

CABINET MEMBER FOR COMMUNITY COHESION

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

Date: Monday, 24 April 2006

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for Absence.
4. Declarations of Interest.
5. Minutes of the meeting held on 27th March, 2006 (herewith). (Pages 1 - 5)
6. Community Planning Update (report herewith) (Pages 6 - 12)
7. Rotherham MBC's Corporate Consultation and Community Involvement (CCI) Framework (report herewith) (Pages 13 - 45)
8. Profile of Women in Rotherham. (Pages 46 - 79)
Head of Policy and Partnerships to report.
9. Any Other Business.
Head of Policy and Partnerships to report re: various matters.
10. Date and Time of Next Meeting -
Monday, 22nd May, 2006 at 10.00 a.m. at the Town Hall, Moorgate Street,
Rotherham.

COMMUNITY COHESION
27th March, 2006

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

An apology for absence was received from Councillor Sangster.

88. DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

89. MINUTES OF THE MEETING HELD ON 27TH FEBRUARY, 2006

Resolved:- That the minutes of the meeting of the Cabinet Member for Community Cohesion held on 27th February, 2006 be approved as a correct record for signature by the Chairman.

90. NEIGHBOURHOOD RENEWAL STRATEGY

Andrew Towlerton, Policy and Research Manager, submitted a report which invited Members to consider and endorse Rotherham Partnership's refreshed Neighbourhood Renewal Strategy. The Strategy sought to ensure that all communities benefited 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.

The Strategy had been circulated for comments and amended accordingly to reflect these comments.

The Strategy had also been amended to incorporate the key themes from the Local Area Agreement and the key role in its delivery.

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

Comments about the population target area descriptions in the Strategy were noted and taken on board.

Resolved:- (1) That the Neighbourhood Renewal Strategy be endorsed.

(2) That the implications for service delivery and policy development be noted.

(3) That the revised timetable for finalising the under-pinning action plans be noted.

(4) That the report be submitted to the next L.S.P. Board.

91. CONSULTATION DRAFT OLDER PERSONS STRATEGY FOR ROTHERHAM

Andrew Towlerton, Policy and Research Manager, submitted a report which invited Members to consider and approve Rotherham's draft Consultation Older Persons' Strategy, which aimed to improve the quality of life of local older people.

The draft Strategy was based on detailed consultation, analysis and discussions and sought to promote a better quality of life for Rotherham's increasing population of older people who were over 50 (which is expected to rise by 40% in 2021).

It was structured around seven sections each based around a Priority Theme contained in the Community Strategy. Each included 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 were broad and intended to set direction for activity rather than describe specific activities that partners, businesses, communities and others could take. These specific actions would be developed into a supporting action plan to be agreed by the end of May, 2006.

Its development had been led by a Task Group involving Programme Areas, P.C.T., voluntary sector, Rotherham Partnership and other stakeholders such as Age Concern and fiftyplus Rotherham. It was chaired by the Council's Older Persons' Champion.

It had been developed in a national and local policy context which had seen a major shift in policy towards older persons. There had 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 enabled all older people to remain as independent for as long as possible and live their lives to the full.

It was recognised that health and social care services were only a small part of the support that older people valued and needed and only a small part of the experience of growing older. This Strategy was intended to play a key role in achieving this, providing a framework and focus for older persons' policy and service delivery.

It was intended that consultation on the strategy would take place in late March and early April and the final strategy agreed in early May.

The difficulties associated with the development of the Strategy were acknowledged, given that the definition used for an older person included anyone over fifty years of age, where for many a transition would begin and some may be planning retirement.

In addition to the agencies and individuals involved in this Strategy, it was suggested that information be made available on the Internet for comment by older people proficient with the use of I.T.

Resolved:- (1) That the Draft Consultation Strategy be endorsed.

(2) That the wider consultation of the Strategy be agreed.

(3) That the timetable for developing the detailed action plan be agreed and noted.

(4) That the report be referred to the Adult Services and Health Scrutiny Panel.

(5) That the report be submitted to the next L.S.P. Board.

92. COMMUNITY EMPOWERMENT NETWORK

Colin Bulger, Head of Policy and Partnerships, submitted a report, which detailed the signing of a Local Area Agreement by the Council with Partners including Voluntary Action Rotherham and the Government.

As part of that agreement the Council would become the accountable body for the Community Empowerment Network, both for its work programme and funding stream.

The Local Area Agreement also included a number of budgets, which needed 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 were being used. This was simply a continuation of current development albeit at a faster rate.

There was a significant difference for “pooled” budgets. Pooling signified that Government funds, which would normally go to partners would come to the Council as part of a single cheque” for disbursement. The Council would, therefore, act as the accountable body, which would bring a set of duties with it. This would be to ensure that the Government money was spent properly and that there was a performance management system in place to monitor and evaluate that targets were being met and objectives achieved. The Council would then make one report to the Government Office for Yorkshire and the Humber covering performance against all pooled budgets.

The Community Empowerment Network funding was originally a contract between Government Office for Yorkshire and the Humber and V.A.R. Under the Local Area Agreement, the Community Empowerment Network funding it was one of the few new budgets that would be pooled.

In order to assure itself that V.A.R. were delivering against funding, the Council via Community Cohesion Delegated Powers needed to agree a work programme for the Community Empowerment Network. It would receive regular reports on progress against targets. Funding would be released against approval of these reports.

Resolved:- (1) That the attached Plan and Work Programme be agreed.

(2) That the release of funding from Central Government to V.A.R. be authorised.

(3) That regular performance reports, detailing progress against actions, be received.

93. SOCIAL INCLUSION FRAMEWORK

Andrew Fellows, Policy Officer, gave a presentation on the Social Inclusion Framework.

The presentation drew specific attention to:-

- Background to the Framework.
- Purpose of the Framework.
- Definition of Social Exclusion.
- The Vision.
- Social Excluded Groups.
- Drivers for Social Exclusion.
- How the Vision linked to action.
- What the Council was currently doing.
- Priority Actions.
- Next Steps.

Members welcomed the presentation and asked a range of questions, drawing particular attention to:-

- Follow up action for Programme Areas that failed to respond to surveys.
- Consideration of Cabinet Member Champion for Social Inclusion.
- Issue of fairness for all.
- Development of consultation for hard to reach groups who are not represented democratically or had access to educational opportunities.

Resolved:- (1) That Andrew Fellows be thanked for his informative

presentation.

(2) That the contents be noted.

94. DATE AND TIME OF NEXT MEETING

Resolved:- That the next meeting of the Cabinet Member for Community Cohesion take place on Monday, 24th April, 2006 at 10.00 a.m.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion – Delegated Powers Meeting
2.	Date:	24 th April 2006
3.	Title:	Community Planning Update
4.	Programme Area:	Neighbourhoods

5. Summary

This report provides a progress report on Community Planning in Rotherham, outlining the processes which the Community Involvement Unit have developed and implemented in order to encourage and strengthen community participation in local decision making structures and service developments. This report specifically explores how the Community Involvement Team have:

- Developed geographically based Community Plans across the Borough
- Have used information identified by communities to inform key actions in each of the 7 Area Plans and Neighbourhood Charters ensuring a clear 'golden thread' to RMBC's Corporate Plan and Rotherham Partnerships Community and Neighbourhood Renewal Strategies
- Engaged with Communities of Interest since the creation of the Community Involvement Unit
- Ensured that quality assurance mechanisms are in place to monitor the impact local residents have had as a result of engaging in community planning activities
- Impacted on strategic documents and Service Delivery Plans, in particular the development of the 7 Area Plans for each Area Assembly
- Identified potential links via the community planning process for local residents to become involved in Neighbourhood Management

In addition this report provides a number of key actions which the Community Involvement Team will deliver on in the next 12 months.

6. Recommendations

- i. **THE CONTINUED DEVELOPMENT OF COMMUNITY PLANNING ACROSS THE BOROUGH BE NOTED AND SUPPORTED.**
- ii. **THE CONTRIBUTION OF THE COMMUNITY INVOLVEMENT TEAM IN PROVIDING OPPORTUNITIES FOR RESIDENTS TO BECOME INVOLVED IN DECISION MAKING PROCESSES IS NOTED AND SUPPORTED.**
- iii. **THE CONTRIBUTION OF THE COMMUNITY INVOLVEMENT TEAM IN PROVIDING OPPORTUNITIES FOR COMMUNITIES OF INTEREST TO BECOME INVOLVED IN DECISION MAKING BE NOTED AND SUPPORTED.**
- iv. **THE CONTRIBUTION OF LOCAL COMMUNITY PLANS IN THE DEVELOPMENT OF AREA ASSEMBLY PLANS IS NOTED AND SUPPORTED.**

7. Proposals and Details

Background

Rotherham MBC has been supporting local communities in the development of their Community Plans since April 2002 as part of the Council's Social Inclusion Unit. In October 2004 this function was transferred over from the Chief Executive's Office to the new Neighbourhoods Programme Area and a new management structure was established. Part of this restructure included the development of a dedicated Community Involvement Unit which currently employs a team of:

- 7 Community Planning Officer (1 per Area Assembly)
- 7 Community Support Officers (1 per Area Assembly)
- 1 Skills and Knowledge Co-ordinator (Borough wide - responsible for learning and development of community organisations)
- 1 Community Leadership Manager (Borough wide - responsible for supporting elected members in their Community Leadership role and the work with Parish Councils)
- 1 Community Engagement Manager (To manage Community Planning and support Officers)
- 1 Community Involvement Manager (Overall responsibility for the Unit).

Since its inception over 12 months ago, the Community Involvement Unit with support from the Community Planning Team, has supported the development of a number of key pieces of work to ensure the priorities of local residents and the services which the Council delivers can demonstrate a clear 'golden thread' back to the Council's Corporate Plan and Rotherham Partnerships Community and Neighbourhood Renewal Strategies; including:

- The production of a Parish Council Charter which is a protocol for joint working between RMBC and the Borough's Parish/Town Councils which sets out a basic statement of mutual rights, responsibilities and support.
- The development of 7 Neighbourhood Charters which set out RMBC's commitments to local residents in terms of what standards they can expect to be delivered in their area.
- 7 Area Plans to detail priorities that residents have identified through the community planning process and the actions RMBC along with key stakeholders will take over the next 12 months in order to address their concerns.

Development of Geographic Community Plans

As part of the Service Plan for Neighbourhoods the Community Involvement Unit were tasked with producing 44 Community Plans by March 2008. As Community Plans are owned by communities they are often different in appearance. However, as the community planning process has evolved over the past 12 months many of the more recent plans have developed a similar framework and structure. Examples of this framework can be found in the Plans that cover Whiston, Thurcroft, Aston-cum-Aughton, Anston and Rawmarsh & Parkgate. The development of a similar template for all the Plans will help to ensure consistency and enable comparisons to be made. This will form

part of the Community Involvement Unit's Team Plan for the forthcoming year along with the development of a Performance Management Framework. By developing robust and meaningful corporate engagement mechanisms we can ensure that all local residents have had the opportunity to influence the development of the Council's major plans and policies, including the Corporate Plan and the Community Strategy.

Progress to date:

- **March 2006** - 25 areas of Rotherham have developed a Community Plan and have a lead community organisation that is its 'custodian'. These community organisations are usually Parish / Town Councils or Community Partnerships. It should be noted that alongside the development of the 25 Community Plans, the Community Planning Team are helping to build the capacity of local communities through the development and establishment of community organisations, social enterprises and other engagement mechanisms, such as the Safer Neighbourhood Teams 'Community Influence Cycle'. This will enable communities to deliver their Plan and work in partnership with other agencies, such as Rotherham MBC, to deliver the Neighbourhood Management Agenda. Recognition needs to be given to the fact that Community Planning is an organic process and the 25 community organisations that have already completed plans are responsible for keeping them up to date and feeding back to local residents on progress and outcomes. The Community Planning Team as part of their role, will continue supporting this process by working with community organisations to develop further consultation activity, establish community based projects, feed issues into key service providers and produce an up to date document.
- All Neighbourhood Renewal Areas are covered by a Community Plan, apart from the Town Centre. This area has been prioritised and is being linked into the Environmental and Social Well-being element of the Town Centre Renaissance.
- **March 2007** – A further 8 Community Plans to be completed.
- **March 2008** - The remaining 11 areas to have Community Plans completed.

Communities of Interest

The Community Planning Team is committed to involving all Communities of Interest in geographic Community Planning and is constantly looking at ways of breaking down barriers to involvement, such as appropriate locations for meetings, disabled access, interpreters, hearing loops, etc. There continues to be discussions between Chief Executive's and Neighbourhoods staff as to what mechanisms should be developed to assist Communities of Interest to be represented and influence decision making at a Borough wide level. The Corporate Community Involvement Group is currently looking at developing a 'Corporate Community Involvement and Consultation Framework'. As part of this process the Chief Executive's staff are mapping out known engagement mechanisms and community organisations which the Council and its partners currently use to discuss issues with the four identified Communities of Interest identified in the Neighbourhood Renewal Strategy and any other communities of interest, such as the Lesbian, Gay, Bi-sexual and Transgender community. Once this is established any gaps will be filled and

Officers nominated from the Community Planning Team to lead on the development of engagement mechanisms thus ensuring meaningful involvement of these communities. The Community Planning Team will continue to provide opportunities for Communities of Interest to get involved in the development of local Community Plans. For example, by end of March 2006 a series of events targeted at Asylum Seekers and Refugees will have taken place.

Issues raised by Communities of Interests will be passed on to Chief Executive's staff who are currently looking at the most appropriate mechanism for cascading this information throughout the Council and its Partners to ensure the issues raised impact on future Service Plans and delivery. By developing robust and meaningful corporate engagement mechanisms we can ensure that Communities of Interest can influence the development of the Council's major plans and policies, including the Children and Young Person's Single Plan and the Older Persons Strategy.

