of deprivation rather than focus on purely short term action. This approach will bring long term benefit and will address the barriers that prevent people from benefiting fully from the significant opportunities that the Community Strategy will create.

We want to achieve quality and excellence across a wide range of services and, with a focus on communities of place and interest and identity, drive forward new and innovative ways of co-ordinating and managing local service delivery and promoting interagency working. We also want to learn from good practice elsewhere and share our own experiences with other areas that are delivering on neighbourhood renewal.

It is important that we recognise the role of other local strategies and plans in delivering on neighbourhood renewal. The Housing Strategy, for example, will transform the housing stock within the Borough by focusing on homes that do not meet decency standards which is one of the National Floor Targets. Education strategies and plans are already addressing Floor Targets in relation to educational attainment, strategies are developing to improve health and reduce inequalities in health and plans are in place to address crime and disorder and improve the build and natural environment. Economic strategies, learning plans and regeneration plans are driving forward progress in relation to employment and skills. A range of other strategies and plans are already contributing to local neighbourhood renewal.

The LNRS is intended to add value to this wide range of plans and strategies by targeting action and focusing on the root causes of deprivation.

Section 3

OVERVIEW OF CURRENT POSITION AND PROGRESS

The previous sections have set out the focus and purpose of the LNRS and the national, regional and local issues which have provided the context for developing the Borough wide vision and strategic themes. This section focuses on the national priorities for neighbourhood renewal – the Government’s National Neighbourhood Renewal Floor Targets – and outlines Rotherham’s current position and progress on these important national benchmarks. The following sections (4 and 5) focus on the Borough wide priorities for neighbourhood renewal. These sections outline in more detail the connections with Rotherham’s Community Strategy and Local Area Agreement and the agreed target communities.

Our Overall Progress

The Government’s National Neighbourhood Renewal Floor Targets aim to increase the employment rate, raise educational performance, improve health, address health inequalities and the quality of social housing, reduce crime and improve the environment across the country’s most deprived communities. The National Floor Targets are fully aligned with the priorities and targets of Rotherham’s Community Strategy and enable us to consider how well we are improving the quality of life for communities at a local neighbourhood level.

Overall, there has been good progress against the National Floor Targets. Rotherham is performing well on all targets and, in most cases, at a rate that is well above national average. This good progress is also supported by other evidence. Official figures, for example, show that Rotherham has moved from the 48th most deprived Local Authority in the country in 2000 to 63rd in 2004. The findings of an independent analysis of deprivation conducted by the Oxford Consultants for Social Inclusion reinforce this message.

However, despite this good progress, there remains more work to be done. In Rotherham, like the rest of the country, there continues to be an unacceptable gap between the quality of life between some communities and neighbourhoods. For example, a person living in one of the Borough’s most deprived wards can expect on average to live eight years less than a person living in a less deprived ward. In addition we are not making as much progress against some target areas as others. The key challenge is to maintain and accelerate the good progress made and address the areas that require more effort.

Rotherham’s current position and progress against the Floor Targets is outlined below. This summary of performance is grouped under the headings of the five themes found in Rotherham’s Community Strategy 2005-10. The analysis is based on current Floor Target data and the findings of a study of deprivation in Rotherham commissioned by the Council and undertaken by the Oxford Consultants for Social Inclusion (OCSI). Further information about the study, which was published in October 2005, can be found in Section 4.

Progress on Rotherham Achieving

There are three key National Floor Targets relating to the Rotherham Achieving theme. These targets provides a measure for Government about the relative progress of areas nationally. Here we outline how Rotherham is currently positioned relative to the national average and the Floor Targets. The National Floor Targets relating to the Achieving theme are:

- Increase the employment rate.
- Increase the employment rate of disadvantaged groups (lone parents, ethnic minorities, people aged 50 and over, those with the lowest qualifications and those living in the local authority wards with the poorest initial labour market position)
- Significantly reduce the difference between the employment rates of disadvantaged groups and the overall rate.

Evidence from the research undertaken by the OCSI consultants notes that:

- Unemployment has decreased across Rotherham and the Borough has closed the gap with England.
- But some hard-to-reach groups may be left behind - older workers, unqualified people, non-white females.
- Most deprived areas are closing the worklessness gap with national average though there is some evidence that worklessness is falling faster in the Borough least deprived areas than in its most deprived areas.
- The major driver of worklessness is sickness, of the 19,435 workless people of working age across Rotherham 15,130 are on sickness benefits and 3,970 are officially unemployed .

The gap between Rotherham's employment rate and the England average has been closing since 2002 and it is now only 0.4% below the national average. Following a sustained dip Rotherham's employment rate for lone parents increased dramatically during 2004 and is now only narrowly below the national average. For other groups, such the over 50's, those with no qualifications and ethnic minorities, there has been little shift in the Borough's relationship with the national average and significant gaps continue to exist. The key issue for Rotherham is to address the disparities that exist within the Borough between the most deprived neighbourhoods and the rest.

Progress on Rotherham Learning

There are three key National Floor Targets relating to the Rotherham Learning theme. These targets provide a measure for Government about the relative progress of areas nationally. Here we outline how Rotherham is currently positioned relative to the national average and the Floor Targets. The National Floor Targets relating to the Learning theme are:

- Age 11 (Key Stage 2): Raise standards in English and Maths so that by 2006, 85% of 11 year olds achieve level 4 or above, with this level of performance sustained to 2008, and; by 2008, the proportion of schools in which fewer than 65% of pupils achieve level 4 or above is reduced by 40%
- Age 14 (Key Stage 3): Raise standards in English, maths, ICT and science in secondary education so that by 2007 85% of 14 year olds achieve level 5 or above in English, maths ICT (80% in science) nationally, with this level of performance sustained to 2008, and; by 2008 in all schools at least 50% of pupils achieve level 5 or above in each of English, maths and science
- Age 16 (Key Stage 4): By 2008, 60% of those aged 16 to achieve the equivalent of 5 GCSEs at grades A* to C and in all schools at least 20% of pupils achieve this standard by 2004, rising to 25% by 2006 and 30% by 2008.
- Improve children's communication, social and emotional development so that by 2008 50% of children reach a good level of development at the end of the Foundation Stage and reduce inequalities between the level of development achieved by children in the 20% most disadvantaged areas and the rest of England.

Progress has been good at both key stages 2 and 3 with a narrowing of the gap occurring across most subject areas at both key stages. However despite this progress there has not been a significant narrowing of the gap as this progress has been echoed at the national scale. A similar picture can be observed in relation to GCSE attainment where despite improvement over a sustained period there has been only a slight narrowing of the gap due to progress being mirrored nationally.

Evidence from the research undertaken by the OCSI consultants notes that:

- Rotherham is generally closing the gap with England in terms of school (Key Stage) exam results
- The school (Key Stage) exam results are comparable to the other 88 Neighbourhood Renewal Fund areas
- However, there is little evidence of most deprived areas closing the gap (based on individual level data)
- There has been a big drop in young people "Not Entering Employment Education or Training" with for example access to higher education and graduations doubling 1994-2003
- There has been an increase in working age qualifications and employment related training
- But some groups are less qualified. For example, BME aged 25-49 are much less qualified than whites and younger groups in most deprived areas
- Adult skill levels are low, with 37% having no qualifications (29% England).

Progress on Rotherham Alive

There are three key National Floor Targets relating to the Rotherham Alive theme. These targets provide a measure for Government about the relative progress of areas nationally. Here we outline how Rotherham is currently positioned relative to the national average and the Floor Targets. The National Floor Targets relating to the Alive theme are:

- Reduce mortality rates by 2010 from heart disease and stroke and related diseases by at least 40% in people under 75, with at least a 40% reduction in the inequalities gap with the fifth of areas with the worst health and deprivation and the population as a whole
- Reduce mortality rates by 2010 from cancer by at least 20% in people under 75, with a reduction in the inequalities gap of at least 6% between the areas with the worst health and deprivation and the population as a whole
- Reduce health inequalities by 10% by 2010 as measured by infant mortality and life expectancy at birth
- Tackle the underlying determinants of ill-health and health inequalities by reducing smoking to 21% or less by 2010 and reducing the under-18 conception rate by 50% by 2010 as part of a broader strategy to improve sexual health

Life expectancy in Rotherham is below the national average for both males and females with male life expectancy 1% below the England average. For females life expectancy has declined over recent years and this may in part be accounted for by an increase in the number of female deaths due to smoking. Good progress has been made in relation to circulatory disease mortality and the Borough appears to be on target to meet the Floor Target. The picture is less clear for cancer mortality where there has been an upward trend and a widening of the gap since 2001. Finally, the under 18 conception rate in Rotherham has decreased since 1998 leading to a slight narrowing of the gap.

Evidence from the research undertaken by the OCSI consultants notes that:

- Life expectancy is improving, generally in line with the national average.
- There has been good progress on many of the main health issues, including circulatory disease mortality, teenage pregnancies, etc.
- Health is a major issue in the Borough and rates are generally below the national average.
- 17,350 people receive Disability Living Allowance (7% of population) and 6,600 people over 65 (17% of population) – this is well above regional and national levels and increased over the 2001–2003 period.
- There are huge variations in the Borough. A person living in the Borough's least deprived neighbourhoods lives on average eight years longer than a person living in one of the more deprived neighbourhoods.
- There is little indication that most deprived areas are closing the gap.

Progress on Rotherham Safe

There are three key National Floor Targets relating to the Rotherham Safe theme. These targets provide a measure for Government about the relative progress of areas nationally. Here we outline how Rotherham is currently positioned relative to the national average and the Floor Targets. The National Floor Targets relating to the Safe theme are:

- Reduce crime by 15% and further in high crime areas.
- By 2010 bring all social housing into a decent condition with most of this improvement taking place in deprived areas, and for vulnerable households in the private sector, including families with children, increase the proportion that live in homes in decent condition.
- Lead the delivery of cleaner, safer and greener public spaces and improvement to the quality of the built environment in deprived areas and across the country, with measurable improvement by 2008.

Rotherham's comparator crime rate is currently 5% below the national average and the Borough also performs well against Yorkshire and the Humber and the average across NRF areas. Success in this area is largely accounted for by large reductions in vehicle crime and domestic burglary. Although there is no national figure with which to compare our performance Rotherham's non-decent homes figure of approximately 80% appears high and compares unfavourably with other Boroughs in the sub-region. On measures of liveability, Rotherham's performance is variable. In the case of unacceptable levels of litter and detritus the Borough's performance is better than both the national average and the average for NRF areas. Whilst the percentage of residents satisfied with local parks and open spaces is improving in line with NRF areas, the gap with the national average is widening.

