

## ROTHERHAM CULTURAL CONSORTIUM

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

**Date:** Wednesday, 7th December  
2005

**Time:** 2.00 p.m.

### A G E N D A

1. Apologies for Absence
2. Minutes of previous meeting held on 15th September, 2005 (copy herewith). (Pages 1 - 13)
3. Matters Arising
4. Cultural Service Development over the last three months (Phil Rogers, Head of Culture & Leisure).
5. Conservation in Rotherham 2005 (Peter Thornborrow, Conservation and Urban Design Officer)
6. Rolling Out the Archives (Sarah Wickham, Principal Officer Archives & Local Studies Service)
7. Draft Cultural Strategy action plan (copy herewith). (Tony Preston) (Pages 14 - 56)
8. Cultural Conference 2006 (draft programme herewith). (Steve Hallsworth) (Pages 57 - 58)
9. Rotherham Alive Partnership: invitation to nominate a member of the Consortium to represent the Cultural Consortium on the new Partnership.
10. Any other business
11. Date of next meeting

**ROTHERHAM CULTURAL CONSORTIUM  
THURSDAY, 15TH SEPTEMBER, 2005**

Present:- Councillor Boyes (in the Chair); Councillors Austen, R. Russell, Swift and Wyatt and Brian Beeley, Michael Bishop, Mr. L. Johnson, Mr. R. Newman, Mr. D. Rowley, Esme Temple, Eileen Hyland, R. Wells and Mrs. J. Williams.

R.M.B.C. Officers:-

Mr. Phil Rogers	Strategic Leader, Culture, Leisure and Lifelong Learning
Mr. Tony Preston	Project Development Manager, Culture and Leisure
Mr. Steve Hallsworth	Business Manager, Leisure and Green Spaces,
Culture and	Leisure
Joanne Edley	Tourism Officer, RIDO

**38. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Littleboy, Christine Cox, Val Allen, Ron Bye and Stuart Lister.

**39. WELCOME TO NEW MEMBERS AND INTRODUCTIONS**

The Chair welcomed new members to the meeting and introductions were made.

**40. RESIGNATION**

The Chair read out the contents of a letter received from David Gayton, Network of Library User Groups.

David, who was a longstanding member of this Committee, had reluctantly decided to resign due to increased work commitments.

The meeting expressed regret and was hopeful that David would consider coming back if future commitments allowed.

Esme Temple asked whether Noreen Brown, Secretary of Rawmarsh Library Group and member of the Library Network, could take David's place on this Committee.

Agreed:- (1) That, on behalf of the Committee, the Democratic Services Officer write to David Gayton thanking him for his valuable work over the past years in the work of Rotherham Cultural Consortium.

(2) That Noreen Brown be accepted as a member of this Committee and invited to attend the next meeting.

**41. MINUTES OF THE PREVIOUS MEETING**

The minutes of the previous meeting were approved as a correct record.

**42. MATTERS ARISING**

(a) The Motte, Kimberworth

The meeting was informed that enquiries are ongoing with English Heritage regarding ownership of this land. It appears that English Heritage and RMBC do not own the land. Officers within Education, Culture and Leisure Services and Economic and Development Services are working together on this matter.

A report would be given at a future meeting regarding ownership, or work that is required.

(b) Kiveton Park Colliery Regeneration Project

One member raised concern regarding the way his comments had been reported in the previous minutes. He had not wished to cause offence to residents of Kiveton Park and was keen to point out that Harthill was well endowed with five village halls, as is Todwick, and that Thorpe Salvin seemed well suited.

People in Harthill did not feel they could support a massive project at Kiveton Park – i.e. the development of the Pit Head Baths. There is a strong feeling that a lot of the equipment in the baths should be removed to the nearby Mining Museum and that the development should be low key.

The Chair explained the purpose and role of the Consortium which had no powers to endorse the Colliery Regeneration Project. The only agreement reached at the previous meeting had been to thank the presenter. Members of this Committee played a vital part in any consultation process regarding work of this nature.

Councillor Russell, in his capacity as Chairman of the Regeneration Scrutiny Panel, reported that the future of the project would be considered together with a list of other Objective 1 projects and that no decision had yet been made.

The meeting was further informed that the project was very much led from the community group in Kiveton Park and that Officers of RMBC were only involved in an advisory capacity upon request. There had been no commitment of RMBC's resources to this project.

(c) Kimberworth Manor House

The Chair reported that Kimberworth Manor house had been sold at auction, along with portfolios of three or four other buildings. It is now no longer in the ownership of RMBC.

In terms of assurances from RMBC regarding restoration work to the property, in keeping with the listed building status, the meeting was informed that any work of this nature must go through the planning process and that the property would remain of great interest to the Local Authority as a listed building.

(d) Firbeck Hall

The meeting asked whether progress had been made with a previous suggestion of a Conservation Officer attending this meeting.

Agreed:- That this be pursued for the next meeting in December and information be sought from the present owner of Firbeck Hall.

**43. CULTURAL CONFERENCE 2005 - FEEDBACK**

Tony Preston gave a verbal report on the success of the 3<sup>rd</sup> Rotherham Cultural Conference which had taken place in May, 2005.

Fifty-six people had attended the Conference which had taken place at the recently refurbished Clifton Park Museum. A number of speakers had attended which included representatives of English Heritage, Rotherham Tourism/Countryside Initiative and Green Spaces Officers of RIMBC. In addition, information on the Lottery Funding had been available.

Thanks were extended to officers within Economic and Development Services for leading and facilitating some of the workshops.

A great deal of useful feedback had been received from delegates at the Conference, both positive and negative.

A small number of delegates had complimented officers of RMBC on the way the day had been organised and on accessibility, and how it was good to see the Local Authority talking and listening to representatives of voluntary groups.

The meeting discussed the theme for next year's Conference and a need for better co-ordination to suit everyone's diary commitments, in particular those of Elected Members.

**44. CULTURAL SERVICE DEVELOPMENT**

Phil Rogers reported a great deal of activity in Culture and Leisure Services over the past nine months.

Clifton Park Museum - The reopening of Clifton Park Museum had taken place on 29<sup>th</sup> January, 2005 – 80,000 visitors had been recorded since then. This compared to approximately 35,000 in previous years. Comments entered in the Visitors' Book would suggest that the majority of

people seemed excited and enthusiastic about the facility, the signs being good for a successful future.

One criticism was that the Museum closed on a Friday. This will be reviewed next year.

Culture and Leisure Service Plan and Tourism Plan - This had now been completed and both had been aligned with the completion and publication of the Community Strategy. Cultural services strongly aligned with the Rotherham Alive theme in both documents.

New Sports Facilities – Submissions from two bidders were due before Christmas in competing to design, construct and manage the new sports facilities. An assessment process will then take place and a decision taken regarding the successful bidder.

Herringthorpe Stadium – The refurbished athletics track is now complete and in operation. Work to the value of £80,000 has been carried out and will continue to develop work, funding being mainly from Sport England.

New synthetic sports pitch – Dinnington Comprehensive School – This is now complete. The pitch is fully-floodlit and the changing facilities are near completion. It is anticipated that the facility will be very well used and the school is very excited about this facility. The school has made great use of the facility all Summer and is available for community users out of school hours.

New Sports Hall – Pope Pius High School, Wath – Build of a new sports hall had commenced which would enable the school to teach physical education indoors. This would be available for community use out of school hours.

Clifton Park and Boston Park – Work on the development and conservation and management plans for Clifton Park and Boston Park has been completed by Landscape Design Associates, as the basis of major funding bids to the Heritage Lottery Fund. Several members of the Cultural Consortium had been involved in this process. Costs are estimated at approximately 10 million pounds to develop the two parks, a substantial proportion of which will be sought from external funding. In terms of excellent facilities and the impact on Rotherham, it is believed this will take the town into the next 30/40 years.

An update report would be submitted to a future meeting of this Consortium.

The meeting discussed a number of particular attractions which it was suggested could be enhanced. These included:-

- view from the top of Boston Castle - use as Restaurant/Cafe
- renovation of Boston Castle – Interpretation Centre and

### Viewing Platform

- involvement of private developers

Establishment of a new Performance Monitoring System – This would ensure targets are set and circulation of information improved in terms of how RMBC's services are operating, which would include an ability to measure success by statistical evidence. Work had taken one year to put together and had involved representation from the Audit Commission and University of Sheffield.

Herringthorpe Pavilion – A partnership with Rotherham Rugby Club had been entered into to develop the pavilion. In addition, grant aid was being sought from Sport England to improve sporting facilities at Herringthorpe Playing Fields.

Bradgate Park – Completion of £1.5m of major improvement work at Bradgate Park. Tribute was paid to the Friends of the Park in helping to raise funds. It was felt that the park which had now been transformed, was a credit to everyone involved. and a model for the parks in the future.

Completion of New Children's Play Areas – Greasborough, Valley Park, Cherry Tree Park (Maltby) and East Dene

Consultancy work on green spaces and playing pitch strategies – This had now been completed. A Members' Seminar had been arranged and wider implications of this work would be reported.

Summer Holiday Activity Programme – For the first time, there has been a co-ordinated approach with all Agencies, statutory and voluntary agencies this Summer. The Sports Development Team has led, but all other Agencies have played a part. It had been a good Summer with lots of individuals and groups being involved.