Promotion of Community Planning

It is essential that the Community Planning process and the Community Plans themselves are promoted through Rotherham and beyond. In order to improve the profile of Community Planning across the Borough the Community Involvement Team over the next 12 months will:

- i. Update the first four editions of the 'Understanding Community Planning' newsletter
- ii. Develop a fifth edition of 'Understanding Community Planning' which will specifically look at tangible outcomes as a result of Community Planning.
- iii. Develop an easy to use webpage on the Rotherham MBC website that will allow users to find out about Community Planning activity in their programme area
- iv. Develop an interactive Community Planning tool that will allow a user to input concerns affecting the area in which they live – by September 2006.
- v. Create and distribute a quarterly briefing paper that will be circulated internally that would inform Officers of issues coming out of Community Planning, etc..
- vi. Develop a Communications Strategy for the Community Involvement Unit. This will include how staff will support community organisations in the promotion of the Community Planning process in their area and / or their completed Plans.
- vii. Target resources in the Neighbourhood Renewal Areas – To achieve this Community Planning Officers will concentrate their community planning activities in the most deprived neighbourhoods and action plans will be developed with the target Communities of Interest as identified in the NRS. In addition a designated Community Planning Officer will be assigned as a Programme Area Champion for each of the Communities of Interest as highlighted in the Neighbourhood Renewal Strategy.
- viii. Produce an accessible engagement database which builds on past, present and future engagement activities be created. This will lead to the establishment of an accessible database that will provide a central reference point for all engagement type activities across the Borough. The database will enable all outcomes of engagement exercises to be shared more widely, the identification and sharing of best practice and provide the basis for joint working with out partner agencies
- ix. Develop a Performance Management Framework with key indicators in order to measure meaningful community participation. In future, rather than measure the number of active tenants and residents involved in decision making structures, the

Quality of Life indicators be used as a more appropriate method of engaging community influence in decision making structures.

- x. Undertake training on conducting health and equality impact assessments in order to ensure that Community Plans are reflective and inclusive of the diverse make up of that area.

Ensuring and Measuring Quality

Ensuring Community Plans and the Community Organisations that 'own' them are representative is paramount. In the past the processes adopted in some areas may not have been fully inclusive, e.g. mechanisms for targeting a particular Community of Interest have not been employed. This has led to the production of Plans that do not fully represent the profile or the needs of the whole community. This will be addressed by the introduction of a Performance Management Framework along with each of the Community Plans undergoing both a health and equality impact assesment on completion.

The Community Planning Team may not have the same level of influence over the development of Community Plans in every area. Not all communities are keen to embrace Community Planning and some areas would prefer to access support from other organisations as opposed to Rotherham MBC, such as Objective 1, Voluntary Action Rotherham or the Yorkshire Rural Community Council. The Community Planning Team is to enter into discussions with other support organisations in order to address any inconsistencies which they may have encountered over the past 12 months.

It is important that all Community Plans have a recognised set of standards; these standards need to be understood and agreed with community and voluntary organisations, Rotherham MBC and agencies. Achieving such standards would lead to increased confidence in the Plans and community organisations, i.e. they are representative, legitimate and have undergone quality assurance procedures.

Impact on Strategic Documents and Service Delivery

Priorities identified in Community Plans tend to fall into two categories

- i. Community based projects that are led by a local community organisation, which may be supported by other partners, such as Rotherham MBC (e.g. the development of a Parish / Community hall).
- ii. The need to improve services delivered by Rotherham MBC and other statutory organisations (e.g. more efficient street cleansing)

All priorities identified through the community planning process have been fed into the development of the latest Rotherham Community Strategy, the Neighbourhood Renewal Strategy, the initial priorities of the Safer Neighbourhood Teams and the development of the 7 Area Plans and Neighbourhood Charters. The Community Planning Team will ensure that all priorities identified through the Community Planning process in these strategies can be directly linked back to their source and provide a clear audit trail. Impact of community involvement on service delivery is a Key Line of Enquiry for the forthcoming CPA inspection. It is essential that a corporate mechanism is adopted, which allows

issues raised through Community Planning and other forms of community involvement and consultation to be fed into the decision making structure. This issue has been identified in the 'Corporate Community Involvement and Consultation Framework' currently being finalised by Officers with the Chief Executive's Office.

Area Assemblies and Area Plans

The Community Involvement Unit was given the responsibility to develop 7 Area Plans that would inform the operation of the new Area Assemblies. It is envisaged that the new Area Assemblies will act as local service delivery partnerships from the start of the new municipal year. As a result 7 Area Plans have now been completed in preparation for them 'going live' in the new municipal year. The development of the 7 Area Plans will provide a clear example of how the Community Planning process is having a direct impact on local service delivery and development.

8. Finance

There are no direct financial implications regarding the continuation of the above work, other than maintaining the existing core budget of the Community Involvement Unit.

The development of Community Plans will result in the more efficient delivery of mainstream services, and support local communities to lead on projects and provide services for them. This will also result in the attraction of external funding for example Neighbourhood Renewal funding.

9. Risks and Uncertainties

The development of quality Community Plans and representative community organisations across Rotherham is dependant on a fully staffed team that has a robust Performance Management Framework. As indicated in the main body of the report there are a number of variables that could impact on this outcome, including a willingness to get involved and alternative support and advice from other agencies. An agreed set of Rotherham Partnership standards and benchmarks will address this issue.

In order to ensure Community Plans have a direct impact on Service Delivery there needs to be a stronger corporate mechanism for the identified issues and priorities to be fed into. This should be addressed through the 'Corporate Community Involvement and Consultation Framework'.

The principal risk associated with the development of the Area Assemblies, and therefore the implementation of the Area Plans, is the potential lack of ownership and commitment from all key delivery partners. This risk will be addressed by a clear programme of development and consultation that builds upon the already strong foundations of partnership working in Rotherham.

10. Policy and Performance Agenda Implications

The development of Community Plans and the capacity building of communities to become involved in decision making is the cornerstone of Rotherham's ability to deliver a

quality Neighbourhood Management Service. It helps address all the key elements of the Government's vision for sustainable communities and neighbourhood development.

Community Planning and other mechanisms of community engagement will also provide a strong suite of evidence for the forthcoming CPA inspection and the Local Area Agreement Submission.

11. Background Papers and Consultation

Rotherham Community Strategy - 2005

Rotherham Neighbourhood Renewal Strategy - 2006

Corporate Community Involvement and Consultation Framework - 2006

ODPM Sustainable Communities: People, Places and Prosperity – 2005

ODPM Vibrant Local Leadership – 2005

ODPM Citizen Engagement and Public Services: Why Neighbourhoods Matter - 2005

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	24 th April 2006
3.	Title:	Rotherham MBC's Corporate Consultation and Community Involvement (CCI) Framework
4.	Programme Area:	Chief Executives Department

5. Summary

This report seeks endorsement from the Panel for the Council's Consultation and Community Involvement Strategic Framework which aims to deliver improvements in community involvement and consultation activity across the Council.

The Framework sets out the Council's vision, aims and objectives for consultation and community involvement. It also sets out a range of actions to ensure that consultation and community involvement underpin and is built into Council policy and service delivery.

This develops the draft that was initially reported to and approved by CMT and Cabinet and agreed in November and has been the subject of further internal and external consultation.

The Framework was agreed by the Cabinet at its meeting on the 15th March.

6. Recommendations

The Panel is asked to:

- 1. The Panel is asked to consider and endorse the Framework.**
- 2. To give any comments on the Framework.**
- 3. To agree to receive regular reports on progress made.**

7. Proposals and Details

Strengthening Community Involvement and Consultation (CCI) is a Year Ahead Commitment (No. 7) which RMBC commits to developing a Framework to ensure that communities, citizens and service users in Rotherham have a voice to influence the shaping and delivery of policy and services by the council. The Framework identifies why Community Involvement and Consultation is important, where new approaches are needed and it draws upon good practice that has been identified by the Audit Commission and Yorkshire Forward

It has also been influenced by the Community Involvement and Consultation Position Statements which CMT has previously considered. Each statement examined the effectiveness of the Council's approach to Consultation and Community Involvement, and made recommendations on how these can be improved.

The Framework (please see Appendix 1) is not intended to replace existing work and good practice, but to further improve on it. It is a living document and, as such, will be constantly monitored and changed in light of experience and developments.

It is divided into two main parts. The first part sets out the context and the council's approach to consultation and community involvement. The second part sets out the specific areas of activity required to achieve improvements. This includes the Action Plan which has been produced with key Strategic Objectives and Key Actions that are needed to deliver the Framework.

The draft report was agreed by CMT and Cabinet in October 2005 seeking approval for internal and external consultation on the Framework between November and February 2006 which was agreed to ensure delivery of Action Plan can commence 1st April 2006.

Internal consultation has been carried out through the Programme Area Executive Directors and the Corporate Consultation Coordination Group and the Corporate Community Involvement Group. External consultation has taken place with South Yorkshire Police, Rotherham PCT, VAR and REMA.

The report changed significantly after consultation, with the first part of the Framework incorporating the council's good practice, successes and areas for improvement. The Action Plan has also developed further with changes as the objectives have changed, and the 5 themes for the Action Plan have slightly changed. The original ones were Community Activity, Organisational Development, Involvement in Decision Making, Service Improvement and Performance Management. The new 5 themes are:

- Improving quality, effectiveness and coordination of CCI,

- Raise awareness of the principles of effective consultation and community involvement,
- Ensure that all communities are involved,
- Service and Policy Improvement and
- Performance Management.

8. Finance

The Community Involvement/Consultation will determine the actions needed to deliver Community Involvement and Consultation. The actions will be delivered through Programme Area's existing budgets. The development of the Framework itself will be met through the Chief Executive's budget.

9. Risks and Uncertainties

If there is no Community Involvement/Consultation Framework developed and implemented, then it will be difficult make improvements that are needed to ensure that Community Involvement and Consultation is delivered effectively in terms of influencing policy, service planning and delivery. If the Framework is implemented, then this will have a positive impact on the Council's effectiveness and efficiency in meeting needs and involving local people.

10. Policy and Performance Agenda Implications

Improving the level of involvement of local people is a major part of the Government's agenda to delivering improved services and policies and greater user satisfaction, nationally and locally.

It has given local authorities a raft of enhanced powers and duties to help achieve this. These powers and duties can be divided into three main categories.

Legal requirements such as to consult the business community when setting the budget, or the Planning and Compulsory Purchase Act 2004 that has a requirement to consult on and submit a "statement of community involvement" as part of preparing a Local Development Framework. Involving service users is also a statutory requirement under equal opportunities legislation, for example the Race Relations Amendment Act 2000.

General requirements such as the Local Government Act 1999 that introduced best value reviews and requires consultation to secure continuous improvements in the way in which Local Authority functions are exercised, and the Local Government Act 2003 which enables local authorities to hold local polls to assess opinion on local services and expenditure.

Community involvement and Consultation has become an integral part

of the Council's policy making process. Every year it undertakes hundreds of consultation exercises, both internally and externally aimed at service users, non service users, residents, partners and other stakeholders.

It is at the heart of Rotherham's new Community Strategy and the Council's Corporate Plan. A good example is the shared Priority Theme Rotherham Proud.

Community Involvement is a cross-cutting objective in the Local Area Agreements. This is to ensure an increase in community and service-user engagement and involvement, supporting the development of volunteering, thus enabling greater local influence in decision making and service delivery.

The main recommendations from the last Corporate Assessment carried out demonstrated the need for the Council to improve Community Involvement. Key weaknesses were identified:

- Determine a role for area assemblies and ensure they provide appropriate community leadership.
 - Improve the quality of decision making forums.
 - There was little evidence of consultation changing priorities.
- Other inspection reports have indicated weaknesses in community involvement.

CPA will measure Rotherham Metropolitan Borough Council's proven ability to engage with and lead their communities, deliver community priorities in partnership with others and ensure continuous improvement across a range of council services. The Audit Commission has developed an analysis of the criteria for assessing community engagement as part of the new CPA 2005, for the purposes of this analysis; community engagement is separated into 3 aspects:

- User focus/citizen involvement.
- Engagement with 'vulnerable, minority and hard to reach groups'.
- The role of the voluntary and community sector.

CPA requires that local authorities are user and citizen focussed and that reflect the needs and diversity of the communities that they serve. The council should take into consideration the needs of all sections of the community in setting priorities and consulting with communities and partners when making changes to priorities.

11. Background Papers and Consultation

Community Involvement and Consultation Framework with Action Plan (Appendix 1)

The draft report was agreed by CMT and Cabinet in October 2005 seeking approval for internal and external consultation on the Framework

between November and February 2006 which was agreed to ensure delivery of Action Plan can commence 1st April 2006.

Internal consultation has been carried out with all the programme area Executive Directors and the Corporate Consultation Coordination Group and the Corporate Community Involvement Group.

External consultation has taken place with South Yorkshire Police, Rotherham PCT, VAR and REMA.

The Framework has now been agreed by CMT on 27th February 2006 and by Cabinet on 15th March 2006.

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Corporate CCI (Consultation and Community Involvement) Framework

INTRODUCTION

Consultation and Community Involvement (CCI) is at the heart of the Council's approach to policy making, service delivery and community leadership.

It is integral to the new Shared Vision for the Borough as set in Rotherham's Community Strategy. This for example seeks to ensure that "Active Citizenship and democracy will under-pin how Rotherham works"... and "that there will be many opportunities for people to be involved in civic life and decision making".

This framework sets out the Council's vision, aims and objectives for CCI. It also sets out a range of actions to ensure that CCI under-pin and is built into everything the Council does.

It will help to align and co-ordinate activity, identify the key principles which should underpin CCI and ensure that the results of consultation are used effectively, enabling the Council to approach CCI in a co-ordinated and consistent manner.

WHY HAVE A FRAMEWORK?

The Council is involved in a wide and growing range of CCI activities.

It can point to significant progress and there are many examples of good practice already that are delivering better and improved services. These include:

- In 2001 the Council developed a Citizen's Panel, Rotherham Reach out. It has a panel of about 1,800

people who the Council regularly consults on a wide range of issues. The findings have helped develop and improve services and policies and have been consistently praised in government inspections.

- A strategic consultation plan and database have been developed to record and disseminate previous, current and forthcoming major consultations. These help to plan consultation, the sharing of results and avoid 'over consulting'.
- A Consultation Good Practice Guide has been introduced which contains practical help and advice and has been identified as 'good practice' by the Audit Commission.
- The Rotherham Compact sets out how RMBC will involve and consult with the voluntary and community sector. It has recently received a commendation from the Yorkshire and Humberside Government Office.
- The Library Service gained Charter Mark Status for their involvement of BME communities in the shaping and delivery of library services.
- The Council has just received Beacon Council status for the 'Valuing People' theme. The council funds high levels of advocacy to make sure that

the voices of people with learning disabilities are heard throughout the council.