Evidence from the research undertaken by the OCSI consultants notes that:

- Recorded offences are below the England average, especially for violent, sexual and robbery offences – though there are signs that violent crime is increasing
- Burglary and vehicle crime are slightly higher than the national average but rates have dropped over the last few years
- The highest crime rates are in the most deprived areas but significant falls in crime in these areas have been recorded and there is some evidence that this is leading to a narrowing of the gap. However it remains concentrated in the most deprived communities
- Housing standards are relatively good though about 80% of Rotherham Council housing is 'non-decent' based on the Government definition. Meeting the Floor Target for decent homes by 2010 will be a considerable challenge
- 'liveability' - the cleaner, safer and greener agenda - is a growing issue in some neighbourhoods. Research suggests that Rotherham is generally making good progress particularly in areas such as recycling. However poor air quality due to industrial and traffic pollution is a growing issue in many parts of the Borough, including deprived neighbourhoods.

Progress on Rotherham Proud

There are no National Floor Targets relating to Rotherham Proud, but we have included public satisfaction as a key national measure which all areas monitor and which is considered in the council's corporate Comprehensive Performance Assessment Score.

Evidence from the research undertaken by the OCSI consultants notes that groups suffering social exclusion are often concentrated in areas of high deprivation, such as BME groups, lone parents, young children, older people, however some groups are to be found spread across the Borough e.g. people with no qualifications and unemployed people

Understanding and responding to communities needs and views

The Rotherham Partnership has facilitated the production of Rotherham's Local LNRS through the involvement of a wide range of partners across the private, public, voluntary and community sectors. The approach included the establishment of a working group for key themes, guided by an overall Steering Group. The membership of the groups was drawn from partner organisations within the Rotherham Partnership.

Robust and in depth research into the make-up of Rotherham's neighbourhoods, and identification of those neighbourhoods most in need was an early priority, and this work is outlined in detail in Section 5 as our Approach to Targeting Neighbourhood Renewal. Partners worked together to identify the underlying causes of deprivation in Rotherham's most deprived neighbourhoods and related this to the priorities of the National Strategy for Neighbourhood Renewal and Rotherham's Community Strategy 2005-2010.

The preparation of this strategy builds on the substantial consultation carried out in 2003 and 2004. This LNRS is an up-dated version of the previously published LNRS in 2004, responding to the changes in the Community Strategy which was refreshed early in 2005. The original consultation, which included desk based studies, workshops, and meetings with the Area Assemblies and community partnerships, has been supplemented by a recent independent analysis of deprivation conducted by the Oxford Consultants for Social Inclusion.

We will continue to track the views of Rotherham's communities through: Rotherham Reachout - the Borough's Citizen's Panel; the annual Quality of Life/Satisfaction Surveys operated by the Council and Rotherham PCT; Community Planning and a whole range of Community Involvement processes. We will use these existing mechanisms to gauge how the LNRS is progressing, particularly in closing the gap between the neighbourhood renewal areas and the rest of the Borough. The annual Quality of Life Survey particularly has a key role to play here, and Analysis of the comparison between Neighbourhood Renewal areas and the rest of the Borough will be undertaken

Over the first year of implementation, we will actively publicise and communicate the LNRS and investigate the need to develop these existing mechanisms and establish further mechanisms to refine our processes.

The process of developing the LNRS has provided a good basis from which to further develop and deliver neighbourhood renewal. It is important that partners across the public, private, voluntary and community sectors continue their involvement and commitment to the priorities and actions.

Section 4

OVERARCHING STRATEGIC FRAMEWORK

The next two sections focus on the priorities for neighbourhood renewal. This section outlines in more detail the connections with Rotherham's Community Strategy and Local Area Agreement.

The Strategic Themes

There are five strategic themes which will direct the future work of the Rotherham Partnership. They provide, underpinned by the cross-cutting themes, the strategic framework for the 2020 Vision, upon which the Community Strategy and NRS are based.

The theme visions are:

Rotherham Achieving

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. There will be an excellent town centre known for the high quality design of its public spaces and buildings, specialist and quality shops, markets, and cultural life for all age groups. Rotherham will be accessible from other areas and will have a wide choice of integrated transport options available. Villages and rural areas will be revitalised and provide high quality of life among Rotherham's beautiful countryside.

Rotherham Learning

Rotherham people will be recognised as being informed, skilled and creative, innovative and constructively challenging. They will be self-confident and have a sense of purpose. They will aspire to develop and achieve their full potential in their chosen careers, work, leisure and contributions to local life. Learning and development opportunities will be available and accessible to all. Through this enabling, learning environment, involvement and entrepreneurship will be encouraged.

Rotherham Alive

Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full. Health services will be accessible and of a high quality for those who require them. Rotherham will celebrate its history and heritage – building on the past, and creating and welcoming the new. People will be able to express themselves and have opportunities to be involved in a wide range of high quality cultural, social and sporting activities. The media, arts, literature and sport will flourish. As a society, we will invest in the next generation by focusing on children and young people.

Rotherham Safe

Rotherham will be a place where neighbourhoods are safe, clean, green and well maintained, with well-designed, good quality homes and accessible local facilities and services for all. There will be attractive buildings and public spaces.

Communities will be peaceful but thriving, relatively free from crime and the fear of crime, drugs and anti-social behaviour. Environments, people and businesses will be protected and nurtured. Children will be safe from harm and neglect. A preventative approach will be taken to minimise crime, accidents and hazards; and to further strengthen resilience and thus safeguard all Rotherham citizens.

Rotherham Proud

Rotherham people, businesses and pride in the Borough are at the heart of our vision. Rotherham will have a positive external image and its people will be renowned for their welcome, friendliness and commitment to the values of social justice. Active citizenship and democracy will underpin how Rotherham works. Achievements and diversity will be celebrated. Rotherham will be a caring place, where the most vulnerable are supported. It will be made up of strong, sustainable and cohesive communities, both of place and interest and there will be many opportunities for people to be involved in civic life and local decision making. The means to do this will be clear, well known and accessible.

In addition there are two crosscutting themes:

Fairness

All individuals in Rotherham will have equality of opportunity and choice. Rotherham will provide open and accessible services. We will treat each other with fairness and respect, and our diverse needs and strengths will be understood and valued. Rotherham will actively challenge all forms of prejudice and discrimination and ensure that all the priorities encompass an equalities approach.

Sustainable Development

Rotherham will be a place where the conditions are right to sustain economic growth, the well-being of its citizen's is prioritised and there is a high quality living environment sustained through minimising harm from development. Rotherham will be recognised locally, nationally and internationally for the positive impact of all organisations being excellent in sustainable development best practice.

The Local Area Agreement Priorities

The Local Area Agreement (LAA) for Rotherham developed through negotiation with Government is an important process which will further benefit local people and our progress on our vision. The LAA is based on the priorities agreed by the Rotherham Partnership in the Borough wide Community Strategy 2005-2010 but in it we have committed ourselves to achieve further stretching targets by 2008. Rotherham's Community Strategy priorities fit well with the Government's own national priorities for improving the life chances of children and young people, growing the economy and enterprise, creating safer, stronger and healthier communities and improving the quality of life for older people.

So that the Local Area Agreement (LAA) really does add value to the Community Strategy, we have homed in on a few priorities which we believe present the

most significant challenges for partners but the most significant potential opportunities for the community. Our priorities in the LAA will enable us to accelerate delivery through a further stretch across the targets we identified in our Community Strategy. Each of our four LAA blocks or programmes are helping to make a contribution to one or more themes in our Community Strategy:

- The Economic Development and Enterprise Block is making a stretching contribution to deliver our Achieving and Learning themes
- The Children and Young People's Block is making a stretching contribution to deliver all themes, but particularly Achieving, Learning and Alive
- The Safer and Stronger Communities Block is making a stretching contribution to deliver our Safe theme
- The Healthy Communities and Older People's Block is making a stretching contribution to deliver our Alive theme.
- The Cross Cutting Block and therefore all of the themes are making a stretching contribution to deliver our Proud theme and cross-cutting themes of Fairness and Sustainable Development.

The LAA for Rotherham which will benefit the all of the Borough's communities, but it also has a particular emphasis on narrowing the gap between the most deprived communities and the rest in the Borough and here it links with and will help deliver this NRS.

Economic Development and Enterprise Block

The LAA will add value to the NRS by strengthening integrated action which will promote enterprise, innovation and growth and connecting communities to these new opportunities. In terms of neighbourhood renewal, the LAA has a specific priority to maximise economic and opportunities to reduce disadvantage and raise quality of life and living standards, particularly in the most deprived communities.

Children and Young People's Block

The LAA will add value to the NRS by strengthening integrated action which will ensure all children and young people are given the protection, support and encouragement they need to reach their full potential and share in the opportunities created. In terms of neighbourhood renewal, the LAA has a specific priority to improve the attainment of groups such as Looked After Children, children from BME groups and children with Special Educational Needs and Disabilities.

Safer and Stronger Communities Block

The LAA will add value to the NRS by strengthening integrated action which will promote liveability and improve quality of life within neighbourhoods. In terms of neighbourhood renewal, there is a particular focus on narrowing the gap between the most disadvantaged neighbourhoods and the rest of the Borough through focusing on crime and anti-social behaviour, the quality of the local build and natural environment and housing conditions in the neighbourhood renewal target

areas. Focus on stronger communities is detailed within the cross cutting block below.

Healthy Communities and Older People's Block

The LAA will add value to the NRS by strengthening integrated action to promote choice and positive attitudes to health and reduce health inequalities experienced by particular neighbourhoods or vulnerable people. In terms of neighbourhood renewal, there is a particular focus on promoting choice and improving services provided to disadvantaged neighbourhoods and vulnerable people through information, advice, support and access to these services.

Cross Cutting Block

The LAA will add value to the NRS by strengthening integrated action to promote communities that are safe, healthy and successful. In terms of neighbourhood renewal, there is a particular focus on building strong and cohesive communities, social justice, developing the voluntary and community sectors and developing local democracy and widening engagement.

Section 5

APPROACH TO TARGETING NEIGHBOURHOOD RENEWAL

This section explains the approach in Rotherham to targeting neighbourhood action based on our research and consultation. It provides an outline of the analysis, describes the target communities that provide the focus for delivery and suggests where further work is needed to improve our understanding of community needs and aspirations. For the LNRS to be effective, it is essential that action is focused on addressing the deprivation that exists within communities – both communities of place and communities of interest. Much work has been done to understand the patterns of deprivation and thereby enable resources and effort to be targeted most appropriately. However, it also recognises that there are important differences between the Borough's deprived communities - what might be top priority for one community may be less of an issue in another. The strategy is designed to respond to these differences.