Thrybergh Sports Centre – This has recently been reopened after part of a re-fit, funded through the Schools PFI initiative.

Heritage Sites – RMBC are working hard to find ways of progressing heritage sites – for example Keppels Column and Walker Mausoleum, in order to restore them for public use and access.

Town Centre Cultural Facility – A meeting had been arranged to progress this work with the intention of replacing the existing cultural facility and replacing it with a modern building to be used for future years.

Rotherham Show – Due to inclement weather, attendance on the first day of the show had been down to approximately 10,000 people. However, the second day had been much better with around 35,000 people in attendance which had been similar to last year. Several letters had been received, far more of which had been complimentary stating that despite the weather, the Council had worked very well in making the event a

success. Staff would continue to work hard to consider ways of improving the Show.

Questions were raised on the following issues:-

Masborough Mausoleum – The Legal Section of RMBC was presently involved in this work, the main issue being that of ownership.

Swimming Pools – New swimming pools was the biggest project, together with indoor sports facilities for the Borough and Clifton and Boston Parks. It was believed these would cost in the region of £45 million. The sports facilities/indoor sports work was further advanced than the parks.

Herringthorpe Playing Fields – A leasing agreement had recently been reached by RMBC to allow Rotherham Titans Rugby Club to invest in the changing facilities at Herringthorpe to bring them up to standard as being fit for use. RMBC would still be able to use the facilities. A further agreement was to create an area of three pitches which would be lit for the Titans to develop sport in that area but also for RMBC sports development workers to use them. The second part of the bid was to redevelop the rest of the playing area and encourage more sporting activity in that area of town.

The Chair explained that all the work which was progressing at Clifton, including the development work and Women's Rugby, would continue. There would still be seven pitches which would be realigned, in addition to the three pitches leased to Rotherham Titans which would be well maintained, lit and of a much higher standard with upgraded changing facilities.

The whole area would be developed as a sports hall through sports development work and more activities.

There was a great deal of interest in Junior Rugby for boys and girls, including Rugby League. It is believed that more use in the evening would develop more interest.

One member felt there should be more sports development work carried out in villages. All weather systems meant a greater usage of facilities.

It was pointed out that officers within Culture and Leisure Services did try to spread resources fairly across the Borough and could not suit every community all at once. With particular regard to swimming pools, it is hoped to see increased work with the sports development team over the next few years, with increased activities and programmes across the Borough.

Reference was made to two key strategic documents – Playing Pitch and Green Spaces Strategy, both of which are well under way. A much more detailed consultation will follow in order to seek views on medium/long-

term plans to develop sport. Work could then be done with key partners to identify sites and with local sports halls to identify necessary resources in an attempt to acquire a balanced range of resources across the borough to meet the needs of the majority of people. A further impact on development work was with regard to parishes and communities in terms of what grants the Council could apply for and the criteria for where they should be used.

Community coaching was presently taking place to give coaching skills and qualifications for people to work with communities.

Particular problems with respect to the large amount of land in Rotherham is the fact that it has urban and rural areas and hinterland inbetween, together with the impact on the closure of coal mines which used to provide a lot of sporting activities.

#### **45. TOURISM UPDATE**

Joanne Edley, Tourism Manager, attended the meeting and gave an overview of the work which has taken place since January, 2005 in terms of the cross-cutting features of cultural planning and transport network.

Members were provided with a full copy of the Tourism Plan 2005/08 and summary of the Plan which had recently been produced in line with National, Regional, Sub-Regional and local priorities and corporate themes.

The verbal report referred to the following aspects of the work:-

- Performance Indicators
- Objectives
- Facts about Rotherham
- Economic Development Study
- Importance of Quality Standards
- Image, Perception and Promotion of Rotherham
- Marketing Plan – Group Travel/Group Operators
- Group Travel Guide – Travel and Leisure Packs
- New Research/Marketing Business Study/Visitor Centre Survey
- Visitors' Centre – 680,000 visitors a year
- Sales – increase in sales of local produce
- Walking Festival
- Wheel chair user group and a volunteer walk leader – to develop accessible walks with different interest
- Exhibitions – Tatton Park and NEC Outdoor Show
- Oversees work
- Conferences
- South Yorkshire Destination Management Partnership for Tourism
- Occupancy Figures



The Chair made reference to a number of tourism initiatives during the past year – including the success of the Continental Craft Market, Sealed Knot event at Rother Valley Country Park and the refurbishment of Clifton Park Museum.

Members of the Consortium drew attention to the following features which it was felt should be more widely advertised:-

- Laughton/Aughton Churches – some of the oldest churches in Rotherham

This was included in the Churches Tourism Initiative. Information in the Tourism Plan had had to be condensed. Further information on churches was held in the Visitor Centre, together with an accommodation guide and people were given advice on such aspects upon request.

- Could local guide books be sold at the Visitors' Centre?  
RMBC tried not to compete with local book shops. A number of local books were sold in the Visitors' Centre and others were bought upon recommendation and if considered to be of local interest to residents and visitors.

A point was made that there is a wealth of history in Rotherham villages. It was felt important to transfer information stored on videos onto DVD's to protect them for future generations.

Other interesting events were referred to, which included:-

- Tournament Weekend
- Opera Performance
- Walking Festival
- Opening up of Memorial Gardens

One member congratulated RMBC for the excellent Visitors' Centre which attracted people from all over the world.

Other comments included:-

- a list of 100 things to see and do in Rotherham should be made available in the Visitors' Centre
- umbrellas and coloured awnings should be provided for town centre shops during the Summer
- quality of town centre food
- the benefits to the town of visitors to the Borough recommending events to other people, particularly on the walking festival which had been enjoyed by 1,500 participants

Agreed:- That Joanne Edley be thanked for her attendance.

**46. URBAN RENAISSANCE AND TOWN CENTRE CULTURAL FACILITIES**

Tony Preston reported the following information as a result of his attendance at a Town Team meeting held recently.

Assurance continued to be given to officers that the replacement and renewal of town centre cultural facilities – e.g. libraries, museum and arts gallery were very much at the heart of town centre renaissance, despite the future of the Tesco supermarket.

The Chair agreed that the Cabinet Member, Economic and Development Services and the Executive Director, Economic and Development Services were totally committed to seeing this happen.

Plans and ethos are in place for renewed cultural facilities that are iconic and these are constantly reiterated in the various meetings to discuss development as a whole in the town centre.

An assurance was given that members of this Consortium would be kept informed as soon as further information was available.

**47. REPORTS FROM WORKING GROUPS**

Steve Hallsworth gave a verbal report on the following aspects of work undertaken by working groups since the last meeting:-

Leisure and Green Spaces

Due to various commitments of members, the Green Spaces Advisory Group had not met fully since the last update. The next coming months would be an interesting time and things would start to happen.

Sports Panel

The Group had met once since the last update. The Group had visited a number of leisure facilities which had proved to be a useful first hand experience of customers and to demonstrate that RMBC has made some improvements.

It was pointed out that officers were working hard to do the best with current facilities for staff and customers.

The focus of the group over coming months would be around a more detailed Team Plan.

Specialist Group Meetings

The new Football Development officer was presently contacting key

stakeholders with regard to working with them and to see how Advisory Groups could contribute towards his work. The Development Officer was already a key member in the Sports Strategy.

Heritage, Archives and Tourism/Theatre, Libraries, Museums, Writing and the Arts

Both groups had merged and would be re-thinking the way they needed to work. They would be in touch with the Consortium in the future.

Questions were asked with regard to:-

- Masbrough Juniors (Scrooby Lane) – What is the current situation with regard to the lease?

This matter was ongoing and had been referred to the Regeneration and Asset Board. There had been an agreement to move forward with negotiations for the lease.

- Old Cricket Club, Greasbrough – This belonged to the Earl of Fitzwilliam estate but was becoming overgrown and was derelict.

Every piece of land is classified as an urban or amenity green space as contained in the Local Development Framework, and has a set or proposed use. In addition, this had been the purpose of the Green Space Strategy – spaces identified by RMBC, through consultation, and suggestions made as to their future use and then to begin to identify which of those spaces there may be a demand for.

- What about green spaces land in private ownership?

Two aspects of the Local Development Framework was that (a) you could not dispose of green spaces at will and (b) Government has placed great emphasis on the use of brown land. The current view of Rotherham planners is that a great deal of brown land has yet to be used before it is possible to grant permission for anything previously used as green space. What development takes place in general will be on land that is clear of housing or some other industrial use, and used again. All restrictions on green land apply whether it is private or council-owned land.

This matter would be looked into and reported back to this Consortium.

**48. DRAFT CULTURAL STRATEGY ACTION PLAN**

The meeting discussed Volume 3 of the Draft Cultural Strategy Action Plan (2<sup>nd</sup> edition September 2005) compiled by Tony Preston.

The Action Plan had been realigned with the Council's strategic priorities, the Community Strategy, the Culture & Leisure Service Plan 2005-2008,

and the Rotherham Tourism Plan 2005-08.