- The Maltby Community Plan received an award for excellent partnership working between the community and agencies in the Maltby area.

The Council in its Consultation and Community Involvement Position Statements also identified the following areas for improvement:

- Strengthen mechanisms so that people who are participating can see the results of their contribution is having an influence on decisions, policy and service development
- Improve and make more transparent the planning and timing of CCI
- Strengthen the links between CCI and decision making, ensuring that exercises relate to a decision that the Council is intending to make and that can be influenced by the results of that activity
- Strengthen structures and procedures to share the results of CCI across Programme Areas and with Members and partners
- Improve structures to ensure that those taking part in CCI are representative and inclusive

- Enhance the evaluation and performance management of CCI, and that service and policy developments are being achieved as a result.

The Framework seeks to maintain and enhance the good progress made and take forward the identified areas of improvement.

In doing this it will make an important contribution to our improvement plan and our ambition to be an Excellent and inclusive Council.

It will also support wider policy and service delivery such as the Council's Corporate Equality Strategy and Action Plan and the Race Equality Scheme.

THE FRAMEWORK

The Framework provides a systematic, practical guide to ensure that we involve and consult communities in a way that is co-ordinated, consistent, coherent and constructive:

- **Co-ordinated** to make the best use of skill and resources, be cost effective, avoid duplication and 'consultation fatigue' and share information, expertise and best practice
- **Consistently** to a high standard, shapes policy and service delivery, makes best use of outcomes, is representative and actively seeks to engage all communities including marginalised and excluded communities

- **Coherent** to ensure that there is a clear need and rationale for CCI and this it is proportionate to the task in hand, appropriate and timely
- **Constructive** in that it directly influences policies, service improvement and increases community satisfaction and leadership

It will also make an important contribution to enabling a culture in the Council where involvement and consultation across the communities in Rotherham is encouraged, recognised and utilised in improving Council services.

The Framework is the result of detailed analysis and research, and draws extensively on best practice particularly the work of the Audit Commission and other local authorities. It has been developed against a national, regional and local policy context which continues to prioritise CCI. As the Audit Commission has stated:

“Where user focus works, the positive benefits for the council have been increased from user engagement, greater trust between individuals and councils and a greater sense of ownership of services by users and a willingness to participate among citizens”¹.

The Framework is not intended to replace existing work and good practice, such as the Council's Good Practice Guide to

Consultation but builds on and refines this.

It is a working document and, as such, will be constantly monitored and changed in light of experience and developments.

It is divided into two main parts. The first part sets out the context and the council's approach to CCI.

The second part sets out the specific areas of activity required to achieve the required improvements in CCI.

Initially a Council document it is intended to share and develop with partners, and be eventually extended to a joint Partnership Framework subject to LSP approval (with shared aims and standards). The Local Area Agreement includes an objective to develop the Framework into a partnership document.

The Council has already developed CCI Position Statements. Each statement examines the effectiveness of the Council's approach to CCI, and makes recommendations on how these can be improved. The findings of these Position Statements have influenced the Framework.

WHY CONSULT AND INVOLVE COMMUNITIES?

There are many reasons why we should consult and involve citizens and service users, including to: Improve the delivery of services by enabling communities to say how they need to be improved:

- Develop participatory decision making that helps Communities, Members and

¹ (2003) User focus and citizen engagement, Audit Commission

Partner agencies set priorities;

- Develop and test the impact of possible decisions, ideas and policies;
- Promote and develop democratic processes and councillors community leadership role;
- Widen ownership of issues and decisions;
- Encourage greater understanding of what the council is aiming to do and what it achieves;
- Raise awareness of Council services
- Develop the capacity of communities and service users to get involved in shaping and delivery of council and other public sector services and empower communities to develop their own areas and respond to problems. This includes:
- Promoting equality and good community relations;
- Developing effective communication mechanisms to provide information to communities on how they can be involved and consulted;
- Develop advances in technology e.g. online consultation through the Council's website and text messaging, use of digital TV and phone conferencing to offer greater opportunities for communities to become involved.

WHAT IS COMMUNITY INVOLVEMENT AND CONSULTATION?

The terms CCI are often used interchangeably and are both similar in aiming to offer a means by which communities can be involved in decision making which has an influence on prioritisation, investment, service planning, delivery and evaluation.

There are important differences between the two:

Consultation is asking people for advice, asking what they think about a particular service area or a strategy, or asking what their needs are and what can be done with them e.g. Reach out panel (citizen's panel), focus groups and surveys etc.

Involvement concerns identifying ways in that people feel they are part of a decision making process so that they can make a real difference to what is decided and have ownership of the issues e.g. Area Assemblies, Scrutiny Panels and Community Planning etc.

Both consultation and involvement are important and need to be used depending on the objective of the issue in question.

Increasingly the Council is moving from consultation to community involvement. As the same groups are being consulted on a regular basis, structures are being set up to encourage involvement from communities which can meet regularly with officers and members to discuss areas of common interest including through Area Assemblies and structures such as ROPES (Rotherham Older People Experiences of Services) and Speak Out which involves people

with learning disabilities for example.

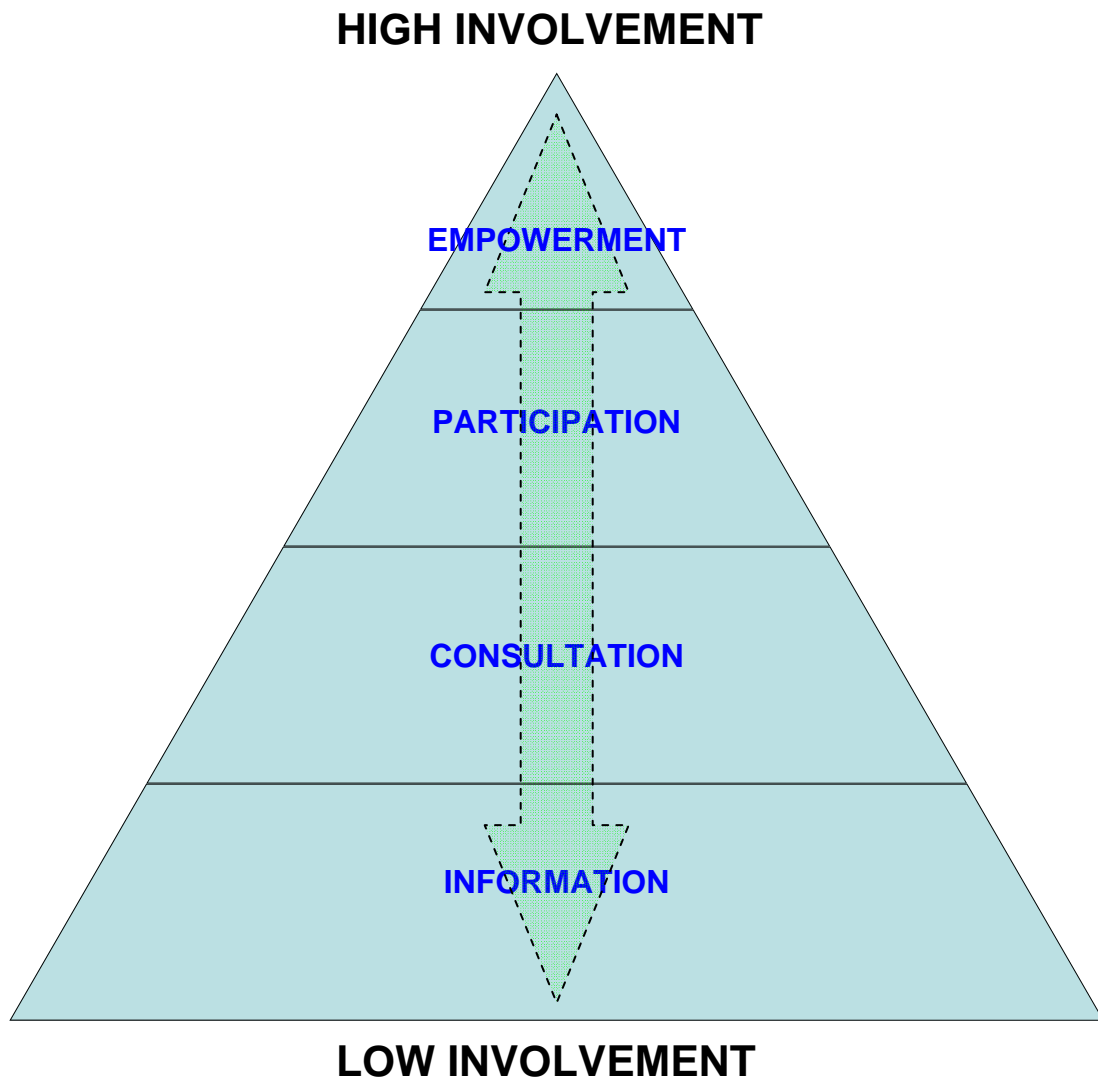
This offers a more effective and systematic way of involving people in decision making.

The degree to which people are involved will vary for each consultation and involvement activity.

Some of the things that could affect the level of involvement are:

- how much time is needed from the participants;
- how much time is needed for the officers to undertake the work and;
- the reason the consultation is being carried out e.g. to improve services.
- how much local people are interested in being informed and involved about the issue.

The model below shows the differing levels of involvement that can take place:



INFORMATION

Informing people of what you want to do or have already done.

CONSULTATION

Asking people for advice, for example asking what they think about a particular service area or a strategy or asking what their needs are and what can be done about them e.g. postal survey.

PARTICIPATION

Asking people to work with RMBC to help decide what to do and encourage them to take part e.g. Scrutiny Panels.

EMPOWERMENT

Giving people ownership of the decisions and supporting them to develop and carry out their own

plans e.g. Community Planning and Area Assemblies.

CCI can be grouped under three main headings:

1. **Statutory consultation** – e.g. Local Development Framework and Crime and Disorder Strategy
2. **Consultation where the Authority has chosen to ask questions** – e.g. through community

planning, to inform funding programmes, the Employee Opinion Survey, Reach out - the Borough's Citizen's Panel and the Council's Staff Opinion Survey.

3. **Ongoing CCI as an integrated part of service delivery** – e.g. assessment and care management in Social Services and Joint Commissioning.

STATEMENT OF GUIDING PRINCIPLES FOR COMMUNITY INVOLVEMENT & CONSULTATION

All CCI should follow best practice. These will help to ensure that the council consistently applies a common and high standard for consulting and involving people and communities.

1. Representativeness

It is important to ensure that CCI is representative of all communities as appropriate:

- Understand Rotherham's communities, their composition, future trends, needs and priorities
- Recognise that communities can be defined in a number of ways, the most obvious of which is geography, but can also be members of communities of interest e.g. BME, Older People, and Young People etc.
- Use a variety of methods to reflect the variety of community patterns, and because that the willingness to engage will vary.
- Consider the needs of different groups such as disabled people, rural communities or black and minority ethnic communities.
- For some there maybe particular barriers such as language, cultural, lack of disabled access and for others there are potential problems with the style of CCI.

3. Clarity of purpose

If we want to achieve the most from CCI, then we need to be clear about what we are seeking to achieve:

- Be clear about the aim of the work and what impact it will have on services and policies.
- Agree how the results will be considered and
- Ensure that you understand the views of communities.
- Be clear how results will influence council services and priorities.

4. Communicating, Consulting and Involving in appropriate ways:

The means, by which we communicate, consult and involve our citizens and users can contribute to CCI:

- Use a combination of approaches that enable communities to communicate with the Council at a time and in a manner that suits them.
- Should not solely rely on traditional 'paper based' consultation methods and always look to broaden the range of consultation channels such as e-communication, citizen's juries, and area based panels and ward surveys.
- Phrasing the questions in a way that it is easy to understand and do not give biased answers.
- Uses a robust sample which is important to give reliable results.
- The council should take responsibility are finding ways around the barriers. This can be overcome by

conducting focus groups, carrying out in-depth interviews, by providing material in appropriate formats E.g. large print, community languages, plain English as opposed to Jargon or on tape or by providing interpreters or signers.

into service planning and delivery.

- Ensuring that we have communicated what we have learnt and done to members, officers and communities through newsletters, web-site.

5. Feedback

The key to carrying out effective CCI is to listen to the messages we receive and respond. Feedback to participants on consultation should be:

- Provided in a suitable format for the service user and citizens.
- Simple and comprehensive and NO jargon.
- Short and to the point.
- Presented clearly.
- Interesting and relevant.
- Be honest and explain why a certain course of action has been decided or recommended.
- Feedback can be using publications such as leaflets or the Rotherham Council Matters or to write directly to people who have participated.

7. Capacity and Resources

It is essential that those responsible for facilitating involvement and carrying out consultation activities have the knowledge, skills and resources to do it well by:

- Increasing the capacity of communities to take part in decision making.
- Ensuring that officers and members have access to advice, training, resources and support as well as having the knowledge and skills to undertake effective CCI.

6. Delivers change and improved outcomes

Ensures that CCI results in positive change and better services by:

- Ensuring that the results are Incorporated into policies, strategies and service delivery
- Monitoring and evaluating the impact of CCI activities to measure how it has fed

HOW WE WILL DELIVER THIS FRAMEWORK

To meet the aims of the Framework we have identified five priority areas for improvement.

1. Improving quality, effectiveness and coordination of CCI	Continue to improve the quality and coordination of consultation and community involvement by Rotherham MBC
2. Raise awareness of the principles of effective consultation and community involvement	Raise awareness of the principles of effective consultation and community involvement and ensure staff and members have the training and support they need.
3. Ensure that all communities are involved	Ensure that all communities are involved in the planning and provision of services and policies to meet their needs
4. Service and Policy Improvement	Ensure that consultation and community involvement shapes and influence service and policies
5. Performance Management	Improve satisfaction with consultation and community involvement, and evaluate the impact

Evaluating and Reviewing the Framework.

The Framework is a working document, and will be reviewed every year. In order to evaluate its impact the following indicators will be used.