Overview of Deprivation in Rotherham

Deprivation is widespread and can be found across the whole of the Borough. There are, however, some communities that are especially affected by it and require additional help to reduce the gap between the most deprived communities and the Borough as a whole and improve quality of life.

In 2004 the Government released its revised Index of Multiple Deprivation. The Index uses a number of indicators that reflect different types of deprivation. These include: employment; education, skills and training; health and disability; barriers to housing and services; crime; and the living environment; together these provide an overall score that positions Rotherham in relation to all other (354) Local Authority areas. This placed Rotherham as the 63rd most deprived Local Authority in the country.

Whilst this is still relatively high (placing Rotherham amongst the top 20% most deprived Local Authorities in the country), it is significantly lower than the previous Index in 2000 which ranked Rotherham as 48th most deprived.

In 2005 the respected Oxford Consultants for Social Inclusion (OCSI) were commissioned to identify the main drivers for this change and the extent to which it could have been affected by changes in methodology rather than the level of deprivation. It concluded that "it appears that there has been progress in reducing multiple deprivation levels across Rotherham" and that this improvement has been driven by improvements in employment, education and, to a lesser extent, health. The findings of this research have been consistently supported by other analysis that also point to the good progress and above average progress that has been made in reducing deprivation in the Borough.

Our Target Communities of Place

In recent years, with support from the Single Regeneration Budget (SRB), the Rotherham Partnership has greatly enhanced the approach and capacity to provide small area data to allow accurate reporting of conditions at the local level and identify the inequalities that exist.

Rotherham has an especially unusual pattern of deprivation. In most Local Authority areas it is concentrated in a few large areas but, in Rotherham, it is spread across the whole of the Borough and most areas have deprived and not so deprived communities. It is essential to be able to identify conditions at the neighbourhood level to ensure that pockets of deprivation are not masked in generally larger, more affluent areas that they may form a part of.

A Local Index of Multiple Deprivation has been developed to identify the target areas for neighbourhood renewal and this strategy uses a range of locally developed indicators that have been combined into this Index. The top 20% most deprived areas were used to define target areas for the LNRS. This measure captures the areas most in need and enables us to measure their progress.

The OCSI, in their report, described the Local Index of Multiple Deprivation as “an effective and accurate method for identifying the geographical areas to be targeted” under the LNRS. It commented very positively on the “clear, systematic and evidence-based methodology used” in Rotherham and stated that they would be happy to highlight this work as an example of good or even “best” practice.

Through the Local Index of Multiple Deprivation, we have prioritised thirteen neighbourhoods for special action. These neighbourhoods suffer from high levels of multiple deprivation., and are in the top 25% most deprived neighbourhoods in Rotherham. Maps of these neighbourhoods can be found on http://www3.rotherham.gov.uk/Proposed_NRS_Target_Areas.ppt

Here we provide a summary of current understanding of each of the target areas using the outcomes of the Local Index of Multiple Deprivation. This provides the baseline for identifying key issues and actions which are causing the area to be considered as disadvantaged and then measuring our progress.

Aston Area

One of the smallest target areas Aughton has a population of 856. The area has low numbers (1.4%) of Black and Minority Ethnic (BME) residents. In terms of deprivation indicators, it scored highly in terms of low incomes, worklessness, low skill levels and poor health.

Brinsworth Area

The population of this target area is 685. In terms of the ethnic background, 1.8% of the population are BME. In terms of deprivation indicators, it scored highly in terms of educational attainment, poor health and housing.

Central Area

The largest target neighbourhood covering much of the Town Centre and adjacent neighbourhoods, including: Canklow, Eastwood, Clifton, Herringthorpe,

East Herringthorpe, East Dene, Dalton and Eastwood. The population of the area is 32,134. It has high numbers of BME residents at 10.6%. In terms of deprivation indicators, the target areas are more deprived in terms of low educational attainment, low skill levels, worklessness, poor health and crime.

Dinnington Area

Dinnington has a population of 4,208, and 1.1% of the population are BME. Compared to other areas in the Borough, Dinnington scored highly in relation to worklessness and poor health.

Flanderwell Area

The smallest target area, Flanderwell has a population of 523. Of this total population, 1.1% were BME. Across all of the deprivation indicators, the target area is more deprived in terms of low educational attainment, low skill levels, worklessness and poor health.

Kimberworth Park Area

The population of the target area is 6,413 – one of the largest areas. 0.7% of the population is BME. It is more deprived in terms of low educational attainment, low skill levels, worklessness, poor health and crime.

Maltby Area

Maltby has a population of 6,345, of which 1.1% were BME. The deprivation analysis revealed that the area has high levels of worklessness, poor health and relatively high levels of crime.

Masbrough Area

The Masbrough target area has a population of 6,646 and has the highest proportion of BME residents of all the target areas at 17%. Across all of the deprivation indicators, the target area is more deprived in terms of incomes, educational attainment and skill levels, worklessness, poor health and crime.

Rawmarsh Area

Rawmarsh has a population of 7,014, with 1.6% BME. Through the deprivation analysis, we found the area has low levels of educational attainment and skill levels, worklessness, poor health and high levels of crime.

Swinton North Area

One of the smaller target areas, Swinton North has a population of 995. Of this total population, 0.3% were BME. The deprivation analysis revealed that the area is deprived in terms of low incomes, low educational attainment and skill levels.

Wath Area

Wath has a population of 1,902. The BME population is 1.8%. Through the deprivation analysis, the main issues affecting the area are low incomes, worklessness, poor health and housing.

Wath East Area

One of the smallest target areas it has a population of 940, of which 3.1% are BME. Across all of the deprivation indicators, the target areas is more deprived in terms of low incomes, low educational attainment and skill levels, worklessness and poor health.

West Melton Area

The West Melton area has a population of 547. 1.5% were BME. Analysis shows that it is more deprived in terms of low educational attainment, low skill levels, worklessness and health.

Our Target Communities of Interest

We recognise that the task of renewing neighbourhoods and addressing inequalities includes providing support for communities who are not just defined by their geographical location. Many communities of interest and identity also face multiple deprivation and whilst some of these groups are concentrated in the target neighbourhoods none are exclusive to them and can be found across the Borough. For this reason the LNRS targets both communities of place and communities of interest and identity.

A detailed and clear rationale was used to identify these target communities of interest. The initial starting point for the analysis was the Government's 'Breaking the Cycle Report' which identified groups that were considered at high risk from deprivation and social exclusion. These were then developed and refined based on local statistics, evidence and consultation, including the findings of the report of the Oxford Consultants for Social Inclusion.

Through detailed profile analysis, the LNRS also identifies a small number of communities of interest that suffer from high levels of deprivation, as follows:

Disadvantaged Black and Minority Ethnic Communities – includes asylum seekers and refugees, travellers and gypsies, Pakistanis, Bangladeshis, Black-Caribbeans and Black-Africans.

The size of Rotherham's Ethnic Minority Community (all other than white) is relatively small at 7,712 or 3.1% of the total population.

The largest minority ethnic group is Asian/Asian British Pakistani at 4,704 or 1.9% of the total population and is concentrated in and around the Town Centre. The Asian/Asian British Pakistani community makes up 61% of the 'non-white' population in the Borough. The unemployment rate for Asian/Asian British Pakistani in Rotherham is 3 times higher than the rate for the White population.

There are currently around 700 asylum seekers in Rotherham, which represents around 8% of the total asylum seekers in Yorkshire. These are concentrated in and around the Town Centre and make up around 0.28% of Rotherham's total population. They are from a range of diverse origins spanning the whole of the world.

Analysis shows that the communities are especially disadvantaged in terms of income, worklessness, educational attainment and skills, housing and crime.

Disabled People and their Carers– includes people with long-term health problems, mental illness or physical disabilities and carers of sick or elderly dependants

Nearly 18,000 people in Rotherham are claiming Disability Living Allowance or 7% of the population, almost twice the national average.

The Over 60s account for nearly half (7,800) of all Disability Living Allowance claimants in Rotherham and children under 16 account for nearly 10% (1700) of all Disability Living Allowance claimants in the Borough. The numbers on disability related benefits have been rising. There are 3,725 people claiming higher care rate in Rotherham and 6,415 people claiming Attendance Allowance, of which 53% are aged 80 or more.

Health Deprivation is concentrated within the urban areas, particularly in the Town Centre, Maltby and Dinnington and, to a lesser extent, Rawmarsh and Greasborough. An increasing number of children under the age of 18 are carers for sick or elderly dependents. The 2001 Census showed that locally around 12% of the population provided unpaid care. Of these, one quarter provided care for more than 52 hours per week. The Census also showed that nearly 3% of people providing care are children.

Analysis shows that the communities are especially disadvantaged in terms of income, worklessness, health, housing and crime.

Vulnerable Older People and their Carers – includes older people (aged over 50) living on low incomes, older people who live alone, older people who are frail or disabled and carers of sick or elderly dependants

Over one quarter (13,845) of older people aged over 60 in the Borough are claiming pension credit. Vulnerable older people are dispersed across all areas. Lone pensioners account for nearly half of all pensioner households (14,701) with three quarters (11,132) of all lone pensioner households being female.

Rotherham has higher rates of people aged over 60 who are permanently sick or disabled (7.7%) compared to the national average (5.0%) and almost two thirds class themselves as having a Limiting Long term illness. Roughly, one third (6,600) of all Disability Living Allowance claimants in Rotherham are over 65. Nearly one fifth of older people are in need of care in the Borough and are claiming Attendance Allowance, 53% of these claimants are aged over 80. The 2001 Census showed that locally around 12% of the population provided unpaid care. Of these, one quarter provided care for more than 52 hours per week. The Census also showed that nearly 3% of people providing care are children.

Analysis shows that the communities are especially disadvantaged in terms of income, health, housing and crime.

Children and Young People suffering deprivation – includes children permanently excluded from school, children in local authority care, children leaving school without any qualifications, children with special educational needs, children living in low income households, children of parents who misuse drugs, teenage parents, 16-18 year olds not in education, employment or training and young informal carers

The percentage of children living in low income or workless households in the Borough is slightly higher than the national average. In the 2001 Census nearly one quarter (11,825) of all children lived in workless households in the Borough.