The information covered the following aspects:-

- objectives in relation to performance indicators
- major achievements within the service
- priorities identifying aspirations of local community groups

Members were asked to consider the information and ambitions of the groups they are representing, check they meet the overall objectives of the Corporate Plan and Cultural Strategy and feed back any comments by the middle of November in order for this to be reported back to the next meeting.

Simultaneously, a consultation will take place with other cultural sector organisations in Rotherham.

Following final consultation with the Cultural Consortium in early 2006, the document will be printed and widely circulated.

Members raised the following issues:-

- Play area improvements – one particular village was in desperate need of funding for this facility

The Big Lottery Fund had given preliminary indication of a major funding grant, the detail of which was likely to be announced in January, 2006 and likely to be looking for applications in the first half of 2006. It may be an allocation programme or bidding programme. Priority sites would be identified within the criteria of the fund once further details were known.

- Percentage of library users – cost to order DVD - send a fax – and order old books

An explanation was given on how Authorities were judged against Library Standards. The Council then has to manage the various aspects of its service within existing resources. One option could be not to provide DVD's, for example.

There used to be 25 library standards but there was now only 12, one of which was the amount of stock/volume a library holds. This should encourage libraries to hold on to books. However, another standard judged by DCMS is the speed at which they turn over the stock. The Council had written to DCMS stating this is a contradiction. Issues raised at this meeting would be discussed with the Libraries, Museum and Arts Manager.

#### **49. DRAFT STATEMENT OF CULTURAL ENTITLEMENT**

The meeting discussed the contents of a Draft Statement of Cultural Entitlement. The document set out a number of cultural services for

residents across all age groups.

The document, which showed the split between local and community services and borough wide services, gave an indication of the progress on these aims.

Part of the Green Space Plan to be considered at the conclusion of the consultation, will show the priorities are split for green spaces.

In addition, the document set out the priorities of the Programme Area. In most cases these additional services and opportunities will be funded through special grants and funds which may become available from time to time.

People who live in areas that are not deemed to be areas of deprivation may feel aggrieved but RMBC had to take advantage of funding and conform to funding criteria.

Members of the Consortium were asked to consider the document and feed back any comments to Phil Rogers. A composite list of all parts of the Borough would then be compiled.

**50. CULTURE AND LEISURE PRICING AND CONCESSIONARY HIRE OF PREMISES**

The meeting was informed that a report would shortly be submitted to a meeting of the Cabinet Member, Lifelong Learning containing details of a draft proposal for a consistent framework for the way Cultural Services set prices to reflect the Council's own priorities.

Members of the Consortium would then be contacted individually for their views on these proposals.

**51. CULTURAL CONFERENCE 2006**

The meeting discussed arrangements for the next Cultural Conference.

Members of the Consortium agreed it was a useful event.

Members of the Consortium suggested suitable themes could be active leisure, recreation, green spaces and sport, which ought to include the involvement of Friends Groups.

A suggestion was to involve the Primary Care Trust in terms of sport and health issues.

Agreed:- (1) That a Cultural Conference be arranged for 2006.

(2) That a Working Party be formed to help and assist with the arrangements for the Conference and that a letter be sent to all Members

of the Consortium containing details of the next stage.

**52. HOUSING MARKET RENEWAL PATHFINDER AND DESIGN CODING UPDATE**

The meeting discussed the contents of a report to the Regeneration Board on 15<sup>th</sup> December, 2004 which set out progress made against the current programme of the Housing Market Renewal Pathfinder and Design Code.

The report and minute extract was submitted for information.

The meeting was reminded that officers from Economic and Development Services had attended the last meeting of the Consortium, with particular regard to the Westgate Project.

The project, which is a lengthy programme, would be an enormous improvement to housing in the Borough.

Agreed:- That the report be received.

**53. DATE OF NEXT MEETING**

Agreed:- That the next meeting be held on Wednesday, 7<sup>th</sup> December, 2005 at 2.00 p.m.

# FUTURE PERFECT

## Planning our Cultural Futures

A Cultural Strategy for Rotherham May 2003

Volume 3: The Detailed Action Plans. Draft 2<sup>nd</sup> edition December 2005

This is the first major (draft) revision of the Cultural Strategy Action Plan, first published in May 2003. It realigns the Action Plan with the Council's strategic priorities, the Community Strategy, the Culture & Leisure Service Plan 2005 – 2008, and the Rotherham Tourism Plan 2005-08. It includes the suite of performance indicators by which the success of the Service Plan (and of the Cultural Strategy) will be measured, along with their definitions (pp 18-21). It includes some of the agreed priorities of the Culture & Leisure Service in the first 18 months of the Service Plan. (These are spelt out in more detail in the Team Plans for the Libraries Museums & Arts Service and the Leisure & Green Spaces Services, which are available on request). It also includes the priorities which have been identified through community planning and the processes where these are not already included in our own service and team plans. Finally, the Council's own strategic priorities are aligned with the Cultural Charter agreed by the Cultural Consortium and the Council in 1998.

### **The Cultural Charter: we shall**

**empower** and resource local communities to participate in the preservation and development of their cultural identity and creative aspirations.

**attract** inward investment into, and regeneration of, the borough through cultural initiatives.

**define** and develop the cultural distinctiveness of the borough and its communities.

**encourage** the preservation, development, interpretation of and access to, the borough's cultural heritage in its widest sense

**improve** provision for, and access to, quality cultural and sporting activity across the borough.

**provide** and facilitate a range of cultural and sporting activities through the development and support of an infrastructure of professional, amateur and voluntary organisations and venues.

**maximise** the use of, and provide opportunity to develop to the highest possible levels artistic, creative, sporting and intellectual skills and talent.

**ensure** education, training, learning, development, work experience and employment opportunities in cultural industries to enable the growth of a dynamic, cultural economy.

**Rotherham Learning**

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

**Culture & Leisure Service Plan 2005-2008:** Improve the potential of Rotherham people by assisting them to develop through the provision of lifelong learning opportunities

**Tourism Plan 2005-2008:** increase the skills base in tourism-associated areas

**Cultural Charter Links:**

- Principle 7:** maximise the use of, and provide opportunity to develop to the highest possible levels artistic, creative, sporting and intellectual skills and talent.
- Principle 8:** ensure education, training, learning, development, work experience and employment.

**Culture & Leisure Service Plan Key Objectives 2005-08:**

**Objective 1:** Increase the number of people completing cultural programmes of learning, training and skill development  
 Performance indicators: CSPI 1 CSPI 2 CSPI 7 – 10 CSPI 33

**Service priorities** 2005-08      **Major achievements** to date

**Community priorities** 2005-08



<p><b>Priority 1</b> Offer opportunities for individuals to develop and learn skills in drama, event management and /or production management.</p>	<p>Arts Development Unit work with SCOPE to devise and act in an interactive drama to teach Key Stage 1 and 2 pupils about disability issues, followed by the inauguration of Cake House theatre group for adults with physical disabilities, 2005 Upstarts (learning difficulties) Theatre Group devised and performed script-based drama in November 2005 RMBC Theatre Service ran technical workshops for 150 students under 16 at Clifton Comprehensive School September and November 2005 Drama summer schools – 35 under 18s developed skills, ability and confidence in drama and production management at Rotherham Arts Centre, August 2005 Joint working between Sports Development Unit, Kimberworth Park Community Partnership, the Primary Care Trust and Young People's Services to support a £60,000 funding bid to deliver a health and wellbeing project in 2006 Range of work by Community Arts Service with groups such as Older People's Arts to develop a constitution. Organisation of conferences in 2005 on Arts in Mental Health and Arts Work with Older People. Event management sessions with culturally diverse groups 2004 and 2005. Training Day in 2005 with volunteers and providers associated with Early Years groups. Implementation of Community Sports Leaders Award programme in Ferham 2004-05 and 2005-06; second programme launched at Clifton Comprehensive School November 2005. Continuous Professional Sports Development. programme for teachers and other adults 2004 onwards Leadership, Coach Education &amp; Continuous Professional Development for clubs and coaches.2004 onwards Launch of full specialist local website November 2005 Allotments education programme in partnership with seven schools and Dearne Valley College since 2004 Partnership working from 2005 with Wath and Rawmarsh Rosehill Community Partnerships to develop community allotments Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005</p>	<p><b>Harthill Morris:</b> provide a progressive, sustainable learning process to develop the potential of individuals in Morris Dancing techniques.</p>
<p><b>Priority 2</b> Work with Community and Cultural groups from target communities to develop training on project development, bidding or funds etc</p>	<p>proposed provision of new multi-use community hall on the recreation ground, Kiveton Park, 2006 onwards</p>	<p><b>Blackburn Community Partnership:</b> obtain funding to refurbish Drop-in Centre and extend training opportunities for local people</p>
<p><b>Priority 3</b> Contribute to the delivery of a programme of professional development opportunities in PE and School Sport</p>	<p><b>Sheffield &amp; Hallamshire County FA:</b> support the Council's sports development team on football issues generally, and work to set up and develop a local football development group.</p>	<p><b>Wales Parish Council:</b> proposed provision of new multi-use community hall on the recreation ground, Kiveton Park, 2006 onwards</p>
<p><b>Priority 4</b> Develop and deliver a programme of activities that will raise awareness of local environmental and biodiversity issues (including in school</p>	<p>Partnership working from 2005 with Wath and Rawmarsh Rosehill Community Partnerships to develop community allotments Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005</p>	<p><b>Sheffield &amp; Hallamshire County FA:</b> support the Council's sports development team on football issues generally, and work to set up and develop a local football development group.</p>

curriculum)

Joint working with Defra 2003 onwards to initiate projects aimed at promoting awareness by school pupils of the sources of food in the Rotherham context and to show how local landowners apply sustainable management techniques to foster biodiversity.