1.	% satisfied with their local area as a place to live
2.	% satisfied with the overall service
3.	% of people who consider they are involved in decision making
4.	% of people who feel their views are taken notice of
5.	% of people who feel they can influence decisions in their local area

Detail Targets to be added following the release of the Quality of Life Survey results in early March 2006

CCI Action Plan

An Action Plan has been produced which details the key Strategic Objectives and Key Actions that are needed to deliver the Framework. These are based around the 5 themes identified in the Framework

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
Improving quality, effectiveness and coordination of CCI	Produce and Disseminate a Toolkit to CCI	Corporate Consultation Officer, (CXO)	Toolkit Produced May 2006 and dissemination during 06/07	Production of Toolkit. Staff awareness of Toolkit to be measured via Reach In the Council staff survey
	Produce a quarterly plan of major consultation and community involvement	Corporate Consultation Officer, (CXO)	First plan produced May 2006, and every three months thereafter	Production and approval of 4 plans on a quarterly basis.
	Introduce a CCI Charter that sets out the quality standards expected	Corporate Consultation Officer/Principal Community Involvement Officer (CXO)	Charter agreed in September 2006 and dissemination during 06/07 in training and workshops.	Production of Charter. Staff awareness of Charter to be measured via Reach In the Council staff survey

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Maintain and enhance the Member CCI Panel	Corporate Consultation Officer/Principal Community Involvement Officer (CXO)	On-going	Attendance by Elected Members Number of meetings that took place
	Develop a new CCI officer group that brings together the existing consultation and community involvement panels	Policy & Research Manager (CXO)	July 2006	New Terms of Reference produced and agreed by the group Meetings on a monthly basis.
	Review and Re-model Area Assemblies	Executive Director (Neighbourhoods)	July 2006	New model agreed and detailed arrangements in place
	Review and refresh Rotherham Reach out, the Borough's Citizens Panel	Corporate Consultation Officer (CXO)	May 2006	Refreshed Reach out Two Surveys per year. 1 st survey distributed in May 2006.

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Maintain and enhance Reach In panel (RMBC Employee Panel)	Executive Director (Resources)	3 surveys completed in 2006	1 st survey completed. 2 surveys completed on an annual basis. Response rate
	Produce a joint charter and action plan with Town and Parish	Community leadership Manager (Neighbourhoods)	April 2006	Draft charter produced Final Charter agreed by Council and Partners Increase in number of Parish/Town Councils achieving quality Parish Council status
	Increase participation from partner agencies in Area Assemblies, Area Plans, Neighbourhood Charters and Standards	Community Involvement Manager (Neighbourhoods)	July 2006	Participation by key stakeholders

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	<p>Develop 7 Neighbourhood Charters using intelligence from the Community Planning Framework to ensure residents are at the heart of decision making and they re-shape service delivery</p>	Community Involvement Manager (Neighbourhoods)	April 2006	Draft Charters produced
	<p>Agreeing and implementing a reviewed Rotherham Community Development Strategy (CDS) across partner agencies, providing a framework to assist effective community involvement</p>	Partnership Development Manager (Neighbourhoods)	December 2006	Community Development Strategy in place

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Establish Customer Service Centres across the borough	Executive Director (Resources)	March 2008	Establish Customer Service Centres across the borough
	Review and revise Council Customer Service Standards based on Customer needs and aspirations	Executive Director (Resources)	June 2006	Customer Service Standards in place Fall in the number of customer complaints Increased satisfaction with Customer Services
Raise awareness of the principles of effective consultation and community involvement	Promote the CCI Toolkit and ensure that it is available to all employees	Corporate Consultation Officer (CXO)	Agreed and Launched in May 2006 Available on the Council Website in May 2006.	No of hits on Intranet Measure the usage from officers through the internal Reach-in panel

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Introduce and promote CCI training events aimed at Council staff and Members	Principal Community Involvement Officer/ Corporate Consultation Officer/Head of Scrutiny and Member Development (CXO)	March 2006 and then continued on an annual basis	Number of Training sessions with officers and members undertaken on an annual basis. No of officers and members who have received training.
	Encourage innovative and creative methods of CCI	Each Programme Area CCI Lead	On-going Exercises captured in Annual Consultation by end of 2006	Number of innovative consultation exercises captured through the Annual Consultation Plan
	Identify training needs through the officer CCI Group and Member CCI Group	Principal Community Involvement Officer/ Corporate Consultation Officer (CXO)	March 2006 and on-going Report produced on training needs in September 2006	Training Needs Assessment completed

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Review current methods of capturing consultation data across the Council and produce case studies of good practice.	Principal Performance Management (CXO) Officer,	On-going	Number of consultation exercises that have directly influence service planning and delivery and included in service plans.
	Refresh and develop the Council's Corporate CCI Website and the intranet-site including guidance on methods of CCI	Corporate Research Officer (CXO)	March 2006	Website page and Intranet page in operation.
Ensure that all communities are involved	Review and evaluate the council's approach to CCI with vulnerable and minority communities with a particular focus on the communities identified in the Neighbourhood Renewal Strategy	Principal Community involvement Officer (CXO)	May 2006 and on-going	Increased and more effective involvement with the 4 priority communities of interest identified in the Neighbourhood Renewal Strategy which are: Disabled People and Carers. Older People and Carers. Children and Young

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
				People BME Communities and target communities of place
	Develop a Borough Wide Multi-Agency Older People's Forum	Head of Adult Services (Social Services)	September 2006	An Older People's Forum established Number of older people involved in the Forum
	Review engagement mechanisms with disabled people	Head of Adult Services (Social Services)	Mapping Exercise of engagement mechanisms with disabled people completed by June 2006. Disability Equality Scheme completed by December 2006.	Mapping Exercise completed of engagement mechanisms with disabled people-completed Disability Equality Scheme completed with 3 year action plan with disabled people involved in the development of the Scheme- December

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
				2006
	Establish a strategic framework for giving voice and influence to children, young people and families.	Sonia Sharp, Executive Director (Children and Young People's Services	Initial presentation to CMT, December 2005. Adoption, Jan 2006.	Adoption of the strategy and initial action plan
	Ensuring that the Community Planning process designs and shapes services which meet the diverse needs of the people of Rotherham	Partnership Development Manager (Neighbourhoods)	March 2007	Adoption and implementation of revised community planning
	Development and Implementation of the Community Involvement/Consultation and Policy Appraisal Code of Practice- Rotherham	Principal Community Involvement Officer (CXO)	Implementation of Action Plan begins April 2006	Actions in the impact assessment document completed for the CCI and Policy Appraisal Code of Practice

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Compact			
	Develop a Local Area Agreements which includes a cutting objective to increase community and service-user engagement and involvement, supporting the development of volunteering, thus enabling greater local influence in decision making and service delivery.	Lee Adams (CXO)/VAR	March 2006	Performance Management will be measured against targets and milestones.

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Introduce a Quality of Life Survey	Corporate Research Officer (CXO)	March 2006	<p>Develop and conduct Quality of Life Survey</p> <p>First Quality Of Life Survey undertaken in February 2006</p> <p>Survey undertaken on an annual basis.</p> <p>Satisfaction levels monitored and quality of life survey in place.</p>
	Develop profiles on target communities of interest and place to help understand their composition, future trends, needs and priorities and how they want to be consulted and involved.	Corporate Research Officer (CXO)	<p>20 community profiles completed by April 2007</p> <p>First wave in April 2006</p>	<p>Number of community profiles developed</p> <p>Extent to which they are used to influence policy and service delivery</p>

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Review and develop mechanisms to ensure higher votes are registered in the local elections	Head of Legal and Democratic Services and Head of Communications and Marketing	May 2007 and on an annual basis	Increase the turn out rate at local elections, 10% increase by 2010
Service and policy Improvement	Maintain and enhance the corporate strategic consultation database to help collate and disseminate findings and good practice	Corporate Consultation Officer (CXO)	March 2006 and then maintain and enhance the corporate consultation database	1 new Consultation Database up and running and regularly updated and reviewed.
	Work with the Council's Communications and Marketing Team to promote how CCI has influenced decisions, services and policies	Corporate Consultation Officer (CXO)	March 2007 and ongoing	Findings distributed through the internet and Council Matters newsletter.
	Review current methods of capturing consultation data across the council	Corporate Consultation Officer (CXO)	Review completed by September 2006	Developed a more robust and SMARTER system to capture the information of how services have been improved as a result of consultation,

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
				Number of consultation exercises that have directly influences service planning and delivery.
	Introduce bi-annual review of strategic CCI	Corporate Consultation Officer (CXO)	First review completed and agreed for September 2006	The Consultation Annual Review will monitor progress against each policy and strategy development in relation to CCI.
	Each Programme Area will develop an annual statement on how CCI has informed decisions, services and policies	Each Programme Area CCI Lead	Statements to be developed by September 2006	Information captured through service plans and consultation database Findings reported through website, intranet and feedback through newsletters.
	All Service Plans to include a statement on how CCI has guided their development	Each Programme Area CCI Lead and Performance and Quality Team	Nov 2006	Planning Guidance is developed for Heads of Services.

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
			Jan 2006	Pride in Performance workshop done with M3 Managers which included community involvement
Performance Management	Develop Hear By Right (nationally accredited) standards for the active involvement of children and young people.	CYP Advisor (Children and Young people's services)	March 2006	All service plans are evaluated
	Standards for CCI to be set out in Charter and publicised widely	Corporate Consultation Officer (CXO)	May 2005	Achieved Hear By Right status for the Council to enable children and young people to participate in decision making to improve services for children and young people. Available on website and intranet.
			March 2006	Charter available for service users to collect from all the council buildings and community centres in Rotherham.

What do we want to do?	How are we going to do it?	Lead Officer?	By When?	How will we know we have achieved it?
	Annually report on, and disseminate widely, progress on the performance indicators set out in this Framework	Policy and Research Manager (CXO)	Report to Member Consultation Group by January 2007	1st Annual Report March 2007 and then an annual basis. Findings distributed to CMT and Cabinet and the CCI Officers and Members groups.
	Evaluate the Framework on an annual basis	Principal Community Involvement Officer (CXO)	Report to Member Consultation Group by January 2007	1st Annual Report done by March 2007 and then done on an annual basis.
	Regular reports to CMT, Cabinet, Member CCI group, Community Cohesion Matters group and Democratic Renewal Scrutiny Panel on the Framework progress and impact	Principal Community Involvement Officer (CXO)	On-going	Number of reports Member and officer feedback Reports available on the intranet.

Who to Contact?

For more information about the Framework and CCI areas of work, please contact:

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ROTHERHAM BOROUGH COUNCIL

1.	Meeting:	Community Cohesion Delegated Power
2.	Date:	April 2006
3.	Title:	Analysis of women in Rotherham
4.	Programme Area:	Chief Executive's Department

5. Summary

This report invites the Panel to consider the main findings from a report on the female population in Rotherham. The report represents a wider approach adopted by the Research and Policy Team to help develop a greater understanding of the needs and priorities of the many communities in Rotherham based on the community of interest groups identified in the Neighbourhood Renewal Strategy. The findings will have implications for policy and service delivery.

This report is the third in a series of reports which will be produced by the Research and Policy Team over the next twelve months. The Research and Policy team aim to produce ten reports over the next twelve months on the main (and diverse) communities of interest in the Borough. To date, two other reports have been completed; Older people and the Irish community. Future report will cover Pakistani (inc Kashmiri), Black, Chinese, Indian, Other Asian, Other White (not British or Irish) and Mixed or Dual Heritage.

6. Recommendations

The Panel is asked to:

1. Consider and discuss the main findings from the report as outlined in section 7 of this report
2. Agree that the findings of the report be taken into account by Programme Areas in developing policies and services
3. Agree that dissemination of the key findings to Programme Areas and interested partner agencies be undertaken.
4. Note that this is the third in a series of reports to be developed by the Policy and Research Team looking at the needs and priorities of the main (and various) communities of Interest in the Borough.

7. Proposals and Details

Background

The analysis of women in Rotherham is the third in a series of reports, which seeks to develop a greater understanding of Communities of Interest in Rotherham. Better information and Research is part of the Year Ahead commitment to further understand local needs in order to plan and deliver more effective services for local people in Rotherham. Its findings will be made widely available, and help to shape and inform services and policies by the Council and partners.

The improvement of available data from various sources and the development of more sophisticated approaches to profiling through for example the Council's involvement in the Audit Commission's Area Pilot Profile have enabled the Policy and Research Team to develop a more in depth understanding of the needs and priorities of its many of its communities.

Main Findings

Demographic Characteristics

- There are more women than men among the population of Rotherham.
- The proportion of women in the older age groups is continuing to increase.
- There are 3 times more women aged over 85 than men.
- Women live longer than men in Rotherham but life expectancy for women in Rotherham is below the national average.

Ethnicity and Religious Characteristics

- A high proportion of women in Rotherham were born outside the UK in other European countries compared to men.
- In Rotherham women outnumber men in the White, Mixed and Asian ethnic groups.
- 8 out of 10 women living in Rotherham belong to a religious group.

Crime

- Women in Rotherham tend to be the most fearful of crime despite being the least victimised.

Family and Living Characteristics

- There is a higher than average proportion of women who are married or re-married living in Rotherham.
- Rotherham also has higher than average numbers of widowed women.
- One third of all women living in Rotherham rent their house from the council.
- Just over half of all women living in Rotherham own their own house, compared to nearly three quarters of men in the Borough.

- 9 out of 10 lone parent households in the Borough are headed by women.
- Households in the Borough with lone females aged over 85 has seen a significant increase in the last 15 years.

Health Characteristics

- Women in the Borough are living longer but for some the extra years of longevity are not healthy ones.
- Female life expectancy in the Borough is 79.5 years of age and is increasing
- Rotherham has higher than average numbers of women who are permanently sick or disabled.
- 1 in 10 women in the Borough provide unpaid care for at least one hour per week. This is one of the highest rates in the country.
- Women in Rotherham are more likely to be suffering from a Limiting Long Term Illness.

Economic Characteristics

- Rotherham has a higher than average number of women who are unemployed, looking after the home/family, retired or permanently sick or disabled compared to national averages.
- Three times as many men than women claim Job Seekers Allowance in Rotherham
- Women in Rotherham are above the national average in accessing Further education but below the national average in accessing Higher Education.
- Average weekly earnings for women in Rotherham are £319.30. This is on average 27% less than their male counterparts.

8. Finance

There are no direct and significant financial implications with this report. The study itself was completed within existing research budgets.