The IMD 2004 showed that in the most deprived areas of Rotherham more than 50% of children were living in low-income households (on means tested benefits or very low waged) and one quarter of all dependent children live in Lone Parent households. In the 2001 Census, 407 young people aged 16-17 in Rotherham were parents (3.4%) and of those, 228 or 1.9% were lone parents. Rotherham's under 18 conception rate in 2003 was 51.5 (equivalent to 255 pregnancies in 2003) this compares to a national rate of 42.1. Just under half of all teenage parents in the Borough have no qualifications.

In terms of educational deprivation the percentage rate of young people in Rotherham leaving school without any qualifications is high in comparison to the national average as is the percentage rate of young people not achieving 5 Grade A*-C GCSEs. These figures are even starker for Looked after Children in the Borough. In Rotherham, we know that less than half of all Looked after Children achieve 1 GCSE or equivalent. In September 2005, there were a total of 345 Looked after Children in the Borough.

Analysis shows that the communities are especially disadvantaged in terms of attainment and skills levels, income, health, housing and crime.

Section 6

CROSS-CUTTING THEMES

There are two cross-cutting themes that underpin the five strategic themes in Rotherham's Community Strategy 2005-2010. These two cross-cutting themes are: Fairness and Sustainable Development. The strategic themes will need to adequately address fairness and sustainable development through the action plans developed to deliver them. This is equally applicable to action plans developed to deliver the LNRS. Achieving fairness and sustainable development are key to delivering neighbourhood renewal. At the heart of neighbourhood renewal is a focus on addressing inequalities and delivering sustainable progress that will enable all communities to benefit from the opportunities created.

Fairness

All individuals in Rotherham will have equality of opportunity and choice. Rotherham will provide open and accessible services. We will treat each other with fairness and respect, and our diverse needs and strengths will be understood and valued. Rotherham will actively challenge all forms of prejudice and discrimination and ensure that all the priorities encompass an equalities approach.

Increasing fairness is critical to ensuring that people can fulfil their potential, live in prosperous and strong neighbourhoods and to reducing deprivation.

Factors such as low income, poor housing and health mean that is often the most deprived neighbourhoods which have the most limited choice and opportunity, with many feeling excluded from society.

We are committed to making sure that vulnerable and excluded groups fully benefit from the borough's social, economic and environmental progress, and to addressing related issues of discrimination and social justice.

Fairness issues are central to the LNRS by, for example, ensuring that services and programmes respond effectively to the diverse needs of Rotherham's population and geography, and strengthening community involvement and engagement in the delivery of local services and the wider community.

A particular emphasis will be the need to promote community cohesion within Rotherham and its diverse communities by strengthening mutual understanding between communities and by supporting positive interaction, participation and celebrating diversity. Diversity is one of the Borough's strengths, people often identify strongly with the area in which they live and the LNRS focuses on strengthening, celebrating and exploring the culture and diversity of the Borough's very distinctive neighbourhoods.

Sustainable Development

Rotherham will be a place where the conditions are right to sustain economic growth, the well-being of its citizen's is prioritised and there is a high quality living environment sustained through minimizing harm from development. Rotherham will be recognised locally, nationally and internationally for the positive impact of all organisations being excellent in sustainable development best practice.

The LNRS is guided by an understanding that sustainable development is key to the LNRS's success and to ensuring improved quality of life for the target areas and communities and the Borough as a whole.

Sustainable development and neighbourhood renewal are closely intertwined and mutually supporting. They both have a long-term approach at their heart; recognising that social, economic and environmental issues are interdependent; that activity focusing on one of these areas should not be pursued in isolation and that progress should benefit everyone, especially by tackling poverty and disadvantage.

It is often the most deprived neighbourhoods that are most affected by unsustainable practices such as high levels of air and water pollution, litter or vehicular transport movements. Indeed, it is one of the main reasons why they are in need of renewal as it can lead to poorer quality built and natural environments, and be harmful to health, for example. It also means that deprived communities do not have the opportunities enjoyed by people in more affluent areas such as clean streets or attractive buildings and greenspaces.

Sustainable development is an intrinsic part of a neighbourhood's regeneration.

To ensure that sustainable development is integrated into the LNRS and its implementation, the LNRS and associated action plans will be audited for their impact on sustainable development at their draft stage to help ensure that associated negative impacts of progress are avoided and opportunities for positive impacts are realised.

Section 7: DELIVERING AND MEASURING PROGRESS

This final section outlines what we intend to do to progress our priorities and address the needs of our target communities. The section also includes details of our performance monitoring arrangements for the LNRS, which are fully integrated with our arrangements for the Community Strategy and LAA.

Delivering Through Partnership

The Rotherham Partnership Board will oversee the overall delivery of the LNRS and subsequent reviews of the strategy. The Partnership Board is made up of the leaders and equivalent from the key partner organisations that are helping to deliver change in Rotherham across the public, private, voluntary and community sector. The Board, which meets bi-monthly to discuss and make decisions about future strategic direction, will receive, bi-annually, reports of progress on the National Floor Targets, Community Strategy targets, LAA and local neighbourhood renewal targets.

Accountable to the Partnership Board for the delivery of the Local Area Agreement, Community Strategy and LNRS are thematic partnerships based on the five strategic themes of the Community Strategy. These partnerships are responsible for co-ordinating and overseeing the development and delivery of the strategic themes: Achieving, Learning, Alive, Safe and Proud. They are up of representatives from relevant partner organisations across the public, private, voluntary and community sector.

Insert Partnership Wheel Diagram

Through working with partners and stakeholders we will share our knowledge and skills to transform mainstream activities through the public services, put in place best practice initiatives that are known to work and pilot new initiatives, where there is evidence to support us doing this. Mainstreaming is crucial to the sustainability of neighbourhood strategies in the long term. We will focus existing services and resources explicitly on deprived areas and enable local residents and communities to play a central role in neighbourhood renewal.

Monitoring Progress

It is essential to have effective systems in place to monitor performance and progress against the targets, and ensure that we are 'closing the gap' locally and nationally.

1. We will measure our success in meeting the National Neighbourhood Renewal Floor Targets. These are standards that the Government expects all Local Authority areas to achieve, and can be found in Section 3.
2. We will aim to go beyond the 'minimum' standards set out in the Government's Floor Targets. We have set ourselves an additional target that Rotherham's performance will be in the top quartile of all NRF areas for 15% of the targets by 2008 from 11% currently.

3. For many communities of interest information is not readily available and in such cases we will commission independent renewal experts to evaluate the impact and effectiveness of our actions in addressing deprivation.
4. A framework has been put in place for ensuring that projects funded through the NRF significantly contribute to addressing deprivation and the targets contained in this strategy.
5. Each of Rotherham Partnership's thematic partnerships will be required to submit a progress report on a bi-annual basis to the Rotherham Partnership (including the target neighbourhoods and communities).
6. Finally, reflecting that Fairness and Sustainable Development are key to the Strategy's success, the LNRS and all the detailed Action Plans will be audited on their impact on sustainable development and equalities.

In addition, for each target community of interest and place a detailed Action Plan will be developed by June 2006. This will provide an overview of needs, issues, priorities and trends, and include tailored actions in response to these, together with, targets aligned to and exceeding the Floor Targets.

The Rotherham Partnership will review progress bi-annually and take action to address any areas where they consider progress needs to be strengthened or accelerated. This will form a key part of the Rotherham Partnership's overall Performance Improvement Framework for the Community Strategy.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Delegated Powers – Community Cohesion
2.	Date:	27th March 2006
3.	Title:	Consultation Draft Older Persons Strategy for Rotherham
4.	Programme Areas:	Chief Executives Department/Adult Services

5. Summary

This report invites Members to consider and approve Rotherham's draft Consultation Older Persons Strategy which aims to improve the quality of life of local older people.

6. Recommendations:

That Members are asked

- 1. To consider and endorse the Draft Consultation Strategy**
- 2. Agrees its wider consultation**
- 3. Notes and agree the timetable for developing the detailed action plan.**
- 4. Refer the report to Scrutiny**
- 5. Note the report will be submitted to the next LSP Board**

7. Proposals and Details

The development of an Older Persons Strategy for Rotherham is Year Ahead Commitment and a priority in the Community Strategy and Corporate Plan.

A copy of the draft Consultation Plan is attached.

Based on detailed consultation, analysis and discussions (including a major older persons conference held in December) it seeks to promote a better quality of life for Rotherham's increasing population of older people who are over 50 (which is expected to rise by 40% in 2021).

It is structured around seven sections each based around a Priority Themes contained in the Community Strategy. Each includes a descriptive analysis of trends and issues arising in relation to the Theme based on statistical analysis and the findings from consultation together with a list of key objectives required to address the main issues identified.

The objectives it details are broad and intended to set directions for activity rather than describe specific activities that partners, businesses, communities and others could take. These specific actions will be developed into a supporting action plan to be agreed by the end of May 2006.

Its development has been led by a Task Group involving Programme Areas, PCT, voluntary sector, Rotherham Partnership and other stakeholders such as Age Concern and fiftyplus Rotherham. It is chaired by the Council's Older Persons Champion, Cllr F Hodgkiss.

It has been developed in a national and local policy context which has seen a major shift in policy towards older persons. There has been a move away from focusing public services on the most vulnerable people (only 15% of the older population), and towards a broader approach and enables all older people to remain as independent for as long as possible and live their lives to the full.

At its heart is the recognition that health and social care services are only a small part of the support that older people value need and only a small part of the experience of growing older. This Strategy is intended to play a key role in achieving this, providing a framework and focus for older persons' policy and service delivery.

It is intended that consultation on the strategy will take place in late March and early April, and the final strategy agreed in early May.

8. Finance

Consultation and the development of the Strategy will have financial implications in relation to publicity and publication costs. These are difficult to specify at this early stage but are unlikely to be significant. This will be met from existing budgets.

9. Risks and Uncertainties

It is essential that an older people's strategy is produced to ensure the incurring older populations needs are met.

10. Policy and Performance Agenda Implications

The Strategy will provide a key means by which to take forward the LGA Shared Priority of Improving the Quality of Life of Older People. It will also be an important input in taking forward key strategies such as Community Strategy and Corporate Plan together with more operational ones such as the Council's Affordable Warmth Strategy.

11. Background Papers and Consultation

It is intended to circulate the document widely for consultation including all key partners, older persons representatives and people attending the Older Persons Conference held in December. Consultation events are also planned for the north and south of the Borough building on the successful older persons event held in the centre of the Borough. A member seminar is also being planned.

There have been regular reports to CMT, Cabinet and relevant scrutiny panels on its progress.