**Community group achievements**

**Dinnington Colliery Band:** promotion from Section 4 to Section 2, and representing Yorkshire in the national brass band finals in Dundee in 2003

**Dinnington Colliery Band:** successful development of a training arm, teaching almost 60 young people brass skills up to Grade 5 standard since 2002.

**Rotherham Family History Society:** longstanding programme of educational opportunities including help with research.

**Dinnington Town Cricket Club:** trained a level 1 coach and four candidates in an introductory course, entered its under-11 team in the Bassetlaw Kwik Cricket League in 2004 and 2005, and an under-all hard ball side in the Bassetlaw league in 2005, all with the support of the Yorkshire and Nottinghamshire Cricket Associations.

**Dinnington Town Cricket Club:** organised weekly practice sessions for young people.

**Sheffield & Hallamshire County Football Association:** offered active support for local coach education programmes, organised and delivered football TOPS programmes in Rotherham schools, and supported successful bids by Dearne Valley College, Millmoor Juniors and Canklow Crusaders into the Football Foundation Facility Strategy.

**Objective 2**

**Increase the number of people engaging in informal learning opportunities through Cultural Services**

Performance Indicators:

CSPI1 CSPI 2 CSPI10 CSP 18 CSPI 43 CSPI 46

**Service priorities 2005-08**

**Major achievements to date**

**Priority 1**

Implementation of outreach programme including quarterly displays, work with Museum and external bodies (eg. Magna)

Teachers consulted in relation to curriculum needs from the new displays at Clifton Park Museum

Community exhibitions during museum closure to inform re-display proposals

Ongoing development work with local heritage groups, such as discussions with Catcliffe Parish Council about potential development projects centred on the Catcliffe Glass Cone, and with Masbrough Community Centre on the Walker Mausoleum

**Priority 2**

Let's Get Together project at Mowbray Gardens Library, 2005

**Community priorities 2005-08**

**Rotherham Rep:** to encourage young people of all backgrounds to become involved in worthwhile performing arts activity.

**Rotherham Family History Society:** to

<p>Develop programme of high quality educational events to include drama, dance and music, to contribute to learning opportunities</p>	<p>Development of Rotherham Youth Dance Network since 2004, and constitution and successful funding application.</p> <p>Colourscape, 2005: major event in Clifton Park to offer opportunities for workshops in visual and expressive arts with nearly 2000 young people participating.</p> <p>St Anns Performing Arts Centre: open since 2004 and was a major factor in the formation of the Clifton Academy of Performing Arts, performing a major musical each year (Les Miserables 2004, Barnum 2005, West Side Story 2006.</p> <p>Civic Theatre and Arts Centre staff developed learning outcomes for all drama-based children's shows, including the pantomime, in 2005 and evaluated questionnaires received.</p>	<p>republish the hits try of Aston "The Eight Shilling Manor" with new material by 2006.</p>
<p><b>Priority 3</b> Re-establish programme of informal learning activities and events based on the Museums, Galleries and Heritage collections, historic sites and venues</p>	<p>Work on <i>Rolling out the Archives</i> programme to widen access to the Borough's rich archives legacy commenced October 2005</p> <p>Funding achieved to deliver heritage-based Family Fun activities from October 2005 to Summer 2006</p> <p>Displays on aspects of local history in community libraries during 2005 brought new audiences into Archives &amp; Local Studies Service.</p> <p>Programme of organised group visits to Archives &amp; Local Studies in 2004 and 2005, including blind users and customers with mental health problems</p>	<p>continue to raise funds for its new local study centre, providing access to information and research facilities.</p>
<p><b>Priority 4</b> Provide Bookstart service from January 2006</p>	<p>Agreement to commence in January 2006 with funding from Primary Care Trust, Library Service and Early Years Service.</p> <p>Bookstart Co-ordinator recruited November/December 2005</p>	<p>more books aimed at preserving and celebrating the heritage of the Woodsetts area.</p>
<p><b>Priority 5</b> To improve the quality of teaching and learning in all taught courses run by Leisure &amp; Green Spaces</p>	<p>Young People Activity Providers Forum established 2004 brings together many internal and external partners to look at sport, physical activity and recreational provision for children and young people, Leadership Coach Education programme enhanced from 2004; 30 courses and nearly 500 participants in 2004-05</p> <p>Structured allotments education programme from 2004 in partnership with schools and Dearne Valley College.</p> <p>£144,000 award from central government for Community Sports Coach programme to deliver fundamental skills programmes.</p>	<p><b>Three Shires Clog and Garland Dancers:</b> to promote opportunities to increase skills in music together with benefits of socialising; and to encourage young people to participate.</p>

**Community group achievements**

**Friends of Rawmarsh Carnegie Library:** focussed development work to bring in new customers and audiences for the building and its services

**Rotherham Family History Society:** organisation of successive and successful annual Family and Local History Fairs in 2003, 2004 and 2005

**Rotherham Family History Society:** publication of book on Holmes Pottery

**Rotherham Family History Society:** strong track record of publishing transcripts of local history records including parish records, school admissions rolls and census indexes.

**Swinton Heritage:** completion of 4-volume history video/DVD set "History of Swinton"

**Swinton Heritage:** publication of "A Yorkshire Undertaking", "The Lusitania's Musician", "Potter's Corner", "The Pit Man's Poet" and "Old Swinton in Pictures".

**Woodsetts Local History Group:** published a book on the history of Woodsetts and surrounding villages

**Friends of Boston Castle and Parklands:** joined Rotherham Heritage Association and produced booklets on the Earl of Effingham, Boston Castle and Park, and Moorgate Cemetery.

**Swinton Lock Activity Centre:** £40,000 Arts Council award in 2004 to increase access to the arts in Swinton

**Treeton Local History Group:** £3,900 grant from Awards for All in 2004 to hold a heritage event centred around the local church.

**Thrybergh and Dalton Heritage Group:** £1,790 grant from Awards for All in 2004 to help research and publicise the history of the area.

**Tourism Plan**

**Objective 6**

**Service priorities 2005-08**

**Priority 1**

Actively promote courses of study to people in the industry

**Increase the skills base in tourism-associated areas**

**Major achievements to date**

Discussed the possibility with working with the COVE for Leisure and Tourism with Velda Hulme of Dearne Valley College

Undertaken presentation on Rotherham and the value of tourism to students at Thomas Rotherham

**Community priorities 2005-08**

College  
HND Travel and Tourism Student placement within Tourism Services undertaking GNVQ Leisure and Tourism  
Initial discussions taken place with Museums, Galleries and Heritage Service 2005

**Priority 2**  
Establish and train a pool of local volunteers who are able to assist at events, festivals and guiding at attractions

**Rotherham Achieving**

**Community Strategy and Corporate Plan:** Rotherham will be a prosperous place, with a vibrant, mixed and diverse economy, and flourishing businesses. Inequalities between parts of the borough and social groups will be minimised. There will be an excellent town centre known for the high quality design of its public spaces and buildings, specialist and quality shops, markets, and cultural life for all age groups. Rotherham will be accessible from other areas and will have a wide choice of integrated transport options available. Villages and rural areas will be revitalised and provide high quality of life amongst Rotherham's beautiful countryside.

**Culture & Leisure Service Plan:** Increase the economic vitality of the Borough, specifically the town centre and disadvantaged communities, through targeted investment in cultural initiatives.

**Tourism Plan 2005-08:** Improve the quality standards of Rotherham's tourism offer; improve the effectiveness of partnership working; attract investment in the local area, increasing job creation and ensuring sustainable development

**Cultural Charter Links:**

**Principle 2:** We shall attract inward investment into, and regeneration of, the borough through cultural initiatives.

**Culture & Leisure Service Plan Key Objectives 2005-08:**

**Objective 1**                      **Contribute to the revitalisation of Town Centre and other communities by investment in new cultural facilities**  
 Performance Indicators:    CSPI 4 CSPI 5 CSPI 6 CSPI 29 CSPI 37

**Service priorities**                      **Major achievements**                      **Community priorities**  
 2005-08                                      to date                                      2005-08

**Priority 1**

Plan for replacement of Central Library & Arts Centre, and implementation of sports facilities regeneration programme

Publication of agreed town centre masterplan 2005

Negotiation with potential town centre development partners Autumn 2005

£3.8m Big Lottery Fund PE & Sport in Schools award

£15m PFI credit award from DCMS 2004 towards Sports Facilities regeneration programme

Embedding of town centre cultural facilities within the Urban Renaissance programme

£3m investment in Clifton Park Museum substantially from National Lottery sources

Initial scoping work undertaken by Archives & Local Studies Service in Autumn 2005; plans to discuss with Civic Society in early New Year

**Priority 2**

Plan for documentation of changes to town centre: link with Museum, Civic Society and other groups to record an important period of development

**Friends of Clifton Park:** to continue to support the Council on park development issues, particularly supporting work on any National Lottery bid in respect of the park.