9. Risks and Uncertainties

It is essential that the findings from this report which identify the needs and priorities of this particular community in the Borough are used to help shape and inform services and policies by the council and partners.

10. Policy and Performance Agenda Implications

Developing more sophisticated approaches to profiling communities of interest enables the council to develop a more in depth understanding of the needs and priorities of its many communities. This sophisticated approach identifies and highlights any gaps in research and consultation relating to specific communities of Interest enabling bespoke targeting and consultation within these groups.

Developing and implementing a coherent approach to research, consultation and intelligence is pivotal to a wider network of plans, strategies and initiatives such as

the Neighbourhood Renewal Strategy, Chief Executive Service Plan, Local Area Agreement and The Audit Commissions Area Profiling Pilot project. Developing this approach to understanding the needs of our communities also contributes to the development of key strategic documents such as the Corporate Plan. It is envisaged that the report along with others that are developed in the future will play a key role in shaping and informing future policy and service delivery across the Borough and by all partners.

11. Background Papers and Consultation

The report has been developed following detailed analysis and desk based research. Guidance was also given through the Audit Commission's Pilot Area profiling project.

It is envisaged that this report along with future reports that are produced are disseminated across programme areas and key partner agencies. It is also envisaged that these reports will be made available to the voluntary, community and not for profit sectors and the public via the RMBC internet to support and maximise funding opportunities for specific communities of Interest in the Borough.

It is hoped that the findings of this report will enable the council to establish and maintain effective ways to consult with communities of Interest and will drive forward community involvement and consultation in relation to policy and service delivery across the Borough. This report will be used as a tool to support and inform key strategies such as the developing Women's Strategy. The report has received a great deal of interest and was utilised at the International Women's Day event held at Rotherham College in March 2006.

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A profile of Women in Rotherham

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Report by

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1. Introduction - National Context

1.1 Background

The analysis of women in Rotherham is the third in a series of reports, which seeks to develop a greater understanding of Communities of Interest in Rotherham. Its findings will be made widely available, and help to shape and inform services and policies by the Council and partners.

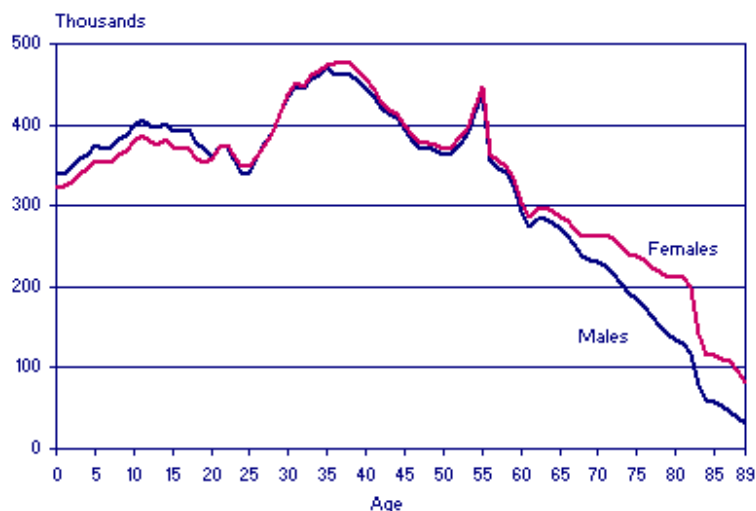
This report represents a wider approach adopted by the Research and Policy Team in the Chief Executives Department of Rotherham MBC to help develop a greater understanding of the needs and priorities of the many communities in the Borough.

The improvement of available data from various sources and the development of more sophisticated approaches to profiling through for example the Council's involvement in the Audit Commission's Area Pilot Profile have enabled the Policy and Research Team to develop a more in depth understanding of the needs and priorities of its many of its communities.

The Office for National Statistics published a *Social Focus on Women*, in 1995, presenting a broad summary of statistics for the United Kingdom. A profile of women in Rotherham adopts a similar approach, presenting a picture of the lives of women in Rotherham today. Comparisons are given with men and total Borough averages where this is possible. Comparisons with national averages are included selectively to illustrate various similarities and differences.

1.2 Demographic Characteristics

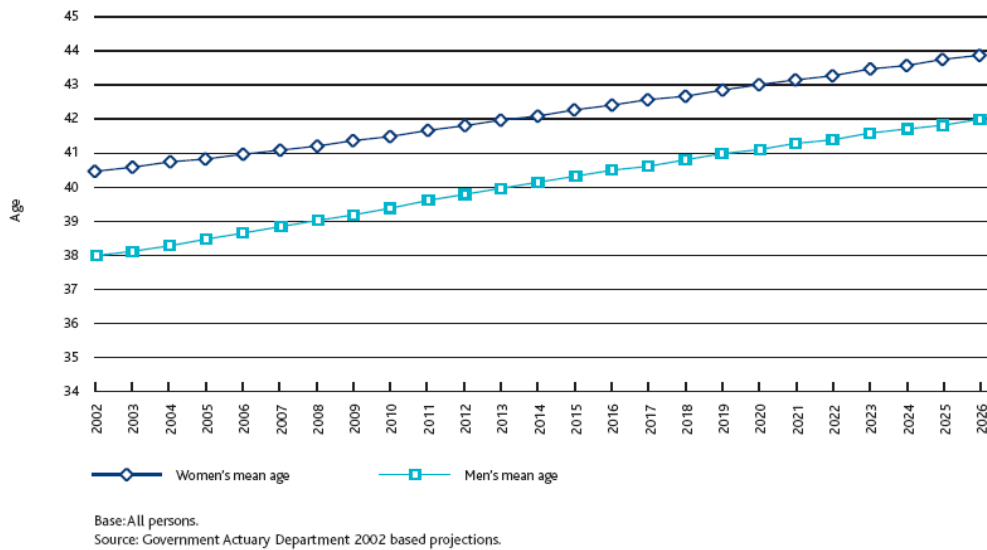
Population: by age and sex, 2002 United Kingdom



More boys than girls are born each year but there are more women than men overall in the UK population: 30.3 million females compared with 28.9 million males in mid-2002.¹

The graph below shows that in 2002, the national average age of a woman was 40.5 compared to 37.9 for men. By 2026, the average ages for women and men in the UK are predicted to be 43.9 and 42.0 respectively.

Table 1.0 - Mean age of women and men: UK, 2002-2026



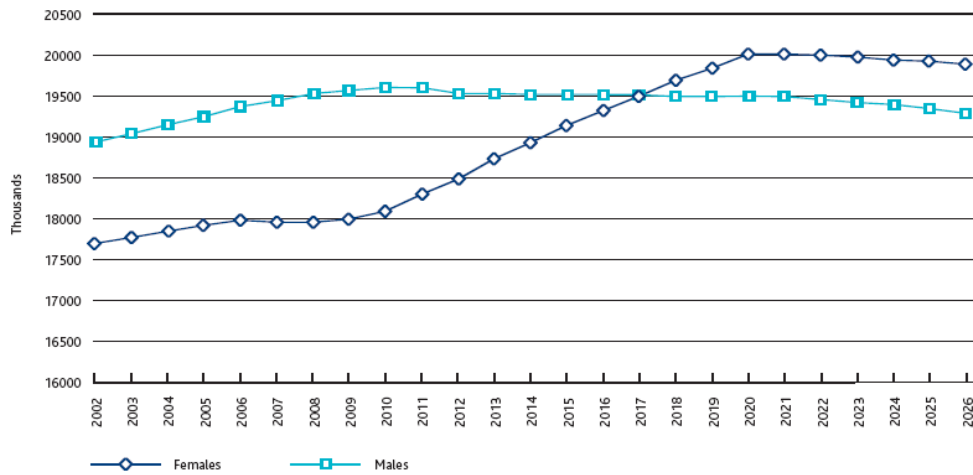
1.2 Working age population

The decrease in the number of young males living in the UK has implications for the composition of the working population in future years. The chart below shows that the number of women of working age will increase from 18 million in 2010 to nearly 20million in 2020.

This is the decade during which the extension to the state retirement age for women from 60 to 65 years will be phased in. The number of women is projected to overtake the number of men of working age in 2018. The overall numbers of females and males of working age are set to decline slightly from 2021.

¹ ONS, Focus on Gender

Figure 1.2 - Working age projections, Government Actuary Department 2002



Note: Working age and pensionable age populations are based on the state retirement age for given year. Between 2010 and 2020, the state retirement age will change from 65 years for men and 60 years for women, to 65 years for both sexes.
 Source: Government Actuary Department 2002 based projections.

The graph shows that nationally from the age of 22 women outnumber men. This is partly because of higher net in-migration among women than men in recent years. In addition, death rates from accidents and suicide are much higher for young men than for young women. This difference between the sexes increases through the 20s and 30s age groups, but is smaller again for those in their 40s. The gap narrows mainly due to higher net inward migration among men in the older working ages.

For people in their late 50s and onwards, the difference between the sexes increases, as the death rates are greater among men than among women. This is most pronounced in the very elderly, as women tend to live longer than men. The Second World War has also had an impact on the number of men aged over 80. In 2002, there were three and half times as many women as men aged 90 or over.

The pattern of women outnumbering men is projected to continue in the future, although the gap is expected to narrow as death rates among men continue to improve

1.3 Ethnicity

Nationally the ratio of men to women varies across the ethnic groups. There are more women than men in the White, Black and Indian groups in England and Wales. By contrast, there are more men than women in the Pakistani, Bangladeshi, Chinese, and Other groups.

In 2001, women who claimed asylum in their own right in the UK only represented about a fifth of the asylum seeking population in the UK.²

1.4 Crime

Men commit more crimes than women. In 2002 male offenders in England and Wales outnumbered female offenders by more than four to one.³

Men outnumber women in all major crime categories. Between 85 and 95 per cent of offenders found guilty of burglary, robbery, drug offences, criminal damage or violence against the person are male. Although the number of offenders are relatively small, 98 per cent of people found guilty of, or cautioned for, sexual offences are male. Theft was the most commonly committed offence by women in 2002. Men are more likely to be the victims of violent crime than women.

Fear of crime is a major concern for both sexes. However, women tend to worry more about most types of crime, particularly violent crime even though men are most likely to become a victim of crime. For both sexes, particularly women, there is an inverse perception around being a victim of crime. The fear of crime greatly outweighs the actual risk. Domestic violence is the only category of violence where the risks for women are higher than for men. Risks of stranger violence remain substantially greater for men than for women, with men four times more likely than women to suffer this form of attack.

1.5 Family and Living Characteristics

Nationally, around six out of ten men and women in the UK live in a couple. Men are more likely than women to be single (never married), while women are more likely than men to be divorced or widowed. There are over three times as many widows as widowers in the population as women tend to live longer than men.

There has been a doubling in the proportion of households headed by a lone parent with dependent children in the UK since the early 1970s, to 6 per cent in 2002. Up to the mid-1980s, a large part of the rise was due to divorce. More recently, the number of single, lone mothers has grown at a faster rate, because of the rise in the proportion of births outside marriage. Lone mothers headed the majority of lone parent families in spring 2002, with nine out of ten headed by a lone mother.⁴

In 2001, a higher proportion of single men than single women were owner-occupiers in Great Britain (54 and 40 per cent, respectively).

² Refugee Women's Resource Project, Asylum Aid, 2003

³ Criminal Statistics, England and Wales, 2001, Home Office

⁴ ONS, Focus on Gender, 2002

Nearly half of lone mothers are single (never married). Lone parents receive a high priority for social sector housing and are more likely than any other type of household to be renting from this sector. Half of lone mothers with dependent children live in social sector housing. Lone mothers are more likely than lone fathers to be living in any sort of rented accommodation, while a higher proportion of lone fathers, who tend to be divorced, are owner-occupiers.

On Census day 2001, there were two and half times as many women in residential care and nursing homes compared with men

1.6 Health

In 2001, the average life expectancy at birth of females born in the UK was 80 years compared with 76 years for males. However, the gap is smaller in terms of the number of years they can expect to live in good health. Healthy life expectancy for women in 1999 averaged 69 years compared with 67 years for men. Consequently, while women can expect to live longer than men they are also more likely to have more years in poor health.

Causes of death vary between the sexes. Cancers are now the most common cause of death in women and the second most common cause in men, accounting for only slightly fewer deaths in men than circulatory disease (which includes heart disease and stroke). However, as a result of greater falls in deaths from other illnesses, the proportion of deaths caused by cancer has risen. In 2001, cancers were responsible for 28 per cent of male deaths in England and Wales and 24 per cent of female deaths, compared with 16 per cent among both males and females in 1951.⁵

1.7 Economic

Research shows that women still generally earn less than men in Great Britain, and according to the Equal Opportunities Commission are still decades away from achieving equality in the workplace.

Since 1999, the gap between men's and women's average hourly earning has narrowed marginally. In 2003, women's average hourly pay was 82 per cent of men's, compared with 81 per cent in 2002 and 79 per cent in 1993. Furthermore, in February 2006, the Women and Work Commission concluded that the gender pay gap is worse in Britain than anywhere in Europe.⁶

⁵ ONS, Focus on gender

⁶ Women and Equality Unit, 2006

The reasons for this pay gap are complex. There are however a number of key factors.

Women with children are less likely to be in work and more likely to work part time or take low paid work than those without children. For example, a Government commissioned report (Shaping a Fairer Future) concluded that women with child care responsibilities often take low paid part-time employment such as cleaning and caring below their skill level. Additionally, Single mothers are in receipt of the highest level of benefits among all people of working age in 2001/02, receiving 37 per cent of their total weekly income from benefits and 42 per cent from earnings.

Women also tend to be over-represented in those sectors of the economy that traditionally pay wage levels below the national average such as the service sector, and men in those sectors that traditionally have wage levels above the national average. Women also tend to be generally under-represented in senior managerial and professional positions.

1.8 Learning and Training

Nationally over recent years, there has been an increase in the proportion of both young women and young men in the UK who gain two or more GCE A levels (or equivalent). This increase has been more marked among women. Between 1992/93 and 2001/02 the proportion of women gaining this result more than doubled from 20 per cent to 43 per cent. Over the same period, the proportion of men increased from 18 per cent to 34 per cent.

At 'A' level, women outperformed men in virtually all subject groups in 2000/01. With the exception of only General Studies, English Literature and some languages, a greater proportion of women than men achieved grades A-C.