Contact Names: Lee Adams, Assistant Chief Executive, Chief Executives Department, ext. 2788 – e-mail lee.adams@rotherham.gov.uk
Andrew Towler, Policy and Research Manager, Chief Executives Department, ext. 2788 – e-mail andrew.towler@rotherham.gov.uk
David Hamilton, Director of Social Services, ext. 3901 – e-mail david.hamilton@rotherham.gov.uk
Ian Bradbury, Planning, Workforce and Complaints Manager, Social Services ext. 3917 e.mail - ian.bradbury@rotherham.gov.uk

“Wellbeing in
later life”

**A Strategy for Older People
in Rotherham**

“Wellbeing in later life”

A Strategy for Older People in Rotherham

Chapter 1: Introduction

This Strategy has been developed to promote a better quality of life for Rotherham’s increasing population of people who are over 50.

Currently 30% of the population are over 50. This is expected to rise to 40% in 2021 with a much higher proportion of people over 75.

Life expectancy is now almost double that of our great grandparents. Many of us will spend a third of our life in active healthy retirement. By 2021 more than half of the population will be in the 45-64 age group.

With better health, independence and more time for leisure, cultural and other interests, older people will have different aspirations and opportunities to that of previous generations.

It is important that key agencies such as the Council, Primary Care Trust, Police, Voluntary Sector, businesses and hospitals plan and respond to meet these trends and opportunities.

To achieve this we all need to work together towards common goals, objectives and targets. This Strategy is intended to play a key role in achieving this, providing a framework and focus for older persons’ policy and service delivery.

The Strategy is based on extensive research and consultation. This identified a number of key issues that were especially important to improve the quality of life of older people, and which older people said that they wished for the Strategy to focus on:

- *Maximising income*
- *Regenerating the Town Centre*
- *Mobility and transport*
- *Greater and more accessible learning opportunities*
- *Improving and maintaining health, including accessible services*
- *Access and participation in a range of social, cultural and leisure opportunities*
- *Housing choice, including support to live at home for as long as it is possible*
- *Safe, clean and secure neighbourhoods*
- *Promoting independence*
- *Ensuring that the views of older people are heard and shape the aspirations of the council and other agencies*
- *Increase the participation of older people in the way services are developed*
- *Addressing age discrimination.*

A range of objectives and strategies were developed in consultation with the community to address the issues listed above. These objectives and strategies are outlined in the Plan under the headings of the relevant Priority Theme.

It will be supported by an Action Plan which prioritises and describes in detail the proposed actions to address the strategic objective contained in the Strategy.

A wide range of agencies and individuals have been involved in this strategy. Many organisations will already be undertaking specific work in support of the strategy; others may require new actions in response to it.

As part of the development of the Strategy a survey of 1,600 people in Rotherham was undertaken. One of the questions they were asked was at what age does a person become “older”. Not surprisingly the response depended on the age of the person being asked. There was no common agreement with answers ranging from under 40 to over 70.

This Strategy has therefore adopted the most widely used definition which is that an older person includes anyone over 50 years of age where for many a transition begins, and some may be planning retirement.

1.1 Changing Population Trends

Rotherham, along with the rest of the country, is experiencing demographic changes in the balance of the older population:

- By 2021 it is estimated that there will be more people aged over 80 than children under five
- Rotherham’s older population (over 50) is increasing year on year
- Currently, Older People over 50 account for 34 per cent of the total population in Rotherham and over the next 25 years this is projected to increase to around 40 per cent
- The Government projects that nationally by 2051 the average man of 65 is likely to have around 22 years of life ahead of him, compared with only 12 years for a 65-year-old in 1950, and 19 in 2001
- More people – 8 in 10 men and 9 in 10 women – are surviving middle life to reach 65
- There is a long-term trend for families to have fewer children, and many people have been choosing to have no children at all
- It has also become diverse with, for example, increasing numbers of disabled and older Black and Minority ethnic people.

Taken together, these factors mean both that the numbers of people over 50, over 65 and (especially) over 85 are set to increase rapidly in the next decades forming a larger and more diverse proportion of the total population in Rotherham.

1.2 Consultation

In developing the Strategy, we have sought views of older people, their carers and service providers, local agencies and the public in general. In this way we can be sure that the strategy reflects the issues, needs, aspirations and

preferences of future generations of older people in Rotherham and the current population.

A wide range of techniques and approaches have been used with a particular focus on engaging people often not consulted or who perhaps do not respond to surveys. These include:

- The establishment of the Older People's Strategy Group, which is responsible for its development and delivery. This includes representatives from Rotherham Council, Rotherham PCT, Rotherham Foundation Hospital Trust, Age Concern Rotherham and Plus50 Rotherham. It is chaired by Rotherham's Older Persons Champion Councillor Frank Hodgkiss
- A survey of 1,600 representative people through Rotherham Reachout, the Borough's Citizens Panel
- Consultations with older people through a series of focus groups (including with groups such as Black and Ethnic Minority) and a major older persons borough conference attended by almost a hundred people and considering all previous consultations which gained the views of local older people
- Consultation with community agencies through seeking comments on the draft report and discussions at forums such as the Council's Corporate Management Team, Cabinet, Scrutiny Panel and Rotherham Partnership Boards.

1.3 The context for the Older Persons Strategy in Rotherham

This Strategy forms part of a wider set of documents, which provide a vision for promoting the social, environmental and economic wellbeing of all local people.

The most important of these is Rotherham's Community Strategy. This sets out a long-term strategy for the regeneration of the Borough, and acts as a focus and framework for all other plans and strategies.

To ensure that this Strategy compliments and adds value to the Community Strategy, we have developed it around the seven Priority Themes contained in the Community Strategy (see Chapters 2 - 8).

It will directly contribute to a number of key partnerships and plans in areas such as health, transport, housing and community safety, each with its own aims, objective and targets. It will also make a contribution to the delivery of Rotherham's Local Area Agreement.

The Strategy has also been developed in a wider national context such as NHS National Service Framework for Older People, Better Government for Older People Programme and the Local Area Agreement, A Sure Start to Later Life, and the White Paper Our Health, Our Care, Our Say.

1.4 **Strategic Objectives**

Each of the following sections is based around the Priority Themes contained in the Community Strategy. Each includes a descriptive analysis of trends and issues arising in relation to the Theme based on statistical analysis and the findings from consultation together with a list of key objectives required to address the main issues identified.

The objectives it details are broad and intended to set directions for activity rather than describe specific activities that partners, businesses, communities and others could take. These specific actions will be developed into a supporting action plan.

Chapter 2: Rotherham Achieving

“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. There will be an excellent town centre known for the high quality design of its public spaces and buildings, specialist and quality shops, markets, and cultural life for all age groups. Rotherham will be accessible from other areas and will have a wide choice of integrated transport options available. Villages and rural areas will be revitalised and provide high quality of life amongst Rotherham’s beautiful countryside.”

Financial security in later life becomes more and more of a concern as people get older. This is linked to job security and ultimately retirement income; both of which are vital to quality of life. An adequate income is essential to live an active and fulfilled life, and access necessities such as decent housing, transport and food.

Many older people live on low incomes. They may, for example, live on a small fixed pension or have significant assets such as a family home but in practice live on a limited regular income. Consultation shows that reducing the number of older people on low incomes to be a top priority.

For many older people, the main route out of low incomes is through work. Since 1997, the employment rate of older people has risen faster than that of the working age population as a whole, as more older people re-enter the workforce or remain longer in employment. However, many older people in Rotherham would like to work but continue to encounter difficulties in doing so, such as age discrimination, skills gaps and transport and mobility issues.

Maximising benefit take up also has a contribution to make in improving incomes. Many older people do not claim the benefits or access the help such as ‘Stay Warm’ that are available to them. The reasons for this are diverse, and include lack of awareness of the advice benefits that are available, requiring assistance in completing forms, the ‘red-tape’ involved and being too ‘proud’ to claim or ask for help.

Research shows that many older people consider that the regeneration of Rotherham Town Centre needs to be top priority. They are much more likely to visit the Town Centre to shop or meet friends during the day. They would like to see a much more attractive environment, with a wider choice of shops and socialising options and excellent transport links. Fear of crime and disorder puts many older people off visiting the Town Centre at night.

Transport also plays an important part in many older peoples lives. This is important for getting about, accessing services such as health and visiting friends and the countryside. Consultation shows that many older people see good transport links and opportunities as key to living good and independent lives.

Most of older people travel by car, and consultation shows that for many this is their preferred means of transport.

Many older people also travel by public or community transport. This emerged as a key issue in the consultation, especially for older people in rural areas, with mobility

issues and housing estates where car ownership and public transport provision was low. The consultation highlighted the potential for improved and more public transport options, including door to door community schemes.

Summary Objectives

- Improve the participation rate of older people in the workforce
- Training and skills programmes to be targeted specifically at the over 50s
- Improve the financial status of financially disadvantaged older people and improve benefit take-up of older people
- Regenerate the Town Centre to take account of older person's needs
- Increase older peoples access to a safe and effective public transport system
- Improve the provision of community transport for older people.

Chapter 3: Rotherham Learning

“Rotherham people will be recognised as being informed, skilled and creative, innovative and constructively challenging. They will be self-confident and have a sense of purpose. They will aspire to develop and achieve their full potential in their chosen careers, work, leisure and contributions to local life. Learning and development opportunities will be available and accessible to all. Through this enabling, learning environment, involvement and entrepreneurship will be encouraged.”

For many older people, retirement from work brings opportunities to pursue longstanding interests and develop new ones. A high proportion of Rotherham’s older population are involved in learning both in the home and outside of it.

Many older people have developed an interest in computing in Rotherham and are keen to embrace new technology, taking up opportunities such as the Silver Surfers Club and the Dinnington Senior Citizen Computer Club.

Information Technology can also make an important contribution to promoting independence and helping people to live in their homes through, for example, e-mail, internet shopping and some forms of assistive technology.

There can be barriers to learning and training such as language, transport, cost and lack of awareness. There is a particular need to increase participation from people from ethnic minorities and those with limited mobility.

Many older people directly provide learning, passing on the benefits of the expertise and the knowledge gained over many years. This includes reading projects with children, and The University of the Third Age that brings together older people on a wide range of learning and learning opportunities. It also includes ‘inter-generational work’ that aims to develop and improve relationships between younger and older people and break down stereotypes held about each other.

Learning and training has a key role to play in increasing the number of older people in Rotherham who want to remain in or return to employment. Many older people in Rotherham are keen to retrain, or develop new skills. It is important that provision of such learning and training does not exclude older people (particularly those aged over 60) and actively encourages participation.