**Friends of Boston Castle and Parklands:** aims to continue to champion Boston Park, Boston Castle and Moorgate Cemetery.

**Rotherham & District Ornithological Society:** to make a successful Lottery grant for equipment to ensure the future of indoor meetings.

**Priority 3**

Consult on and agree Community Libraries Strategy identifying options for new/relocated facilities to meet Public Library Standards

Mapping and Initial option appraisal for static library network undertaken 2005.

Funding for Wickersley Library in place December 2005.

Review of mobile library provision commenced Autumn 2005.

Discussions with Primary Care Trust on options for library provision in Thorpe Hesley ongoing Autumn 2005.

**Community group achievements**

**Dinnington Colliery Band:** Grant aid obtained to improve existing rehearsal premises, and to complete a feasibility study and planning application for replacement premises

**Friends of Clifton Park:** acquired new seating for the park, achieved sponsorship for fireworks displays in 2003, 2004 and 2005, and contributed to the purchase of a bicycle for the Community Constable

**Friends of Boston Castle and Parklands:** awarded Awards for All funding to develop projects in Boston Park and Moorgate Cemetery.

**Friends of Bradgate Park:** have worked in partnership with the Council to achieve major external funding for park improvements from a variety of sources.

**Woodsetts Local History Society:** successful application to Heritage Lottery Fund for grant aid to purchase and convert former chapel to a library and study centre.

**Objective 2:** Contribute to regeneration of priority communities through increased external investment in cultural activity  
 Performance Indicators: CSPI 4 CSPI 5 CSPI 6 CSPI 29 CSPI 37

**Service priorities 2005-08**  
**Major achievements to date**

**Priority 1**  
 Develop partnerships with local community, heritage and arts groups in priority communities to support and/or develop applications for funding

Organisation since 2003 of annual cultural conference by Rotherham Cultural Consortium  
 Support work with Brampton & Cortonwood Welfare Centre in 2005 to raise funding for a community mural.

Support work with Rotherham Creative Networks to develop a studio group with ambitions to create their visual arts studio.  
 £287,000 raised by Community Arts Unit in 2005 to support development work by community arts groups.

**Priority 2**  
 Develop and/or support public arts projects in Rotherham town centre and priority communities

Initiation of Public Arts project in partnership with Economic & Development Services from 2004/05 onwards, focusing initially on Aldwarke Pocket Park and Canklow Roundabout.  
 £45,000 brought in for public art project in Kiveton Park 2005  
 Commissioning of community artist to work in Coronation Park, Maltby September 2005  
 It's Alive project: Heritage Lottery Funding achieved for four sculptures developed with young people in Kimberworth, Dinnington and Wath

**Priority 3**  
 Submit funding application for restoration and visitor management at the Walker Mausoleum, Masbrough, with stakeholder local groups

Beginnings of partnership with Friends of Walker Mausoleum, local residents groups and local businesses to celebrate Walker Mausoleum pending resolution of ownership dispute

**Community priorities 2005-08**

**Rotherham Rep:** to refurbish converted church as a home for the company and provide potential rehearsal space for other community theatre groups.

**Chesterfield Canal Partnership:** to undertake feasibility work (from early 2006) in partnership with British Waterways to restore the stretch of the canal from Kiveton Park to Killamarsh.

**Rotherham Family History Society:** to seek funding to further the group's aim of increasing public awareness of the



**Priority 4**

Hold quarterly workshops for theatre/arts centre users, to discuss and provide advice on funding and joint working/audience development

Three meetings held with Rotherham Rep in 2004-2005 to discuss audience development and marketing; and two meetings with Third Nail Theatre to advise on audience development and external funding

richness of the local and family history material available in Rotherham.

**Friends of Boston**

**Castle and Parklands:** wishes to work with the community service programme to undertake preventative work in Moorgate Cemetery Chapel to prevent it deteriorating further.

**Priority 5**

Define and publish criteria for supporting funding applications, including strategic fit and sustainability

Council's Sports Awards (small bursaries) programme refocused from 2004 to include athletes, coaches and clubs.

FAIR (Funding Arts In Rotherham) small development grants to local arts groups now operating with much clearer criteria in 2005.

Culture & Leisure advising Arts Council on third party lottery bids in terms of their alignment to corporate and service priorities.

**Community group achievements**

**Rotherham Rep:** Awards for All funding in 2003 to commission a community play "From Rotherham with Love", which was performed in 2004, was instrumental in attracting new members and audiences, and led to collaborative working with Friends of Rotherham Museum to celebrate the life of the historical subject of the play.

**Chesterfield Canal Partnership:** achieving funding to restore navigation from the Nottinghamshire border to the Norwood Tunnel, including the restoration of 22 locks and towpath improvements.

**Wales Parish Council:** commissioning of 6 village signs using local stone from the former colliery site

**Swinton Heritage:** Publication of "Potter's Corner" with National Lottery funding and the additional impact of major improvements to St Margaret's churchyard.

**Woodsetts Local History Society:** achieved grant aid to provide equipment as a community resource.

**Dinnington Town Cricket Club:** had their ground professionally assessed for development.

**Thurnscoe Local History Group** and **On the Road Again Productions:** research and development of four sculptures with Heritage Lottery funding in Clifton Park Museum, Wath, Dinnington and Kimberworth.

**Rotherham Churches Tourism Initiative:** nearly £300,000 of Lottery funding over five years to celebrate Rotherham's rich ecclesiastical heritage.

**Sheffield &**

**Hallamshire County**

**FA:** complete Football Foundation bids in the current Facility Strategy, and draw up a new Football Foundation Strategy for 2006-07 onwards

<b>Objective 3:</b>	<b>Develop and pursue a prioritised programme of green space improvements</b>
Performance Indicators:	CSPI 16 CSPI 36 CSPI 38 CSPI 47
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>
<b>Priority 1</b>	Initial discussions on scoping and resourcing issues with Rotherham Environment Partnership and Planning service, Autumn 2005 £160,000 investment in Bradgate Park 2004-05 from SRB4 and Housing Market Renewal Pathfinder programme Big Lottery Fund investment packages in Coronation Park and Cherry Tree Park, Maltby, 2004 and 2005 £1.4m award from Housing Market Renewal Pathfinder programme for infrastructure improvements in ten parks and other spaces, October 2005 – March 2006
<b>Priority 2</b>	Green Space audit undertaken during 2005 as preparation for Green Spaces Strategy Longlist of potential sites to be developed by April 2006, followed by development of methodology to filter longlist to produce an achievable shortlist.
Establish list of possible sites for disposal or redesignation to support green space improvement programme	
<b>Priority 3</b>	Acquisition of Canklow Wood with financial support from the Heritage Lottery Fund, together with restoration and interpretative work in other local woodlands
Develop funding strategies for priority green spaces, including Clifton and Boston Parks	Heritage Lottery Fund funding for Clifton/ Boston Park feasibility work completed Autumn 2005 Outsourcing of Grange Park Golf Course in 2005, generating revenue savings
<b>Priority 4</b>	Organisation since 2003 of annual cultural conference by Rotherham Cultural Consortium, with 2005 <i>Heritage Matters</i> conference focused on green space issues
Produce design briefs/ schemes for priority green spaces as identified in the Green Space Strategy, and complete schemes	Masterplans produced for Boston and Clifton Parks during 2005 in partnership with Friends Groups and through wider public consultation Masterplanning work for Bradgate Park complete 2003. Masterplanning work for Barkers Park complete 2005.
<b>Community priorities 2005-08</b>	<b>Friends of Boston Castle and Parklands:</b> aims to continue to champion Boston Park, Boston Castle and Moorgate Cemetery.
<b>Friends of Clifton</b>	<b>Park:</b> to continue to support the Council on park development issues, particularly supporting work on any National Lottery bid in respect of the park.
<b>Friends of Boston Castle and Parklands:</b>	is planning a Gala in 2006 with an American theme to celebrate the American connection, and has made an initial funding application.
<b>Friends of Barkers</b>	<b>Park:</b> aiming to work towards a new pavilion in the park in order to help improve the infrastructure to a point

at which significantly increased usage can be achieved.

Masterplanning work for Herringthorpe Playing Fields, Greasbrough Recreation Ground and Greasbrough Park to be funded through Housing Market Renewal Pathfinder programme, early 2006  
 Draft Valley Park and Rosehill Victoria Park masterplans complete November 2005.

**Priority 5**  
 Develop Rother Valley Country Park as part of the YES Project development

Guidelines for a future vision for Rother Valley Country Park discussed with potential site developers Autumn 2005.  
 Planning application for Pithouse West site due for determination during winter 2005-06.