Women also outperform men in vocational qualifications - 29 per cent of young women in schools and colleges gained a distinction for their Advanced General National Vocational Qualification (GNVQ) in 2000/01, compared with 17 per cent of young men. Although Business was the most popular subject for both men and women taking an Advanced GNVQ, the next most popular subjects differed between the sexes. Twenty five per cent of women took Health and Social Care compared with 1 per cent of men, whereas 22 per cent of men took Information Technology compared with 4 per cent of women.

Among those who took first degrees in 2002, men and women were almost equally likely to gain a first - 10 per cent of men compared with 9 per cent of women. However, a greater proportion of women achieved an upper second - 49 per cent of women compared with 40 per cent of men.

2. Local Context Summary

2.1 Population

- There are more women than men among the population of Rotherham.
- The proportion of women in the older age groups is continuing to increase.
- There are 3 times more women aged over 85 than men.
- Women live longer than men in Rotherham but life expectancy for women (and men) in Rotherham is below the national average.

2.2 Ethnicity and religious characteristics

- A high proportion of women in Rotherham were born outside the UK in other European countries compared to men.
- In Rotherham women outnumber men in the White, Mixed and Asian ethnic groups.
- 8 out of 10 women living in Rotherham belong to a religious group.

2.3 Crime

- Women in Rotherham tend to be the most fearful of crime despite being the least victimised.

2.4 Family and Living Characteristics

- There is a higher than average proportion of women who are married or re-married living in Rotherham.
- Rotherham also has higher than average numbers of widowed women.
- One third of all women living in Rotherham rent their house from the council.
- Just over half of all women living in Rotherham own their own house, compared to nearly three quarters of men in the Borough.

- 9 out of 10 lone parent households in the Borough are headed by women.
- Households in the Borough with lone females aged over 85 has seen a significant increase in the last 15 years.

2.5 Health

- Women in the Borough are living longer but for some the extra years of longevity are not healthy ones.
- Female life expectancy in the Borough is 79.5 years of age and is increasing.
- Rotherham has higher than average numbers of women who are permanently sick or disabled.
- 1 in 10 women in the Borough provide unpaid care for at least one hour per week. This is one of the highest rates in the country.
- Women in Rotherham are more likely to be suffering from a Limiting Long Term Illness.

2.6 Economic

- Rotherham has a higher than average number of women who are unemployed, looking after the home/family, retired or permanently sick or disabled compared to national averages.
- Three times as many men than women claim Job Seekers Allowance in Rotherham
- Women in Rotherham are above the national average in accessing Further education but below the national average in accessing Higher Education.
- Average weekly earnings for women in Rotherham are £319.30. This is on average 27% less than their male counterparts.

3. Local Context

3.1 Population

The number of men and women living in Rotherham was declining from 1991 to 2001. However, since 2001 the total population of men and women has increased year on year, with a large increase in the older age groups.

In the 2004 mid year estimates there were more women than men living in Rotherham. A total of 129,200 women live in Rotherham accounting for 51.2% of the total population.⁷

The table below shows the changes in women living in Rotherham over the past 15 years. In 2004, the large majority of women living in Rotherham were aged between 30 and 60. However, in 1991 the large majority of women living in Rotherham were aged 15 to 49.

Table 3.0 - Women by age group, Census data

<i>Age Group</i>	<i>1991</i>	<i>2001</i>	<i>2004</i>
15-19	3.4	3.0	3.2
20-24	3.9	2.6	2.8
25-29	3.9	3.0	2.7
30-34	3.7	3.9	3.5
35-39	3.3	3.9	3.9
40-44	3.7	3.7	3.8
45-49	3.1	3.2	3.4
50-54	2.8	3.6	3.2
55-59	2.6	3.0	3.4
60-64	2.6	2.7	2.7
65-69	2.6	2.4	2.5
70-74	2.2	2.1	2.1
75-79	1.8	1.9	1.8
80-84	1.2	1.4	1.5
85-89	0.9	1.2	0.8
90+			0.4

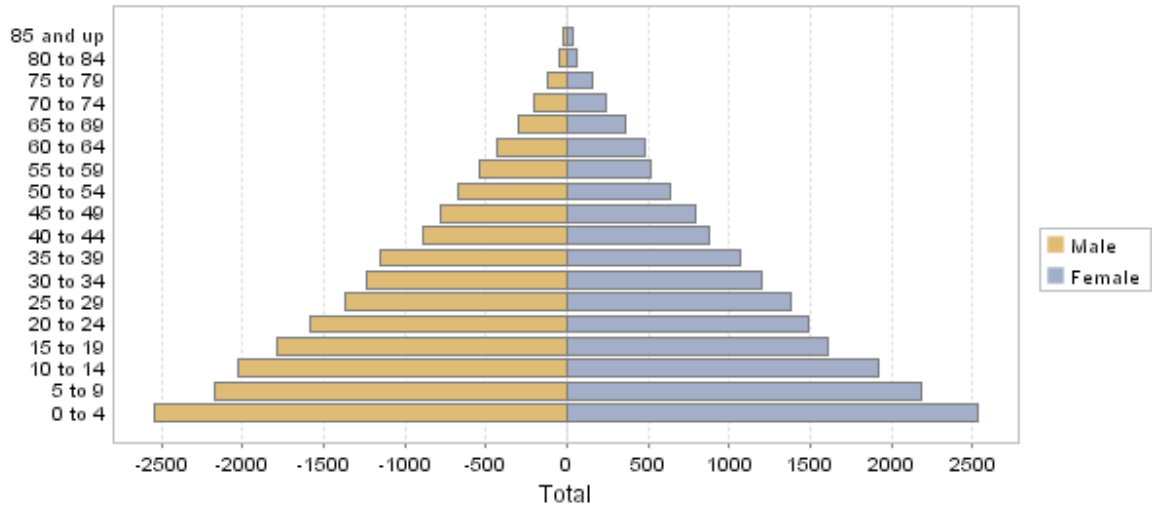
The charts below show how the population of Rotherham has changed in 150 years. Since 1851, there has been a 92 fold increase of women aged over 85 living in Rotherham.⁸

In 1851, there were a total of 33 women over the age of 85 living in Rotherham, however in the 2001 Census, this figure has increased to 3,045. Since the 2004 mid year estimates the current ratio of women to men aged over 85 living in Rotherham is 3:1.

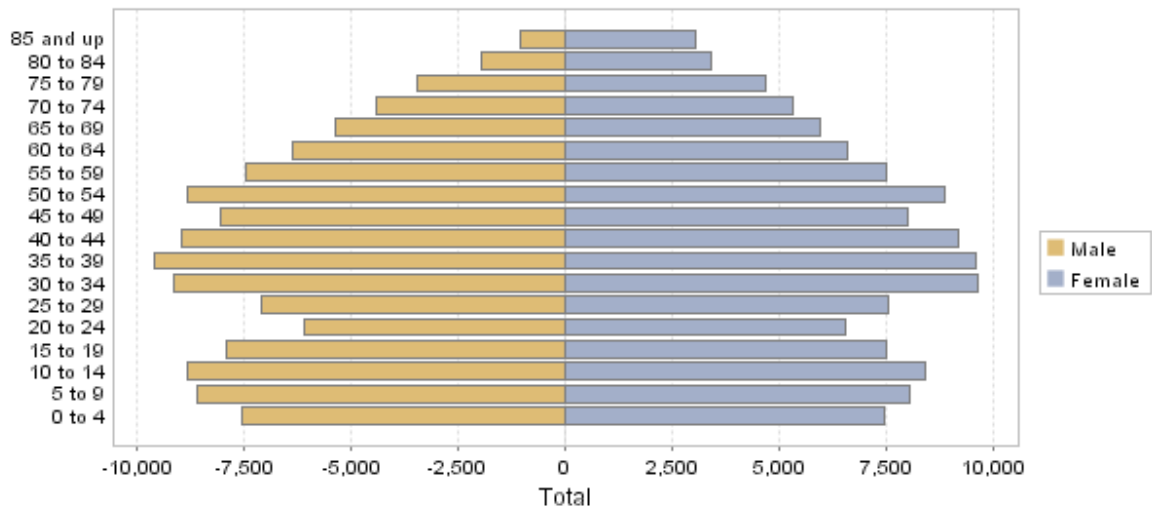
⁷ ONS, 2004

⁸ A vision of Britain through time - www.visionofbritain.org.uk

A picture of the total population of Rotherham in 1851:



A picture of the total population in Rotherham in 2001:



Examining the Chart below the 2004 mid year Rotherham population estimates show that females outnumber males in all age groupings above 25 years of age with major differences from age 65 onwards.

The 80 to 84 age group has the largest difference between males and females, with 6% (1,500) more females than males. This pattern reflects the national figures.

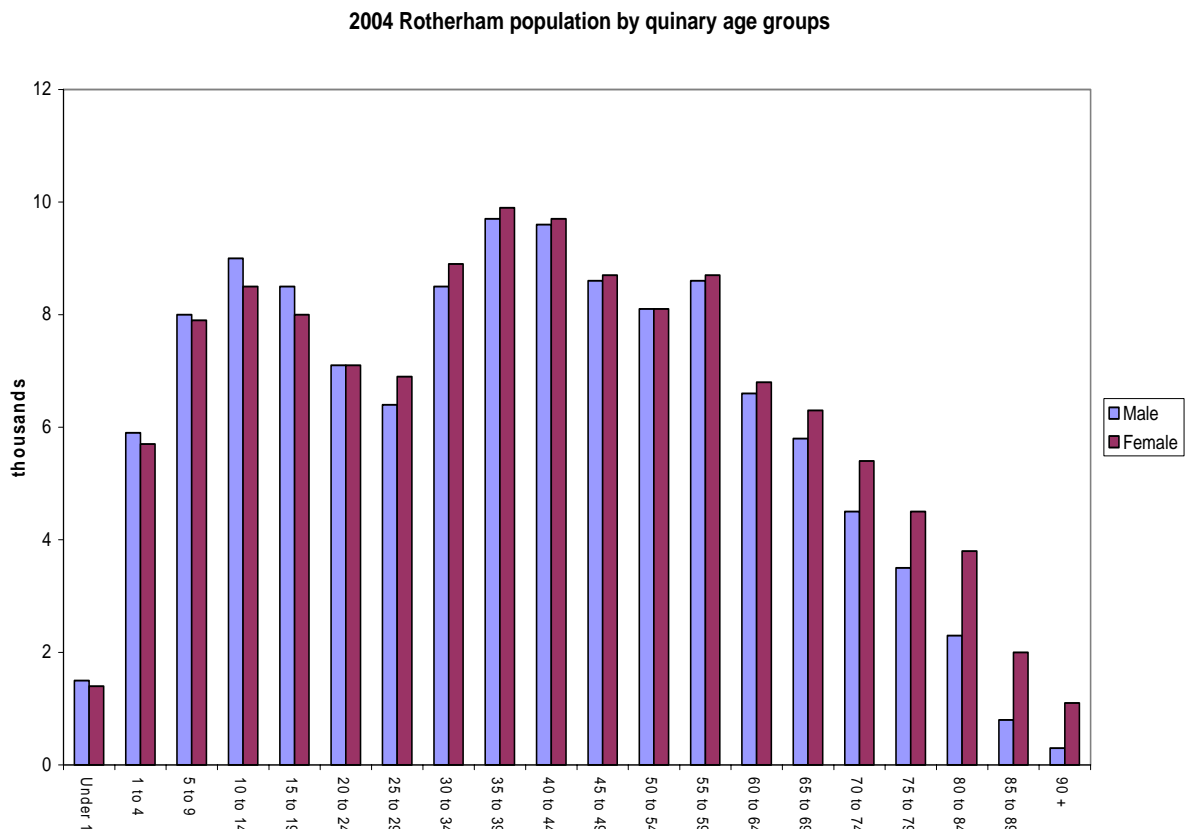
Women outnumber men from the age of 25 partly because of higher net in-migration among women than men in recent years. In addition, death rates from accidents and suicide are much higher for young men than for young women.

This difference between the sexes increases through the 20s and 30s age groups, but is smaller again for those in their 40s and early 50s. The gap narrows mainly due to higher net inward migration among men in the older working ages.

For people in their late 50s and onwards, the difference between the sexes increases, as the death rates are greater among men than among women.

This is most pronounced in the very elderly, as women tend to live longer than men. The Second World War has also had an impact on the number of men aged over 80.

Figure 3.2 - Rotherham population by age, 2004



The table below shows the total percentage difference of females to males according to the 2004 mid year estimates. The biggest difference is in the age groups above 65 years of age.

Table 3.2 - 2004 mid year estimates - % of the total population of Rotherham, ONS

	<i>Men</i>	<i>Women</i>	<i>Total % difference of females: males</i>
15-19	3.4	3.2	- 0.2
20-24	2.8	2.8	0
25-29	2.5	2.7	+0.2
30-34	3.4	3.5	+0.1
35-39	3.8	3.9	+0.1
40-44	3.8	3.8	0
45-49	3.4	3.4	0
50-54	3.2	3.2	0
55-59	3.4	3.4	0
60-64	2.6	2.7	+0.1
65-69	2.3	2.5	+0.2
70-74	1.8	2.1	+0.3
75-79	1.4	1.8	+0.4
80-84	0.9	1.5	+0.6
85-89	0.3	0.8	+0.5
90+	0.1	0.4	+0.3

The table below shows the gender ratio of women to men living in Rotherham in 2004. In 2004, there were three times as many women as men aged 85 or over. The pattern of women outnumbering men is projected to continue in the future, although the gap is expected to narrow as death rates among men continue to improve.