Summary Objectives

- Increase access to learning opportunities for older people
- Improve opportunities for older people to undertake work related training
- Develop intergenerational projects.

Chapter 4: Rotherham Alive

“Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full. Health services will be accessible and of a high quality for those that require them. Rotherham will celebrate its history and heritage - building on the past, and creating and welcoming the new. People will be able to express themselves and have opportunities to be involved in a wide-range of high quality cultural, social and sporting activities. The media, arts, literature and sport will flourish. As a society, we will invest in the next generation by focussing on children and young people.”

As people get older it is important that the added years are accompanied by good health. The benefits of good health are clear with improved quality of life for individuals, more opportunities to remain active in family and community life and reduced reliance on health and care services.

The health of Rotherham’s older population is generally good. However, as the number of older people increases there will be an increase in age-related illnesses. Dementia, mobility problems and diabetes are some of the chronic conditions that are on the increase as Rotherham’s population ages.

There is also marked variation between groups and communities, with for example an average person living in a more affluent part of the Borough being expected to live an extra six years longer than people living in less affluent areas.

This provides us with a huge challenge and in response there is a need to promote healthy living by helping to cut down on the number of people who smoke and providing advice on diet and exercise.

Many older people recognise that as they age they can experience health issues and disability. They recognise the importance of being proactive in maintaining their mental and physical health. Prevention of ill health is vital to help maintain good health in later life.

Consultation also demonstrates many that older people wish for a greater provision and range of quality health and care services, and to have access to these services when they most need them. They also want increased choice and control in maintaining their own health and for these services to help them maintain independence.

Taking part in cultural, social and sporting activities and generally having fun is important to people whatever their age. They offer opportunities for leisure, making friends, reducing isolation and improving physical and mental health.

The evidence is that older people are involved in a wide and growing range of sporting, social, artistic and cultural activities. As age restricts mobility there are barriers to participation such as access and lack of awareness of opportunities.

Summary Objectives

- Improve and develop services for people with long term conditions
- Increase opportunities for older people to participate in physical and cultural activity

- Improve accessibility to information and advice on health and well being of older people
- Provide health services in the right place, at the right time and by the right people
- Develop befriending schemes and intergenerational work to reduce social isolation.

Chapter 5: Rotherham Proud

“Rotherham people, businesses and pride in the borough are at the heart of our vision. The borough will have a positive external image and its people will be renowned for their welcome, friendliness and commitment to the values of social justice. Active citizenship and democracy will underpin how Rotherham works. Achievements and diversity will be celebrated. Rotherham will be a caring place, where the most vulnerable are supported. It will be made up of strong, sustainable and cohesive communities, both of place and interest, and there will be many opportunities for people to be involved in civic life and local decision-making. The means to do this will be clear, well-know and accessible.”

Participation in social, recreational, civic and volunteer activities enriches the lives of older people. It provides opportunities to socialise, develop relationships, contribute to society and have an influence. These are all key ingredients of a good quality of life, and instilling pride in both individuals and communities.

Older people support and contribute to the local community in a number of ways, for example as Elected Members of Parish and Borough Councils, offering family childcare and becoming active in volunteering and groups such as tenant and resident associations, friends of parks, tenant bodies and local action groups, voluntary and community sectors in the Borough. In a recent survey, over a quarter of people aged over 60 had given unpaid help to voluntary and community organisations over the last 12 months, compared to about 20% for the population as a whole.

They are also the group most likely to be engaged in democracy, and called upon to be leaders in their local communities. Older people, for example, are consistently the group most likely to vote in national and local elections, and stand for civic office such as a borough or parish councillor.

It is important to support and harness this support and engagement. Some older people will require assistance to enable them to do this. This is especially true for those groups who are often excluded from public debate such as disabled and housebound or older people with mental health problems.

Many older people rely on the care provided by relatives, friends and agencies. Demographic trends show that this care will become a bigger issue in the future. As the population changes it is expected that the need for support from carers could rise by over 40% over the next 35 to 40 years.

Many older people also provide care to family, friends and the wider community. Evidence shows this support to be wide and diverse ranging from times of crisis such as a death and to regular tasks such as shopping for a friend or baby sitting.

When consulted many older people have said that strong relationships with family and friends are vital to a good quality of life. The majority of older people we surveyed had good relationships – seeing relatives and close friends at least once a week. However for a minority lack of socialising and isolation is a serious issue. In a recent national study 17% of people aged 65 and over were isolated on a weekly basis (meaning they did not have at least weekly contact with friends, family or

neighbours), and 11% were isolated on a monthly basis. Older people, who live alone, have failing health or low incomes are most likely to be lonely.

Summary Objectives

- Enhance older people's opportunities to participate in decision-making and planning in the community
- Involve older people who are housebound, isolated, black minority ethnic communities and those who tend not to get involved in community issues
- Enhance support to older people caring for others
- Develop intergenerational projects to break down the barriers between older people and younger age groups by encouraging active participation by both groups
- Increase access to support services to allow older people to live independently in their own homes
- Promote and improve access to volunteering opportunities
- Develop specific initiatives to tackle social exclusion of older people.

Chapter 6: Rotherham Safe

“Rotherham will be a place where neighbourhoods are safe, clean, green and well-maintained, with well-designed, good quality homes and accessible local facilities and services for all. There will be attractive buildings and public spaces. Communities will be peaceful, but thriving, relatively free from crime, the fear of crime, drugs and anti-social behaviour. Environments, people and businesses will be protected and nurtured. Children will be safe from harm and neglect. A preventative approach will be taken to minimise crime, accidents and hazards; and to further strengthen resilience and thus safeguard all Rotherham citizens.”

For most people their home and their surroundings are the centre of their life and are crucial to having a good quality of life.

Most older people wish to live as long as possible in their home but recognise that they may have to move into more suitable accommodation as they age.

The design of housing is a critical factor in helping them to manage with reduced mobility, safely, securely and in comfort. Often it is small improvements that can make a big difference, adaptations such as walk-in showers or a grab rail to help people safely up and down steps.

When we undertook our consultation exercise crime and anti-social behaviour was a major issue for older people. Statistically older people are less likely to be a victim of crime than other age groups, but they are much more likely to be concerned or very concerned about being a victim of crime.

This restricts their freedom to socialise and travel, especially for women and those with a disability. Social isolation and lack of independence can be a consequence of fear of crime. It can affect mental health and significantly reduce their quality of life.

Our consultation with local communities reinforced the fact that older people identify strongly with their local neighbourhood. It is where they mainly shop, socialise and access services such as health. In a recent national study more than three quarters of older people have a friend close by, and almost one half shared a chat or some activity with local friends on a daily basis.

Well designed, maintained and attractive neighbourhoods and streets can make a major contribution to older people's ability to get out and about safely and confidently.

Summary Objectives

- Increase older people's access to social and affordable housing
- Develop new initiatives which enable older people to live in their own homes for longer and reduce the need for residential care
- Develop better supported housing options for BME elders
- Provide older people with increased choice in location and design of housing whatever their needs
- Promote safety of older people in their homes and crime prevention in neighbourhoods
- Support and promote programs which increase safety in the community

- Increase access to information, education, services and projects to reduce risks and accidents in the home and improve the safety of older people in their homes
- Enable older people to keep warm at home affordably.

Chapter 7: Fairness

“All individuals in Rotherham will have equality of opportunity and choice. Rotherham will provide open and accessible services. We will treat each other with fairness and respect, and our diverse needs and strengths will be understood and valued. Rotherham will actively challenge all forms of prejudice and discrimination and ensure that all the priorities encompass an equalities approach.”

National and local consultation shows that age discrimination is a major issue of older people. It comes in many forms including an upper age limit of undertaking work-related training, and negative images of older people such as that they are “drain on a society”. If left unchallenged, this can limit older people’s ability to access services and contribute to their community.

National research into age discrimination has revealed that:

- More people (29%) reported suffering age discrimination than any other form of discrimination
- One third of people thought that the demographic shift towards an older society would make life worse in terms of standards of living, security, health, jobs and education
- One in three respondents believes that people over 70 are viewed as incompetent and incapable.

Source: “How Ageist is Britain?” Report by Age Concern

This is also reflected locally with consultation showing that older people consider that they face discrimination, and that challenging age discrimination and the negative stereotypes of older people should be a top priority.

A key issue to arise from the consultation is the need to ensure that older people have real influence over the policies that affect their lives. Older people expect their views to be listened to and taken seriously, and they expect to be involved in the debate about issues that affect their lives, including the planning and delivery of policies and services.

Research has shown that as the population gets older it is also becoming more diverse. There are higher proportions of women, people with disabilities and single people, for example. Rotherham’s Black and Minority Ethnic community is also growing. Rotherham is enriched by the diversity of its people and older people.

It is important to recognise these trends and growing diversity, and that certain groups have particular needs and aspirations that must be catered for. Research shows for example that older women are much more likely to live on a low income than an older man. Consultation also shows that information is not always available to people in their own or preferred languages, which can create communication barriers.

Summary Objectives

- Encourage the community to acknowledge the contributions made by older people to their community
- Develop ways of raising awareness of combating stereotyping and discrimination and promote and develop positive attitudes to ageing
- Enhance older people's opportunities to participate in decision-making and planning in the community
- Encourage all service providers to be more aware of and sympathetic to the older people's needs and aspirations
- All partner agencies promote equality through their employment practices, including adopting anti-discriminatory practices in recruitment, training and career development, and carry out monitoring to ensure fair outcomes
- All partner agencies provide equality and diversity awareness training to their employees, including awareness of the barriers and discrimination faced by older people.

Chapter 8: Sustainable Development

“Rotherham will be a place where the conditions are right to sustain economic growth, the well-being of its citizens is prioritised and there is a high-quality living environment, sustained through minimising harm from development. Rotherham will be recognised locally, nationally and internationally for the positive impact of all organisations being excellent in sustainable development practice.”

A series of reports and studies have highlighted the key contributions older people can make to achieving sustainable development.

Their wealth of knowledge and experiences means that they have a unique perspective, and are often best placed to take an inter-generational view on the impact of activities both now and in the future, and what works best.

They play a vital part in the community and in the family home. They are the group most likely to provide care for friends and families, becoming active in volunteering and taking up key roles in the community, for example as school governors and representing the needs of the community on local groups.

Indeed, a recent report by Joseph Rowntree Foundation described older people as the “central pillars” of their communities. This reflects the extent to which they provide support to each other, their children and grandchildren as well as the wider community.

Research also shows that older people are keen to take forward sustainable development at both the individual and community level. A Government survey showed that people aged 65 and over were the most likely of any age group to undertake recycling, for instance, 70% of older people reported recycling glass in the last year, against 53% for all age groups, and to be active in taking forward sustainable development issues at the local level.