**Community group achievements**

- Friends of Clifton Park:** acquired new seating for the park, achieved sponsorship for firework displays in 2003, 2004 and 2005, and contributed to the purchase of a bicycle for the Community Constable
- Friends of Boston Castle and Parklands:** formed in 2002 to support the Council in its bid for Heritage Lottery funding; since developed websites for both the park and Moorgate Cemetery.
- Friends of Boston Castle and Parklands:** in partnership with park rangers organised a gala in the park in 2005.
- Friends of Boston Castle and Parklands:** have collected stone to rebuild a section of the boundary wall between the park and cemetery which has previously suffered from theft and vandalism.
- Friends of Boston Castle and Parklands:** working with community service programme and private sector sponsors since 2003 to restore the old Moorgate Cemetery offices.
- Friends of Barkers Park:** have worked in partnership with the Council to commission a feasibility study and master plan for the park in readiness for a funding opportunity.
- Friends of Bradgate Park:** have worked in partnership with the Council to achieve major external funding for park improvements from a variety of sources.
- United Multicultural Centre:** Partnership working with Council, and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005

**Objective 4 Pursue a prioritised programme of pitch improvements to meet existing demand and projected growth**

Performance Indicators: CSPI 16 CSPI 36 CSPI 39/40 CSPI 47

**Service priorities 2005-08** **Major achievements to date**

**Priority 1** Establish a 5 year action plan aimed at improving football pitch provision and ancillary provision and linked to the general green spaces improvement programme

Initial work to develop a Playing Pitch Strategy commenced Autumn 2005. £386,000 funding package for perimeter and pathwork to safeguard and improve Herringthorpe Playing Fields approved by Housing Market Renewal Pathfinder programme in Autumn 2005 for implementation by March 2006..

**Priority 2** Develop masterplan for regeneration of Herringthorpe Playing Fields as 'Sports Hub' site

Draft agreement with Rotherham Titans at Herringthorpe Playing Fields 2005  
200k Sport England Community Investment Bid submitted 2005 for the development of a sport & physical activity hub in the Herringthorpe/Clifton area of Rotherham.

**Community priorities 2005-08**

**Friends of Barkers Park:** aiming to work towards a new pavilion to support sporting activities in the park

**Dinnington Town**

**Cricknet Club:** aiming to maintain a safe playing surface, gradually bringing the ground up to its former standard, and including the provision of an all-weather wicket. In partnership with the Football Club, to improve spectator and public areas.

**Objective 5 To develop and pursue a prioritised programme of allotments improvements**

Performance indicators: CSPI 7 CSPI 16 CSPI 18 CSPI 47

**Service priorities 2005-08** **Major achievements to date**

**Priority 1** Establish minimum quality allotment standards through consultation

Working group established 2005 to review tenancy agreements and develop Allotments Strategy by 2007

**Community priorities 2005-08**

**Priority 2**

Audit existing provision to identify priority sites for improvement, possible sites for disposal, and extent of work needed to achieve minimum standards

Audit work begun Autumn 2005.

**Priority 3**

Began development of a costed prioritised work programme for allotments and seek major funding from allotments disposals

£100,000 from Housing Market Renewal Pathfinder programme for improvements at two allotments sites in 2005-06.

Bid to capital programme 2005 prioritising health, safety and security issues on key allotment sites

**Objective 6:**

Performance indicators: CSPI 4 CSPI 6 CSPI 11 CSPI 16 CSPI 18 CSPI 36

**To develop and pursue a prioritised programme of play area improvements**

**Service priorities 2005-08**

**Priority 1**  
Completion of Big Lottery Fund Transforming Your Space programme at Brampton Bierlow and Thrybergh

**Major achievements to date**

Canklow play area completed 2004  
New improved play areas in Greasbrough, Bradgate Park, Valley and the Walk completed by 2005.  
Brampton Bierlow completed in 2005 and Thrybergh scheduled for 2006.  
Mapping and other preparatory work undertaken in 2005 in preparation for accessing new programme in first half of 2006.

**Community priorities 2005-08**

**Wales Parish Council:**  
installation of a new children's play area at School Road Recreation Ground, 2006 onwards

**Priority 2**

Development of Big Lottery Fund Children's Play programme

**Laughton-en-le-Morthen Parish Council:**

to develop a new children's playground on the recreation ground by

**Priority 3**  
 Implementation of Housing Market Renewal Pathfinder programme

Play schemes withdrawn from 2005 submission on advice of management board, but may be able to resubmit in 2006.

the end of 2006 subject to completion of the funding package.

**Tourism Plan**

**Objective 1**  
**To improve the quality standards of Rotherham’s tourism offer**

Performance Indicator: 60% of accommodation inspected by 2007/08

**Service priorities 2005-08**  
**Major achievements to date**

**Community priorities 2005-08**

Develop a plan for non-inspected accommodation providers to join the national standardised inspection scheme

A workshop has been arranged for 23<sup>rd</sup> January for the accommodation providers to be briefed on the new inspection grading from 2006 by Yorkshire Tourist Board in Rotherham. Two new establishments for 2006 have been visited by offers of the tourism service to explain the inspected only policy.

Review the introduction of a nationally networked Destination Management System

South Yorkshire Destination Management Partnership set up 2005. Board given a demonstration on the system. Visited Sheffield and Harrogate to see their systems.

Prepare and implement a plan to develop the services of Rotherham Visitor Centre

Establishment of Visitor Centre in All Saints Square August 2003

New local produce on sale Ray Hearne Folk songs CD on Rotherham Broadstreet Ballads, honey, bees wax, moisturiser, Christmas baubles, Christmas cards, local post cards.

Rotherham Library Service acting as volunteer “Mystery Shoppers” to assess the quality of visitor centre services

Development of Rotherham’s tourism infrastructure

Canalside improvements on the Chesterfield Canal

Completion of Transpennine Trail southern link

<p><b>Objective 3</b></p> <p><b>Service priorities 2005-08</b></p> <p>Widen participation and establish sector groups within the Tourism Forum to provide advice and guidance on various issues to the industry</p> <p>Develop initiatives with neighbouring local authorities and attractions, when appropriate, on development and promotion of tourism</p>	<p><b>To improve the effectiveness of partnership working</b></p> <p><b>Major achievements to date</b></p> <p>Establishment of Tourism Forum</p> <p>Development and publication of Rotherham Tourism Plan 2005-2008</p> <p>Workshops organised for tourism businesses January 2006 on access issues and accommodation inspection scheme</p> <p>Assistance given to the set up of a South Yorkshire Tourism Destination management Partnership for April 2006.</p> <p>Advertising in Yorkshire Tourist Board Make Yorkshire Yours Campaign organised in conjunction with Barnsley MBC.</p> <p>Participation at Dublin Holiday World Exhibition Ireland in partnership with public and private sectors in South Yorkshire.</p> <p>Marketing research being undertaken with businesses to identify partnership opportunities November 2005</p>	<p><b>Community priorities 2005-08</b></p>
<p><b>Objective 5</b></p> <p>Performance Indicators:</p>	<p><b>To attract investment to the local area, increasing job creation and ensuring sustainable development</b></p> <p>10% increase in the value of tourism in Rotherham to at least £258.5m by 2007</p> <p>5% increase in the number of full time jobs equivalent in tourism to at least 4,507 by 2007</p> <p>Five new tourism businesses established 2005 - 2008</p>	<p><b>Community priorities 2005-08</b></p>
<p><b>Service priorities 2005-08</b></p> <p>To commission regular economic impact assessments</p>	<p><b>Major achievements to date</b></p> <p>2004 Economic Impact Assessment study draft summary produced by consultants GTS 2005.</p> <p>The value of tourism in Rotherham 2004 £250.93 million</p> <p>Number of full time jobs equivalent 4,404</p>	<p><b>Community priorities 2005-08</b></p>

To monitor and identify demand for coach parking facilities	Group Travel Campaign started with advertising in Group Travel Media Serviced with Group Travel Folder including map with coach parking and bookings indicated
To support the development and maintenance of historical landmarks and external funding applications for All Saints Minster, Clifton Park Museum and Boston Castle	Operators starting to pre book coach parking in advance of their visit Attending meetings of the Churches Tourism Initiative Talking to Rotherham Churches Tourism Initiative re future funding post September 2006 Support given to Culture & Leisure Services re Heritage Lottery Funding Applications as required



## Rotherham Alive

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

**Culture & Leisure Service Plan:** To improve the quality of life and levels of health and well being for all people in Rotherham by increasing and widening participation in cultural activities

**Tourism Plan 2005-08:** To promote Rotherham as a visitor location

### Cultural Charter Links:

**Principle 5:** improve provision for, and access to, quality cultural and sporting activity across the borough.

**Principle 6:** provide and facilitate a range of cultural and sporting activities through the development and support of an infrastructure of professional, amateur and voluntary organisations and venues.

### Culture & Leisure Service Plan Key Objectives 2005-08:

**Objective 1** Increase overall use of cultural services based on identified customer and potential customer needs

Performance Indicators: CSPI 2 CSPI 10 CSPI 11-13 CSPI 31 CSPI 32 CSPI 36 CSPI 44 CSPI 45

**Service priorities 2005-08**

**Major achievements to date**

**Priority 1**  
Establish minimum level of cultural service provision

Consultation with Cultural Consortium on Statement of Cultural Entitlement, Autumn 2005

**Priority 2**  
Complete and publish Sport and Active Recreation Plan

Intensive work with Sheffield Hallam University to develop Plan, due for approval and publication early 2006.