Table 3.3 - Ratio of women to men living in Rotherham in 2004

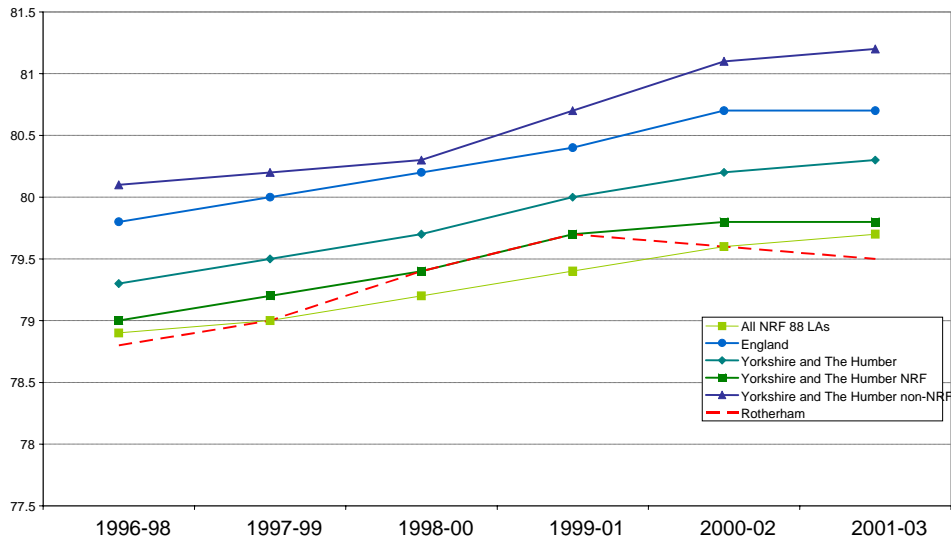
<i>Age Group</i>	<i>Ratio</i>
15-24	0.96
25-34	1.05
35-44	1.01
45-54	1.00
55-64	1.01
65-74	1.12
75-84	1.43
85+	3.00

Source: ONS

In 2001-03, female life expectancy across Rotherham was 79.5 which is below the England average of 80.7 and there is no sign that Rotherham is closing the gap with England on life expectancy. The most recent data below shows that the gap is actually widening for females across Rotherham.⁹

Figure 3.4 - Female life expectancy, 2005

⁹ Source: OCSI 2005 (from ONS/DH 1996-2003, NRU Floor Targets)



Source: OCSI 2005 (from ONS/DH 1996-2003, NRU Floor Targets)

4. Ethnicity and religious characteristics

Table 4. shows that slightly more women living in Rotherham were born outside the UK in other European countries compared with the total population of the Borough.

Table 5 – Country of Birth of women in Rotherham, 2001 Census

<i>Country of Birth</i>	<i>Country of Birth of females in Rotherham (%)</i>	<i>Country of Birth of the total population in Rotherham Borough (%)</i>	<i>Difference between the female Population in Rotherham and the total population in the Borough</i>
ALL PEOPLE	127,486	248,188	0.0
United Kingdom	97.0	97.4	-0.4
Other Europe	1.6	1.0	+0.6
Rest of World	1.4	1.6	-0.2

Table 5.1 below shows that there are more men than women living in Rotherham in the Mixed, Black and Chinese ethnic groups. Whereas women outnumber men in the White, Mixed and Asian ethnic groups.

Nationally the ratio of men to women varies across the ethnic groups. There are more women than men in the White, Black and Indian groups in England and Wales. By contrast, there are more men than women in the Pakistani, Bangladeshi, Chinese, and Other groups.

Table 5.1 Ratio of women to men living in Rotherham in 2001 - by ethnic group

<i>Ethnic Group</i>	<i>Ratio Rotherham</i>
White	1.05
White Irish	0.90
Mixed	1.03
Asian	1.01
Black	0.75
Chinese & others	0.90

Source: 2001 Census

Table 5.2 below shows that 82% of Rotherham's population in the 2001 Census belonged to a religious group compared to 77% in England as a whole. Whereas 84% of Rotherham's female population belonged to a religious group. This is slightly higher than the borough average of 82% and the national average of 77%.

Conversely, 10% of the total population of Rotherham said they had no religion, rising to 12% for the total male population and falling to 9% for women. This shows that women are more likely to be religious than men. Only 2.1% of women living in Rotherham said their religion was Muslim, compared with 2.2% for the total Borough average and 2.3% for men.

Table 5.2 – Religion of women in Rotherham, 2001

<i>Religion</i>	<i>All people %</i>	<i>Women</i>	<i>Men</i>
Christian	79.4	81.2	77.5
Buddhist	0.1	0.0	0.1
Hindu	0.1	0.1	0.1
Jewish	0.0	0.0	0.0
Muslim	2.2	2.1	2.3
Sikh	0.1	0.1	0.1
All other religions	0.1	0.2	0.1

No religion	10.2	8.7	11.9
Religion not stated	7.8	7.5	8.0

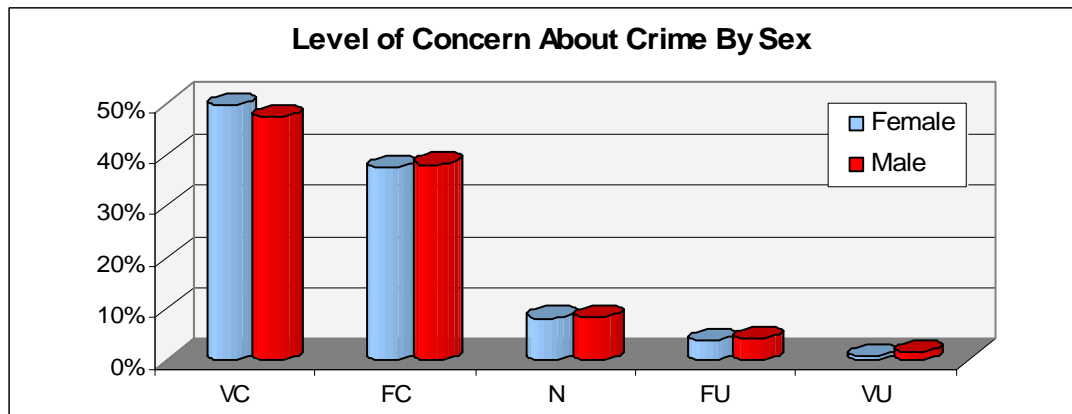
Source: 2001 Census

6. Crime

In 2004 the Safer Rotherham Partnership conducted a Crime and Disorder Audit survey to measure perceptions and attitudes of residents in Rotherham in relation to crime and disorder. The survey was sent to 1 in 10 random households across the Borough and over 3,200 replies were received.

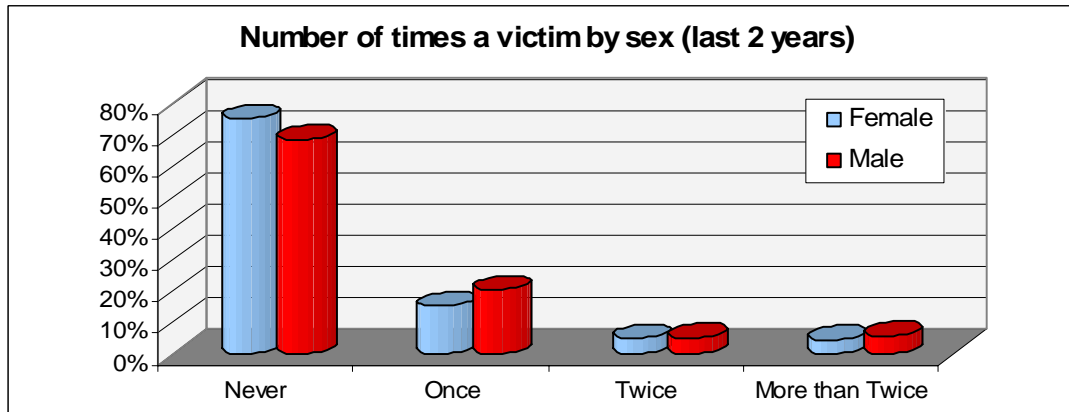
The findings from question 1 and 2 which asked 'How concerned are you about being a victim of crime?' and 'Have you been a victim of crime in the last 2 years?' provided some useful information. The findings were analysed by gender and show that females in Rotherham tend to be the most fearful of crime despite actually been the least victimised of crime

Question 1 - How concerned are you about being a victim of crime in Rotherham?



	Female	%	Male	%
Very Concerned	845	49.8%	741	47.5%
Fairly Concerned	639	37.7%	594	38.1%
Neither Concerned/Unconcerned	138	8.1%	132	8.5%
Fairly Unconcerned	64	3.8%	67	4.3%
Very Unconcerned	11	0.6%	25	1.6%

Question 2 - Have you been a victim of crime in the last 2 years?



	Female	%	Male	%
Never	1281	75.3%	1071	68.7%
Once	259	15.2%	320	20.5%
Twice	84	4.9%	78	5.0%
More than Twice	77	4.5%	89	5.7%

7. Family and Living Characteristics

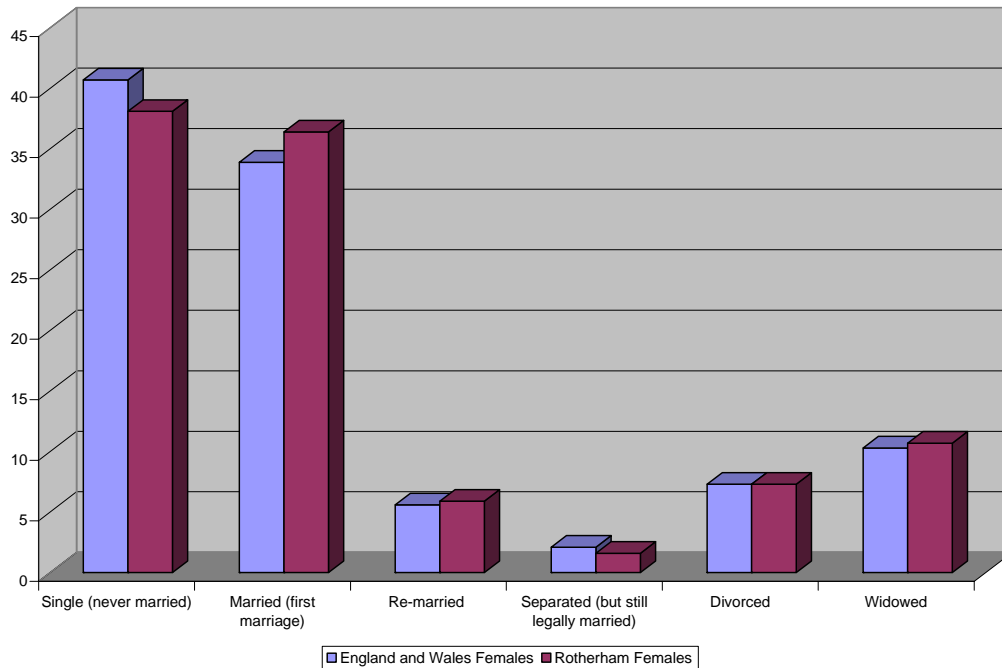
Nine out of ten Lone parent households in the Borough are headed by women. The table below shows the figures for both male and female lone parent households.

Table 7.1: Lone Parent Households with dependent children, 2001 Census

	England & Wales Males %	England & Wales Females %	Rotherham Males %	Rotherham Females %
All Lone parent households with dependent children	10%	90%	10%	90%

The graph below shows the relationships of all females aged 16 and over living in Rotherham, whether living as a couple or not in households, compared to the female population in of England & Wales.

Figure 7.2 – Marital Status of women in Rotherham, Census 2001



The chart above shows that compared to the national average women in Rotherham are more likely to be married or re-married. There are fewer numbers of women in Rotherham who are single when compared to the national average. Rotherham also has slightly higher than average numbers of widowed women.

The table below shows the tenure of women living in Rotherham compared to the national average. Rotherham has significantly higher than average rates of women renting from the council compared to the national average with nearly one third of all women in the Borough renting from the council.

However, Rotherham has below average rates of women living in social rented housing or private rented housing than the national average.

Men in Rotherham are more likely to own their own house with nearly three quarters of all men in the Borough which is around the national average. Whereas just over half of all women in the Borough own their own home.

Figure 7.3 – Tenure of women in Rotherham, Census 2001

	England & Wales Males %	England & Wales Females %	Rotherham Males %	Rotherham Females %
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Owned	75.0	60.6	74.0	56.5
Rented from Council	9.7	17.2	17.7	28.2
Other Social Rented	4.2	7.9	2.1	4.3
Private rented or living rent free	11.1	14.2	6.2	11.0

Households in the Borough in the 2001 Census with Lone females aged over 85 have increased quite significantly by 1.5% since the 1991 Census.

8. Health Characteristics

Life expectancy has increased locally over the past 15 years, but is still below the national average. In 2001-03, Female life expectancy across Rotherham was 79.5, which is below the England average of 80.7. There is no sign that Rotherham is closing the gap with England on life expectancy and the most recent data shows the gap widening for females.

Although women are living longer, for some, the extra years of longevity are not healthy ones. Dementia, respiratory disease, circulatory disease, arthritis, hearing and vision problems and diabetes are some of the chronic conditions that are on the increase as Rotherham's female population ages.

Females in Rotherham aged under 75 are more likely to die from cancer compared to men. The types of cancer women are more likely to die from compared to men in Rotherham are; Breast, Cervix, Pancreas and Ovary. However, Breast cancer, Lung cancer and 'Other' types of cancer are the predominant types of cancer, which kill the most women in Rotherham.

When looking at women in Rotherham of all ages compared to women aged under 75, Circulatory Diseases such as Heart Disease and Strokes increase, suggesting that these types of diseases are prevalent in women over the age of 75. This is also reflected in Respiratory Diseases such as Pneumonia.

Table 8.1 below shows the percentage of Rotherham residents by Gender and underlying cause of death.

Table 8.1: Mortality 2002-2004(3 years)
Rotherham residents by Gender and Underlying Cause of Death - Number of deaths and percentages

	Rotherham Males All ages %	Rotherham Females All ages%	Rotherham Males Aged under 75 %	Rotherham Females Aged under 75%
Circulatory Diseases	39%	38%	34%	27%
Cancer	29%	24%	35%	44%
Respiratory Disease	13%	16%	8%	11%
Accidents	3%	2%	4%	2%
Suicide/Injury undetermined	1%	0%	3%	1%
Other causes	15%	20%	16%	16%
All causes	100%	100%	100%	100%

Source: Office for National Statistics

Figures from the 2001 Census show that Rotherham has higher rates of women who are permanently sick or disabled (6.6%) compared to the national average of 4.9%. The 2001 Census also found that 8.6% of all women in the Borough provide unpaid care for at least one hour per week.

In 2001 Rotherham was ranked 14th out of all the 376 Local Authority areas for the number of unpaid carers. Rotherham's women provide the majority of that higher than average unpaid care, particularly women who provide more than 50 hours or more of unpaid care per week.