Consultation shows that many older people face barriers in taking forward sustainable development at the individual and community level. Many are not aware of the opportunities such as schemes aimed at improving the energy efficiency of homes. Mobility issues may also restrict the extent to which they can recycle or use public transport and low income may mean that many cannot afford to purchase more energy efficient appliances.

Summary Objectives

- Enhance older people's opportunities to participate in activities aimed at promoting sustainable development
- Support and promote programs aimed at older people which increase recycling and waste minimisation
- Increase access to sustainable development learning, training and volunteering opportunities for older people
- Improve sustainable development promotion activities targeted at older people.

Chapter 9: Implementation and Monitoring

The following Action Plan describes the main projects and activities that support the Strategy for Older People. It outlines how the summary objectives contained in each of the seven themes will be taken forward, the agency or group responsible for the delivery of actions, as well as the timescale for completion to achieve wellbeing in later life.

It does not include everything that the partners are already doing or is planned for older people but concentrates on the key areas where action has just commenced or will be focussed for the first time. Detailed project plans, objectives and milestones for each action area are being developed and will be in place for June 2006.

To ensure that it remains relevant and a driving force for change, a structured monitoring and review process is to be established. There will be an ongoing monitoring of progress in meeting the goals of the Strategy, culminating every year in a report to Rotherham Partnership and other partners.

Ongoing research to inform and guide our responses to promote wellbeing will be an important part of the monitoring and review process.

The involvement of older people is extremely important in helping to shape and guide its development. To ensure this, we plan to develop a representative reference group that will be asked to assess the impact of the Strategy. We also plan to do before and after surveys with older people who took part in the Older Persons Conference, the findings from which were a key input into the development of the Strategy.

We will also develop a communication plan to help develop and share understanding of the strategy, its aims and successes and the emerging issues and challenges associated with an ageing population.

Chapter 10: Evaluating the Strategy

The Plan provides direction for the next five years but will be reviewed each year in light of what has been achieved and emerging priorities.

The strategy has also been developed against a context of a national and local recognition of the need to refocus existing resources to meet the challenges presented by both improving preventative work beyond health and social care and reconfiguring the way resources are used in health and social care. Local activity is underway in order to address these challenges; the Council is working with health partners to identify opportunities for using health, social care and housing resources differently for older people via a dedicated and strengthened approach to joint commissioning. Rotherham's Local Area Agreement will play a key role.

In consultation with the Older Persons Strategy Group and other stakeholders a variety of evaluation techniques will be employed to evaluate the strategies and actions undertaken. Further community research will be conducted where the need for more information is identified or to better target proposed actions. The Plan will be a dynamic document with the achievement of goals being recorded over the duration of the five years providing a sound basis for the development of future plans.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion Delegated Powers Meeting
2.	Date:	27th March 2006
3.	Title:	Community Empowerment Network
4.	Programme Area:	Chief Executive's Department

5. Summary

Rotherham Council has signed a Local Agree Agreement with Partners including VAR, and the Government. As part of that agreement RMBC will become the accountable body for Community Empowerment Network both for its work programme and funding stream. This report asks Community Cohesion Delegated Powers to approve the attached Plan and work programme and authorise the release of funding to enable the actions to be undertaken.

6. Recommendations

The Cabinet Member for Community Cohesion Delegated Powers Meeting is asked to:

- 1. Agree the attached Plan and Work Programme**
- 2. Authorise release of funding from central government to VAR**
- 3. Receive regular performance reports detailing progress against actions.**

7. Proposals and Details

Rotherham MBC and Partners has signed a Local Area Agreement with government setting out its vision for Rotherham and detailed actions to achieve it. Each Action has associated targets which will be performance managed over the 3 year life of the Agreement.

The LAA also included a number of budgets which need to be either “aligned” or “pooled”. If aligned, then partners addressing areas of similar interest would continue to receive any government funding using their traditional arrangements but would be expected to develop closer alignment of aims and objectives, actions and how budgets are being used. This is simply a continuation of current development albeit at a faster rate.

There is a significant difference for “Pooled” budgets. Pooling signifies that government funds which would normally go to Partners will come to RMBC as part of a single cheque” for disbursement. RMBC will act as the accountable body.

Accountable body status brings a set of duties for the council. This will be in ensuring that government money is spent properly and that there is a performance management system in place to monitor and evaluate that targets are being met and objectives achieved. RMBC will then makes one report to GOYH covering performance against all pooled budgets.

Community Empowerment Network funding was originally a contract between Government Office for Yorkshire and the Humber, and VAR. Under the LAA, CEN funding it is one of the few new budgets that will be pooled. (Others, such as Sure Start are already effectively pooled). In order to assure itself that VAR are delivering against funding, RMBC via Community Cohesion Delegated Powers needs to agree a work programme for CEN. It then will receive regular reports on progress against targets. Funding will be released against approval of these reports.

The CEN Plan attached details the support VAR will give to support Rotherham Community Empowerment Network for the financial year 2006/7.

The Work Programme was developed from a Performance Management event in November 2005 which identified key priorities that would need to be undertaken in 2006/7, in addition to other priorities and actions agreed that would continue from 2005/6.

The Plan sets out the work programme by quarters, what the objective is; details Lead/Links and Target date by which it will be achieved. This layout facilitates a performance management approach.

Staffing for undertaking CEN work are dependant on an early decision from the council that it is satisfied with the work programme and will thus release funding. In later years it is expected that officer will enjoy a longer lead in time to negotiate the work plan. Given the short lead in time scales for this year it is recommended that RMBC accepts the Plan to reduce any dislocation or reduction in service.

8. Finance

CEN budget will be pooled and payments made to the council from central government. Systems are being put in place to passport funding to VAR subject to satisfactory performance.

9. Risks and Uncertainties

The risk is that VAR does not hit its targets. If this is the case then it is possible that RMBC will be exposed it cannot show that it undertook remedial action through its PMF in time.

10. Policy and Performance Agenda Implications

This is the first outside organisations budget that is being pooled. It will be important to show that RMBC, whilst delivering to its duties as an accountable body, manages those duties sensitively. It is expected that over time more organisations will pool their budgets. How we manage this one will impact on relationships and negotiations in the future.

11. Background Papers and Consultation

Local Area Agreement

Contact Names:

- Colin Bulger, Head of Policy & Partnership, Chief Executive's Department, extension 2737 colin.bulger@rotherham.gov.uk



Community Empowerment Network

A proposal for:

Rotherham Metropolitan Borough Council

Presented by:

VOLUNTARY ACTION ROTHERHAM
Durlston House, 5 Moorgate Road,
Rotherham, S60 2EN

Telephone: 01709 829821

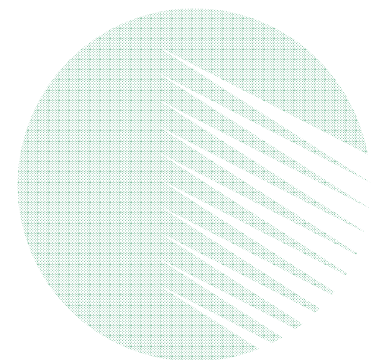
Fax: 01709 829822

Email: admin@varotherham.org.uk

14th March 2006

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1 INTRODUCTION

- 1.1 Voluntary Action Rotherham (VAR) is delighted to have the opportunity to submit this annual plan detailing the work programme and financial breakdown to support the Rotherham Community Empowerment Network (CEN) for the financial year 2006-2007.
- 1.2 We believe that our organisation is able to bring:
- A detailed knowledge and understanding of the voluntary and community sectors (VCS) in the borough.
 - A track record of supporting Rotherham's Community Empowerment Network since 2001
 - Independence and proven ideas for engagement of the VCS in decision making processes across the borough
- 1.3 This submission covers the details of the organisation, the work programme and the budget.

2 ABOUT VOLUNTARY ACTION ROTHERHAM

- 2.1 VAR is the umbrella body which exists to promote, support and develop the voluntary and community sectors in Rotherham. It is a registered charity and company limited by guarantee. The named contact for this proposal is:

Debbie Heath
Partnership Manager
Voluntary Action Rotherham
Durlston House
5 Moorgate Road
Rotherham
S60 2EN

Tel: 01709 834445
email: debbie.heath@varotherham.org.uk

- 2.2 VAR has over twenty years experience of delivering multi-funded projects, government grant programmes and premises management. We manage an annual income of £4m and have in place both the financial and management information systems to deliver a proposal of this nature. VAR has a well established management structure consisting of a Board of Trustees with cross sector representation (we have both public and private sector trustees from our key stakeholder partners alongside voluntary and community sector trustees and staff representation) supported by a staffing sub-committee and an executive sub-committee.

2.3 At VAR, our standards are maintained through a number of internal quality control procedures. As an infrastructure organisation, VAR will be implementing the new National Association of Councils for Voluntary Service Quality Standard for local infrastructure organisations. In addition, VAR has recently achieved Investors in People and all VAR staff members have an annual appraisal and internal management structures ensure that senior staff take responsibility for supervising and directing work. These measures are underpinned by the organisation's Equal Opportunities Framework which encompasses a number of policies that aim to prevent all forms of discrimination.

3. WORK PROGRAMME

3.1 The table below details the work that will be undertaken to support the Rotherham CEN. The workplan has come about initially from the Performance Management Framework event on 16th November 2005 where the CEN members assessed the performance of the network and the delivery of the 2005-2006 CEN annual plan. At this event they also identified priorities for future action to be embedded in the 2006-2007 annual plan. These priorities, along with the marketing plan, and learning strategy (which was approved by the CEN in November '05), have provided the content of the attached annual delivery plan detailing the work to be delivered for the 2006-2007 financial year. The development of the plan has also been overseen and approved by Resources Group* – and adopted by the CEN in February 2006. CEN Officers have been identified (provisionally) to take the lead on this work.

* Resources Group is the joint VCS steering group of the Rotherham CEN which has a membership of representatives from both Network of Partnerships and Voice. It's role is primarily to oversee the CEN workplan and budget on behalf of the network.