**Community priorities 2005-08**

**Harthill Morris:**  
proactive work in developing new audiences and contacts while maintaining existing contacts

**Friends of Rawmarsh Carnegie Library:** to contribute to an

<p><b>Priority 3</b> Develop Digitisation Strategy prioritising content creation within Libraries, Museum &amp; Arts Services</p>	<p>Working Group created Summer 2005, with first draft of strategy available by end of December 2005. Initial consideration of plans during 2005 to incorporate ViewFinder digital photographic archive into Archives &amp; Local Studies on-line catalogue.</p>	<p>increase in the numbers of local people using the facilities</p>
<p><b>Priority 4</b> Develop the professional and community programming of performing arts venues to reflect a range of cultural needs and arts forms</p>	<p>Regular signed performances and blind commentary at professional performances at the Civic Theatre Upstarts (learning difficulties) Theatre Group devised and performed script –based drama in November 2005</p> <p>Arts Development Unit work with SCOPE to devise and act in an interactive drama to teach Key Stage 1 and 2 pupils about disability issues, followed by the inauguration of Cake House theatre group for adults with physical disabilities, 2005</p> <p>Open Minds Theatre Company – drama workshops for under 16s in the local Asian community, October 2005 to February 2006, to culminate in three performances at the Arts Centre in March 2006.</p> <p><i>Bloodhand</i> (storytelling using Indian music and dance, myths and legend ) in November 2005. <i>Curry Tales</i> commissioned for performance in February 2006.</p> <p>Extension of some community library opening hours every year since 2001 as a result of consultation with customers, with an overall 25% increase since 2000.</p> <p>Sunday openings introduced in 2003-04 at Maltby and Mowbray Gardens Libraries.</p> <p>Opening hours at several libraries adjusted since 2001 to reflect local usage patters and aspirations..</p>	<p><b>Rotherham Rep:</b> To continue to provide first class entertainment to the community of Rotherham.</p> <p><b>Anston Male Voice Choir:</b> development and production of CD as an audience development tool</p> <p><b>Anston Male Voice Choir:</b> membership development strategy to increase participation</p> <p><b>Anston Male Voice Choir:</b> extension of repertoire to include more modern forms of music as part of audience development strategy</p>
<p><b>Priority 5</b> Increase access to library services by amending/extending opening hours</p>	<p><b>Rotherham Rep:</b> consistent programme of five plays a year at the Civic Theatre and Arts Centre.</p> <p><b>Friends of Rotherham Central Library:</b> campaigning work to retain staff and extend opening hours, and contributions in cash and in kind to the Rotherham Children’s Book Festival.</p> <p><b>Anston Male Voice Choir:</b> 12 – 15% increase in membership since 2002, with a programme of ten concerts a year maintained, and successful audience development work in respect of major annual concert in Dinnington.</p> <p><b>Rotherham Family History Society:</b> increased membership to more than 400 by 2005.</p> <p><b>Friends of Boston Castle and Parklands:</b> developed websites for both the park and Moorgate Cemetery.</p>	<p><b>Anston Male Voice Choir:</b> participation in Massed Choir and Band Concert at the Albert Hall in November 2006</p> <p><b>Rotherham Family History Society:</b> to apply for charitable status in 2006/07</p>
<p><b>Community group achievements</b></p>	<p><b>Rotherham Rep:</b> consistent programme of five plays a year at the Civic Theatre and Arts Centre.</p> <p><b>Friends of Rotherham Central Library:</b> campaigning work to retain staff and extend opening hours, and contributions in cash and in kind to the Rotherham Children’s Book Festival.</p> <p><b>Anston Male Voice Choir:</b> 12 – 15% increase in membership since 2002, with a programme of ten concerts a year maintained, and successful audience development work in respect of major annual concert in Dinnington.</p> <p><b>Rotherham Family History Society:</b> increased membership to more than 400 by 2005.</p> <p><b>Friends of Boston Castle and Parklands:</b> developed websites for both the park and Moorgate Cemetery.</p>	<p><b>Anston Male Voice Choir:</b> participation in Massed Choir and Band Concert at the Albert Hall in November 2006</p> <p><b>Rotherham Family History Society:</b> to apply for charitable status in 2006/07</p>

**Woodsetts Local History Group:** have set up a website and catalogued gravestones in Woodsetts Churchyard giving details of graves and inscriptions. Increased its membership to 176.  
**Dinnington Reading Group:** £3,600 grant from Award for All in 2004 to buy books, create a web site and commission author visits

**Friends of Boston Castle and Parklands** wishes to co-operate in the digitisation of Moorgate and other cemetery registers.

**Three Shires Clog and Garland Dancers:** to increase and promote opportunities for social and fitness benefit.

**Objective 2 To increase use of cultural services by priority groups in priority communities**

Performance indicators: CSPI 6 CSPI 7 CSPI 17 CSPI 19 CSPI 34 CSPI 41

**Service priorities 2005-08 Major achievements to date**

**Priority 1**  
 Establish 3 year cross cutting development plans for each of the priority communities

Plans in the early stages of development in parallel with comprehensive audit of existing activity. Modified approach being developed in Leisure & Green Services whereby all relevant team and individual work plans will identify actions relating to priority communities.

**Priority 2**  
 Set targets for sites & development in relation to priority groups in priority communities

Space for Sports & Arts provides Sport & Physical Activity Opportunities within a sports hall in a school/community setting. These have included Freddy Fit, Mega Active, Fit n Fun, Multi-Sports, Cardio Kick etc. Over 350 participants in 2004/05.  
 Disability Sport & Physical Activity Forum set up in October 2004, and is already increasing access to existing opportunities such as the Inclusive Fitness Initiative and creating the Skills Academy after school programme.

Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005  
 Football Development Programme commenced in April 2005, already providing opportunities for young people to participate and enjoy football related opportunities.

**Priority 3** Officer attendance at meetings of RHA, advice to individual groups on projects and funding

**Community priorities 2005-08**

**Dinnington Town Cricket Club:** aiming for teams at adult, under-17, under-15, under-13, under-11 and under-9 levels by 2010, strengthening and encouraging parental support and participation.

**Rotherham & District Ornithological Society:** to broaden membership and increase members from 80 to 100

Support the development of the Rotherham Heritage Association and Rotherham Arts

applications: Friends of Boston Castle & Parklands and Friends of Clifton Park Museum and Friends of Clifton Park.

Support for successful Rotherham Arts Festivals in 2004 (£49,100) and 2005 (£28,000) and 2006 (£22,000), and support for Rotherham Arts in the appointment of two members of staff

**Priority 4**  
Complete market research into black and minority ethnic community needs in relation to performance venues

Phase 1 work (focus groups of BME under-16 non users) completed 2004. Phase 2 under way with Open Minds Theatre Company will result in three performances in the Arts Centre in March 2006. To be followed in 2006 by Phase 3, (full commissioned evaluation exercise of participants' aspirations for future development).

**Priority 5**  
Increase the number of young people taking part in School Holiday Programmes

Implementation of successful holiday programmes funded from the Space for Sport & Arts and other programmes, 2004 and 2005.

Formation of Rotherham Skateboard Partnership, 2004, and completion of four skateboard parks strategically sited across the Borough.

Successful annual national Summer Reading Challenge operating in all libraries since 2004..

Structured holiday activities in all libraries in school holidays.

Mega Active Summer Holiday programme resulting in more than 4,000 opportunities taken up by young people in the 2005 summer holidays

Arts Centre Youth Theatre Summer School – 35 under-18s participating in 2005.

**Community group achievements**

**Blackburn Community Partnership:** securing Objective 1 and other funding to provide sports activities in local schools and in school holidays

**Friends of Rawmarsh Carnegie Library:** focussed activity, including organisation of centenary celebrations, to open up the library to many new customers

**Rotherham Rep:** entertainment to community groups who find it difficult to attend formal venues

**Wales Parish Council:** financial and other support for the development and completion of Wales Skateboard Park.

**Outside the Box Theatre:** £4,990 grant from Awards for All in 2004 to run a summer scheme for disadvantaged young people in Rotherham

<b>Objective 3</b>	<b>To develop and implement a 3 year Marketing Strategy</b>	<b>Community priorities 2005-08</b>
Performance indicators : CSPI 36	<b>Major achievements to date</b>	
<b>Service priorities 2005-08</b>	Appointment of DIVA as marketing consultants 2005. User and non-user surveys undertaken October/November 2005 focusing on target groups and communities; strategy on target for completion by December 2005	
<b>Priority 1</b>	Complete work with marketing consultants (DIVA) to develop strategy	
<b>Priority 2</b>	Ensure links with appropriate, national, regional, local and corporate marketing strategies and other appropriate plans	
<b>Priority 3</b>	Identify marketing budget	
<b>Priority 4</b>	Increase awareness and use of cultural services through high profile events such as Rotherham Show	
	Mega Active Summer Holiday brochure, posters, bookmarks and direct mail produced in partnership with other local organisations and distributed widely in summer 2005 resulting in more than 4,000 opportunities taken up by young people in the summer holidays. Close working between Culture & Leisure and Corporate Communications and Marketing Team to ensure alignment of strategies.	
	£14,000 secured from partner organisations to fund production of Mega Active Brochure. Advertising covered full costs of Rotherham Show programme in 2003, 2004 and 2005.	
	Sport & Leisure Service showcased for the first time at Rotherham Show 2005 to promote opportunities and encourage active participation through questionnaires, postcards and other promotional materials. Two community coaches working at Rotherham Show 2005 delivering fun activities for young people. Continuing high profile Green Spaces, Libraries, Museums and Arts (with partners) presence at Rotherham Show	
	Regular Green Spaces presence at South Yorkshire Wood Fair at Wentworth.	
	Clifton Park bonfire and fireworks in partnership with Friends of Clifton Park attracted more than 5,000 spectators in 2005	
	Developing programme of major events at Rother Valley Country Park, including Battle in the Park and The Games Summer 2004, Family Fun Weekend July 2005 .	