The table below shows the percentage of women and men providing unpaid care in Rotherham with comparisons to national averages.

Figure 8.1 –Provision of unpaid care, Census 2001

	England & Wales Males %	England & Wales Females%	Rotherham Males %	Rotherham Females %
1- 19 hours	6.2	6.9	6.9	8.6
20-49 hours	0.9	1.2	1.2	1.9
50 hours or more	1.7	2.5	2.5	3.5

The 2005 Rotherham PCT Adult Lifestyle Survey found that 12% of women in the Borough care for someone in their home who has a long term illness or disability compared to 9% of men.

According to the 2001 Census, slightly more females than males reported that they had a Limiting Long Term Illness (LLTI). A total of 22.1% of all females living in the Borough compared to 21.4% of all males living in the Borough.

The 2001 Census also asked questions related to ill health. Figure 8.2 below shows that more women reported having fairly good health or not good health compared to men in the Borough.

Figure 8.2 – Health of the Borough, Census 2001

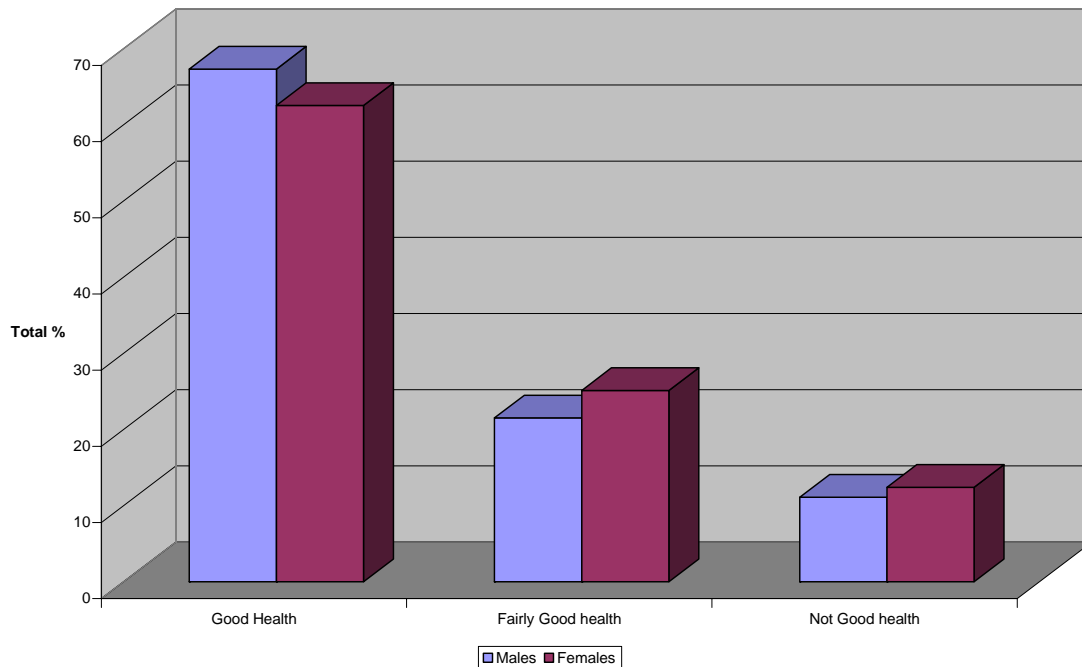


Table 8.3 shows the teenage pregnancy rates across Rotherham compared to national averages over the period 1996 to 2002 (three-year averages are used to smooth fluctuation).

There are signs of good progress in Rotherham in the period 1999 – 2002 and the indications for 2001-03 are that rates have stabilised. However, in the most deprived wards (Herringthorpe and Central) teenage pregnancy levels are four times that in the least deprived ward (Broom).

The most deprived 20% of wards show the highest levels of teenage pregnancies as expected, however evidence from the 2005 Deprivation study shows that the

rate in these areas is dropping faster than across Rotherham as a whole, in other words that the most deprived areas are closing the gap.

Table 8.3: Teenage pregnancy rates per 1,000

	1996-98	1997-99	1998-00	1999-01	2000-02
England	46.0	45.6	45.0	43.6	42.9
Rotherham	55.8	56.3	55.2	54.1	50.9

Source: OCSI 2005 (from ONS/DH 1996-2002, NRU Floor Targets)

In 2005, Rotherham PCT's Public Health Department undertook an adult lifestyles postal survey with adults aged 16-70 living in Rotherham and found that 20% of all females surveyed smoked compared to 28% of all males surveyed.

9. Economic Characteristics

Employment rates across Rotherham have increased significantly in recent years, from 66% in 1997/8 to 73% in 2003/4, and increased at a faster rate than across England, the region and the other Neighbourhood Renewal Fund (NRF) areas (the most deprived 88 Local Authority areas in England).

Overall, it would appear that Rotherham as a whole is significantly closing the gap in terms of employment. However, there are strong indications that not all groups are benefiting equally from the improvement in employment opportunities across the Borough.

In particular, employment rates among older people, lone parents, those with no qualifications, and non-white female groups show significantly poorer levels and progress.¹⁰

Table 9.1 shows Economic Activity by age and gender.

	Rotherham (%)	Yorkshire and Humber (%)	England (%)
All people working age	76.2	77.9	78.5
People aged 16-19	61.3	64.5	60.1
People aged 20-24	80.0	74.6	76.2
People aged 25-34	81.5	81.9	83.2
People aged 35-49	86.8	85.2	84.9
People aged 50+	31.6	36.5	38.3
All men working age	82.8	82.9	83.8
All women working age	69.1	72.5	72.9

Source: OCSI 2005 (from Annual Local Area Labour Force Survey, ALALFS 2003/4, NOMIS)

¹⁰ OCSI, Rotherham Deprivation Study, 2005

Table 9.2 below shows the employment rates for white and non-white groups by gender. Overall employment rates for non-white groups across Rotherham, the region and England as a whole are well below employment rates for white groups.

In Rotherham this is seen as a consequence of the extremely low employment rates for non-white female groups, likely due to cultural issues in the mainly Pakistani non-white communities. By contrast, male non-white employment rates in Rotherham are significantly higher than in the region and England as a whole.

Table 9.2 - Working age employment rates by ethnicity and gender

	Rotherham (%)	Yorkshire and Humber (%)	England (%)
White	73.8	75.4	76.4
Non-white	49.6	55.6	58.1
White males	79.6	79.4	80.8
Non-white males	73.4	65.5	66.4
White females	67.5	71.1	71.8
Non-white females	25.3	43.5	49.8

Source: OCSI 2005 (from Annual Local Area Labour Force Survey, ALALFS 2003/4, NOMIS)

Table 9.3 below shows economic activity for women living in Rotherham. The 2001 Census findings below show that women in Rotherham are more likely to be unemployed, looking after the home/family, retired or permanently sick or disabled compared to women nationally.

The findings show that women in Rotherham are less likely to be self-employed, employed or Full-time students.

Table 9.3 – Economic Activity of Women, 2001 Census

	Rotherham %	England & Wales %
Economically Active		
Employee	49.4	49.9
Self Employed	2.8	4.4
Unemployed	2.8	2.4
Full-time Student	2.1	2.8
Economically Inactive		
Retired	16.5	15.5
Student	3.0	4.7
Looking After Home/Family	13.0	11.9

Permanently Sick or Disabled	6.6	4.9
Other	3.8	3.5

Notes – All figures relating to economically active are expressed as a percentage of economically active persons. All figures relating to economically inactive are expressed as a percentage of economically inactive persons.

The table below shows DWP benefit claimants and cases in payment caseload in Rotherham in August 2005. Women in Rotherham are more likely to claim income support than men, this may be due to the fact that lone parents who are predominantly female do not qualify for Job Seekers Allowance (JSA). This would suggest why there are nearly 3 times as many men than women claiming JSA in Rotherham.

Women in Rotherham are also more likely to claim Attendance Allowance and Carers Allowance. This is due to the higher than average numbers of women in the Borough providing unpaid care.

Table 9.4 - DWP benefit Claimants

Type of benefit	Females	Males
Disability Living Allowance	9.0	9.5
Incapacity Benefit (cases in payment caseload)	5.0	8.5
Income Support	6.5	4.1
Job Seekers Allowance	1.1	3.0
Attendance Allowance (cases in payment caseload)	4.9	2.2
Carers Allowance (cases in payment caseload)	2.3	0.8

Source: DWP, August 2005

Table 9.5: Average weekly and hourly pay

	Rotherham	Yorkshire & Humber	Great Britain
Gross weekly pay			
Full-time workers	389.9	394.8	422.9
Male full-time workers	436.0	435.1	464.5
Female full-time workers	319.3	330.5	359.0
Hourly pay			
Full-time workers	9.4	9.7	10.6
Male full-time workers	10.1	10.3	11.2
Female full-time workers	8.3	8.7	9.5

Source: NOMIS Annual Survey of Hours and Earnings, 2004

The table below shows levels of qualifications of women and men in Rotherham compared with women and men in England. Just over half of all women in

Rotherham have no qualifications this compares with just over half of all women nationally.

The data shows that women in Rotherham are more likely to study up to A'Level when compared to the national average but less women in Rotherham go onto Higher Education to gain a first degree when compared to the national average. However, there are more women in Rotherham who go on to gain a higher degree compared to the national average.

Again this pattern is reflected at NVQ level. The data shows that women in Rotherham are more likely to study up to NVQ Level 2 when compared to the national average but less women in Rotherham continue their study up to NVQ Level 4 when compared to the national average.

These findings suggest that women in Rotherham are above the national average in accessing further education but below the national average in accessing Higher Education. This could due to a number of reasons. Firstly, those women who do go on to higher education are not returning to live in Rotherham. Secondly, women in Rotherham decide not to continue their studies to a higher level and enter the labour market instead.

Table 9.6 Count of qulaifications by Sex, 2001 Census

	England Wales Males %	& England Wales Females%	& Rotherham Males %	Rotherham Females %
No qualifications	47.2	52.8	47.2	52.8
GCSE	48.4	51.6	47.9	52.1
A'Level/AS Level	49.5	50.5	48.9	51.1
First Degree	53.2	46.8	54.4	45.6
Higher Degree	53.7	46.3	52.7	47.3
NVQ level 1	47.5	52.5	47.5	52.5
NVQ level 2	44.4	55.6	44.3	55.7
NVQ level 3	46.4	53.6	46.8	53.2
NVQ level 4	69.7	30.3	73.7	26.3
Other qualifications	52.2	47.8	52.7	47.3

10. Consultation (delete)

Women are consulted with on a regular basis within Rotherham MBC as part of a wider approach. Their views and opinions are valued and help to shape future

policies. Whilst we use research and data sources such as the Census to analyse our female population in Rotherham we also use consultation as a way to listen to residents.

Recently, women have been consulted around setting Council budget spending priorities for the 2006/7 Financial year. Women have also been consulted with in relation to the Town Centre Social and Environmental Action Plan and the Visioning Exercise as part of the refresh of the Community Strategy.

The Council's New Quality of Life Survey will also measure perceptions and attitudes of women in Rotherham. The survey measures best value, quality of life, access to, and general satisfaction with, the customer facing services provided by Rotherham Borough Council

11.Summary

The profile of women in Rotherham has portrayed a picture similar to that of women across the country. Nationally and locally, women begin to outnumber men in their early twenties. For women in their late fifties and onwards the difference between the sexes continues. There are around three and a half times as many women as men aged 90 and over.

In terms of ethnicity, nationally women outnumber men in the White, Black and Indian ethnic groups, in Rotherham women outnumber men in the White, Mixed and Asian ethnic groups.

Nationally, fear of crime is a major concern for both sexes. However, women tend to worry more about most types of crime, particularly violent crime even though men are most likely to become a victim of crime. For both sexes, particularly women, there is an inverse perception around being a victim of crime. The fear of crime greatly outweighs the actual risk. This is reflected in the findings from the 2004 Rotherham Crime and Disorder Audit.

The number of single, lone mothers has grown significantly in the past 30 years. This is due in part to the rise in the proportion of births outside of marriage. Although Rotherham has higher than average numbers of women who are married or re-married compared to national averages.

In Rotherham 9 out of 10 lone parent households are headed by a woman. Lone mothers are more likely to be renting from social sector housing and one third of all women living in Rotherham rent their house from the Council.

We are seeing a significant increase of households with lone females aged over 85 living in Rotherham - a direct result of increased life expectancy. Nationally, there are two and a half times as many women in residential care as men.

Female life expectancy is on the increase, currently women in Rotherham can expect to live to 79.5 years of age. However, while women can expect to live longer than men, for some, the extra years of longevity are not healthy ones. Rotherham has higher than average numbers of women who are permanently sick or disabled compared to national averages, possibly a reflection of the ageing female population.

Rotherham is ranked 14th in the country for the number of unpaid carers. Rotherham's women provide the majority of that unpaid care, particularly women who provide more than 50 hours of unpaid care per week. One in ten women in Rotherham provide unpaid care for at least one hour per week

The latter part of the 20th century has been a period of rapid change in the labour market and in many ways, the lives of women and men have become more similar, as more and more women have entered the labour market. However, despite this, differences remain. Although the pay gap has narrowed, women still earn less than men and follow very different career paths.

Nationally, the earnings gap in full-time work has reduced considerably in the last 30 years. In 1970, the ratio of women's to men's average earnings was 63 per cent. In 2006, this has increased to 83 per cent.¹¹ However, in Rotherham, women earn on average 27% less per week than their male counterparts.¹²

Rotherham has higher than average numbers of women who are economically inactive i.e. unemployed, looking after the home/family, retired or permanently sick/disabled.

In terms of education, women in Rotherham are above the national average in accessing further education, but below the national average in accessing higher education. This could be due to a number of reasons. GCSE results!!!!

Firstly, those women who do go on to higher education are not returning to live in Rotherham. Secondly, women in Rotherham decide not to continue their studies to a higher level and enter the labour market instead.

Clearly, there are marked differences between the sexes. For women in Rotherham the research data suggests that their needs and priorities are focused around the Labour market, Education, Housing and Health.

¹¹ Women and equality Unit, 2005

¹² NOMIS, Annual Survey of Hours and Earnings, 2004