Declaration

All information in this Delivery Plan is correct

Signature Position: Chief Executive Officer

Date: 13th March 2006

Name of Company: Voluntary Action Rotherham

Address: Durlston House
5 Moorgate Road
Rotherham
S60 2EN

Telephone Number: 01709 829821

COMMUNITY EMPOWERMENT NETWORK ANNUAL PLAN 2006 – 2007 Quarterly Breakdown

Column 1 Key - C&I – Communication & Information, OC&L – Organisational Capacity & Learning, Inc – Inclusivity, R&A – Representation & Accountability, I&I – Influence & Impact, NLW – Neighbourhood Level Work

Column 4 Key – NM – Network Manager, NLW – Neighbourhood Level Worker, SO – Support Officer, VTL – Voluntary Training Links

Quarter 1

	Objective	Details	Lead/Links	Target
C&I	Develop website further as a tool for network members to keep in touch with each other and ensure it is promoted & used	Add pages to website for thematic partnerships of the LSP	NM	June
C&I	Encourage existing network members to support/encourage new people to engage	Monitor use of website Update jargon buster	NM	June
C&I	Keep network updated on current work/each other/grants programme	Develop/offer mentor training	NM, NLW, SO	May
OC&L	Induction programme for LSP reps when in place. Annual review of progress/training needs for reps	Develop Induction pack for new reps News update	NM, VTL (?)	April
OC&L	Mentor programme for people wanting to become reps in future	Plan training around common themes from reps individual Training Needs Analysis	NM, VTL (?)	April
OC&L	Keep sector updated on current issues	Plan mentor training	NM, VTL	June
Inc	Widen out NoP and ensure the format of future meetings meets the sector's needs. Review annually	Knowledge & Nosh events News update	SO, NLW	May
Inc	Develop feedback mechanisms for Community Cohesion Partnership & other reps	Use information from December '05 event & from community sector & restructure NoP to increase participation	NM, NLW	April
Inc	Forge links with Community Planning Officers at RMBC to encourage more people to engage with the network	Allow time at network meetings for update on community cohesion agenda/feedback	NM	June
R&A	Ensure network & reps have up to date	Arrange initial meetings with Community Planning Officers & ensure they have up to date information on the CEN	NM, NLW	May
		Information at network meetings	NM	June

	information on the LSP once it is fully restructured				
R&A	Carry out training needs analysis for reps so they can be supported throughout their term as a rep	Include in induction pack for new members & reps Plan training around common themes from reps individual Training Needs Analysis	NIM, SO	June	
R&A	Ensure reps are clear of their remit & how the sector wants to be represented	Agree at Network meetings what to take forward. Feedback at network meetings & on website	NIM, SO, network members	Ongoing	
I&I	Ensure network have up to date information on LSP structure & how to influence – via reps/website	Develop website similar to LAA section	NIM	June	
I&I	Regular joint meetings with opportunities for networking within the sector and with key partners	At least 1 joint meeting/event	NIM	June	
NLW	Link with small grants	Assist small groups with application forms	NLW	Ongoing	
NLW	Link to Learning Communities Project	Quarterly event for grants recipients to link to CEN	NLW	April	
NLW	Increase engagement of small groups with CEN	Work with NR area Community Learning Forums to build capacity to enable them to carry forward their local learning plans	NLW	Ongoing	
NLW	Work to ensure network meetings are structured in a way that meets the needs of small groups	Work with groups to build capacity and encourage engagement with the CEN Use evidence from December '05 event & input from community groups to find out what support needs there are	NLW	Ongoing	
		Review meeting structure accordingly	NIM	April	

Quarter 2

	Objective	Details	Lead	Target
C&I	Develop website further as a tool for network members to keep in touch with each other and ensure it is promoted & used	Monitor use of website	NM	September
C&I	Encourage existing network members to support/encourage new people to engage	Update jargon buster	NM, NLW, SO	September
C&I	Keep network updated on current work/each other/grants programme	News update	SO, NLW	August
OC&L	Induction programme for LSP reps when in place. Annual review of progress/training needs for reps	Induction packs for reps made available	NM, SO	July
OC&L	Mentor programme for people wanting to become reps in future	Mentor training	NM,	September
OC&L	Increase skills & capacity of network members to engage more effectively	Training events for CEN to include influencing & lobbying skills	NM, NLW, VTL	September
OC&L	Keep sector updated on current issues	Continue Knowledge & Nosh programme	VTL	Ongoing
Inc	Develop feedback mechanisms for Community Cohesion Partnership & other reps	Develop website to allow Community Cohesion feedback/updates	NM	August
Inc	Forge links with Community Planning Officers at RMBC to encourage more people to engage with the network	Invite Community Planning Officers to network meetings to look at how we can work together	NLW, NM, CPO	August
R&A	Ensure network & reps have up to date information on the LSP once it is fully restructured	Information on LSP structure at a Knowledge & Nosh event	VTL	September
R&A	Carry out training needs analysis for reps so they can be supported throughout their term as a rep	Induction packs for new members & reps to include this information	SO	July
R&A	Ensure reps are clear of their remit & how the sector wants to be represented	Ongoing	NM	Ongoing
R&A	Ensure network have up to date information on LSP structure & how to influence – via reps/website	Agree at Network meetings what to take forward. Feedback at network meetings & on website	NM, SO, Network members	Ongoing
I&I	Ensure network have up to date information on LSP structure & how to influence – via reps/website	Implement website developments	NM	July
I&I	Regular joint meetings with opportunities for networking within the sector and with key partners	At least 1 joint meeting/event	NM	September

I&I	Create opportunity for CEN & reps to meet new Chair & CEO of LSP	Arrange for CEN to meet new Chair & CEO of LSP	NM	September	
NLW	Link with small grants	Assist small groups with application forms	NLW	Ongoing	
NLW	Link to Learning Communities Project	Quarterly event for grants recipients to link to CEN	NLW	July	
NLW	Increase engagement of small groups with CEN	Work with NR area Community Learning Forums to build capacity to enable them to carry forward their local learning plans	NLW	Ongoing	
Misc	Develop Exit Strategy	Work with groups to build capacity and encourage engagement with the CEN	NLW	Ongoing	
		Begin development of strategy	NM, NLW	August	

Quarter 3

	Objective	Details	Lead	Target
C&I	Develop website further as a tool for network members to keep in touch with each other and ensure it is promoted & used	Monitor use of website	NM	December
C&I	Encourage existing network members to support/encourage new people to engage	Update jargon buster	NM, NLW, SO	November
C&I	Keep network updated on current work/each other/grants programme	News update	SO, NLW	November
OC&L	Increase skills & capacity of network members to engage more effectively	Training on how to use website made available to network members	NM, NLW	October
OC&L	Keep sector updated on current issues	Continue Knowledge & Nosh programme	VTL	Ongoing
OC&L	Increase number of people taking up training/positions in the CEN	Visit another CEN to look at good practice	NM, NLW	November
Inc	Develop feedback mechanisms for Community Cohesion Partnership & other reps	Use website to update network	NM	Ongoing
Inc	Forge links with Community Planning Officers at RMBBC to encourage more people to engage with the network	Invite CPO's to network meetings to look at how we can work together	NM, NLW	Ongoing
R&A	Review protocol once LSP restructured & new reps in place	Joint meeting for CEN to review & meet with LSP to discuss	NM	December
R&A	Ensure reps are clear of their remit & how the sector wants to be represented	Agree at network meetings what to take forward. Feedback at meetings & on website	NM, network members	Ongoing
I&I	Ensure network have up to date information on LSP structure & how to influence – via reps/website	Update any information, continue on website	NM	Ongoing
I&I	Regular joint meetings with opportunities for networking within the sector and with key partners	Review joint meetings	NM, NLW	December
I&I	Get statutory bodies to recognise the value of the vol/com sector	Organise networking event	NM, NLW, SO	November
NLW	Link with small grants	Assist small groups with application forms	NLW	Ongoing
NLW	Link to Learning Communities Project	Quarterly event for grants recipients to link to CEN Work with NR area Community Learning Forums to build capacity to enable them to carry forward their local	NLW NLW NLW	October Ongoing

NLW	Increase engagement of small groups with CEN	learning plans Work with groups to build capacity and encourage engagement with the CEN	NLW	Ongoing	
Misc	Performance Management	Review performance of the CEN	NM	November	
Misc	Exit Strategy	Continue work	NM, NLW	Ongoing	

Quarter 4

	Objective	Details	Lead	Target
C&I	Develop website further as a tool for network members to keep in touch with each other and ensure it is promoted & used	Monitor use of website	NM	March
C&I	Encourage existing network members to support/encourage new people to engage	Update jargon buster	NM, NLW, SO	February
C&I	Keep network updated on current work/each other/grants programme	News update	SO	February
OC&L	Induction programme for LSP reps when in place. Annual review of progress/training needs for reps	Review reps training/induction	NM	January
OC&L	Keep sector updated on current issues	Continue Knowledge & Nosh programme	VTL	Ongoing
Inc	Widen out NoP and ensure the format of future meetings meets the sector's needs. Review annually	Review widening out of NoP	NM, NLW	March
Inc	Develop feedback mechanisms for Community Cohesion Partnership & other reps	Update on website	NM, SO	Ongoing
Inc	Forge links with Community Planning Officers at RMBC to encourage more people to engage with the network	Invite CPO's to meetings to look at how to work together	NM, NLW	Ongoing
R&A	Carry out training needs analysis for reps so they can be supported throughout their term as a rep	Event to review reps training needs/support programme	NM	January
R&A	Ensure reps are clear of their remit & how the sector wants to be represented	Agree at network meetings what to take forward. Feedback at meetings & on website	NM, So, Network members	Ongoing
I&I	Ensure network have up to date information on LSP structure & how to influence – via reps/website	Update any information, continue with website	NM	Ongoing
I&I	Regular joint meetings with opportunities for networking within the sector and with key partners	At least 1 joint meeting	NM, NLW	Ongoing
I&I	Create opportunity for CEN & reps to meet new Chair & CEO of LSP	Arrange meeting with CEN& Chair/CEO of LSP to keep updated	NM	February

NLW	Link with small grants	Assist small groups with application forms	NLW	Ongoing	
NLW	Link to Learning Communities Project	Quarterly event for grants recipients to link to CEN Work with NR area Community Learning Forums to build capacity to enable them to carry forward their local learning plans	NLW NLW	January Ongoing	
NLW	Increase engagement of small groups with CEN	Work with groups to build capacity and encourage engagement with the CEN	NLW	Ongoing	
Misc	Annual Plan/Exit Strategy	Continue work on exit strategy/begin next years annual plan depending on whether funding has been identified for following year	NM, NLW	March	

4 BUDGET

Voluntary Action Rotherham
CEN Budget 2006/07

Expenditure	Forecast
Staffing Costs	£ 77,208.57
Administration costs	£ 2,500.00
Project Costs	£ 14,257.43
Management Fee	£ 9,063.00
	£ 103,029.00