**Tourism Plan**

**Objective 4**

**To promote Rotherham as a visitor location**

Performance indicators: maintain the annual number of enquiries in the Visitor Centre at 68,000  
 10% increase in the number of business tourism enquiries to at least 166 by 2007  
 maintain known business tourism enquiry conversion rate at 40% annually

**Service priorities  
2005-08**

Produce and implement a tourism marketing plan for Rotherham

Marketing research being undertaken with the tourism businesses  
 Marketing plan being drafted

Develop group and business visitor overnight packages

Packages are being developed by partnerships by local accommodation providers, transport providers, specialist interest packages which fit the accommodation establishments target markets with assistance from the tourism team

**Community priorities  
2005-08**

## Rotherham Safe

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

**Culture & Leisure Service Plan:** To contribute to safer neighbourhoods and better environments, through the active engagement of priority communities in cultural activity and targeting resources to improve priority sites

### Cultural Charter Links:

**Principle 4:** encourage preservation, development, interpretation of and access to, the Borough's cultural heritage in its widest sense

### Culture & Leisure Service Plan Key Objectives 2005-08

**Objective 1** Establish projects aimed at contributing to reductions in crime and disorder

Performance Indicators: CSPI 17

**Service priorities 2005-08** Major achievements to date

**Priority 1** Explore possible funding opportunities to facilitate project development (diversionary activities) for example at performance venues or heritage sites

More than 3,500 young people taking part in the Mega Active Summer Holiday Programme 2005, funded from a package of external funding opportunities.

Safe surfing sessions for parents and children at all community libraries all year round as a result of funding for People's Network

Establishment of *Remember Us* project aimed at victims of crime, and using local and family history to engage with vulnerable/isolated individuals in partnership with Victim Support, GROW and Archway.

Use of young offenders to undertake tidying up of historic remains in Roman Granary at Clifton Park, 2004 and 2005

Work with young (and older) offenders to rebuild boundary wall at Clifton Park and to redecorate games pavilion at Rosehill Victoria Park in 2005.

**Community priorities 2005-08**

**Harthill Morris:** aim to provide a safe environment for all participants in Morris Dance sessions

**Blackburn Community Partnership:** continue working with other agencies to keep the estate cleaner and safer

- Priority 2**  
 Work in partnership with friends groups, Rotherham crime reduction and others to support projects aimed at improving actual and perceived safety
- Partnership with Friends of Bradgate Park to generate £160,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.
- Partnership with Friends of Rosehill Park to generate £300,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.
- Implementation of park ranger scheme based in Clifton Park from 2004 with strong support from Friends of Clifton Park.
- £160,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures on Greasbrough Recreation Ground including CCTV.
- £300,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures on Herringthorpe Playing Fields including pathway lighting.
- Partnership with Friends of Clifton Park to generate £110,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.
- 1300,000 of investment from the Housing Market Renewal Pathfinder project for fencing work on two key sites.
- Joint working from early 2005 with Canklow Junior Football Club, Canklow Crusaders, School Sports Co-ordinators and local community development worker to develop informal football opportunities centred on the Canklow Pavilion, with financial support from the Football Foundation.
- Priority 3**  
 Provide access to ICT based services, including socially/digitally excluded communities
- People's Network completed in 2002, 175 PCs available free of charge in libraries across the Borough, generating 140,000 uses a year. Free e-mail address available to every Rotherham resident.
- Implementation of Rolling Out the Archives programme to provide free on-line access to information on Archives & Local Studies holdings scheduled for completion by 2008.
- Priority 4**  
 Plan and deliver targets and actions in football development project on crime reduction.
- Successful £205,000 bid to the Football Foundation which has created two football development officers posts 1 x 5 year Rotherham wide, 1 x 2 year Kimberworth and surrounding area.
- Priority 5**  
 Implement off-road motor vehicle prevention schemes in priority areas
- Access control measures installed at Canklow Recreation Ground, Sandhill Park, Highfield Park, Valley Park, Boston Park, Maltby Low Commons, Hudson's Rough and Bassingthorpe Spring woodlands in 2004 and 2005.



**Community group achievements**

**Anston Male Voice Choir:** continuing support for local charities including Yorkshire Air Ambulance, Cancer Research and Bluebell Wood Hospice.

**Digital Art Group:** £38,000 Community Fund award in 2004 to help stimulate interest in learning and build confidence in disaffected young people through the use of computer training and digital imagery.

**Swinton Lock Activity Centre:** £141,500 award from Community Fund to provide disadvantaged and disaffected young people with the opportunity to take part in boating, fishing And environmental activities as an alternative to becoming involved in crime and drugs.

**Objective 2 To establish and implement a monitored programme of health and safety measures at cultural facilities**

Performance indicators: CSPI 16 CSPI 20 CSPI 22 CSPI 26-28 CSPI 47

**Service priorities 2005-08**

**Major achievements to date**

**Community priorities 2005-08**

**Priority 1**

Identify minimum safety standards for all cultural facilities and sites based on national/ corporate guidance

Minimum safety standards agreed for all premises based on corporate health and safety criteria.

**Priority 2**

Ensure appropriate risk assessments carried out at all facilities

All premises health and safety risk assessments up to date 2005, and managers made aware of risk assessment process. Health and safety requirements used as the basis of bids into the Premises Fund and capital programme, with Civic Theatre overhead bars replaces Autumn 2005.

**Community group achievements**

**Friends of Clifton Park:** contributed to the purchase of a bicycle for the Community Constable  
**Dinnington Town Cricket Club:** Adoption of child protection policy

<b>Objective 3</b>	<b>To achieve better standards of green space design, management and maintenance</b>	<b>Community priorities 2005-08</b>
Performance indicators:	CSPI 14 CSPI 16 CSPI 38 CSPI 47	
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	
<b>Priority 1</b>	Plan and implement a restructuring of the Green Spaces team to better deliver the outcomes identified from Corporate Plans and Green Space Strategy.	Draft structure completed end of 2005, to undergo consultation with staff and unions early 2006 with a view to implementation from April 2006.
<b>Priority 2</b>	Pursue 'quick win' schemes to prevent further deterioration of assets and to improve appearance and variety within green spaces	Acquisition of Canklow Wood with financial support from the Heritage Lottery Fund, together with restoration and interpretative work in other local woodlands £1,400,000 award from Housing Market Renewal Pathfinder programme 2005/06 for physical improvements on 10 parks and other green spaces, following a £260,000 award in respect of Bradgate Park in 2004/05.

<b>Objective 4</b>	<b>To improve perceptions of safety and customer care by developing staff presence on Green Space sites</b>	<b>Community priorities 2005-08</b>
Performance indicators:	CSPI 16 CSPI 47	
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	
<b>Priority 1</b>	Appointment of externally funded park rangers in Rawmarsh and Maltby, 2004 Mainstreaming of Park Ranger Team 2005/06 based at Clifton Park but working across all urban green spaces.	
<b>Priority 2</b>	Rawmarsh Junior Ranger Scheme implemented 2005 Joint working with Safer Rotherham Partnership since 2002 to reduce the incidence of illegal off-road vehicles on publicly accessible land. Work with Friends Groups (eg Friends of Bradgate Park) to operate CCTV measures since 2003 Commissioning of detached youth workers to work with disaffected young people in Clifton Park and Coronation Park, 2004 and 2005.	
<b>Priority 3</b>	Volunteer junior rangers piloted at Rosehill Park 2005	
Investigate the viability of a volunteer ranger scheme		
<b>Community group achievements</b>	<b>Friends of Clifton Park:</b> successfully supported and championed the increased ranger presence in Clifton Park.	

**Objective 5: To protect and enhance wildlife and habitats as set out in the Local Biodiversity Action Plan**

Performance indicators: CSPI 16 CSPI 47

**Service priorities 2005-08** **Major achievements to date** **Community priorities 2005-08**

**Priority 1**  
Provide advice to landowners / managers, including schools and parish councils on appropriate protection / enhancement and management

Culture & Leisure actively working with 15 – 20 local farmers in 2005 to encourage take-up of agri-environment schemes focused on biodiversity support, such as Environmental Stewardship, England Woodland Grant Scheme and Objective 1. Interventions releasing up to £6,000 of Government or EU funding per holding at entry level, with potential for hundreds of thousands at higher levels.  
Joint working with Anston Parish Council on Anston Stones Local Nature Reserve, and with Maltby Town Council, English Nature, Lord Scarborough, Yorkshire Wildlife Trust and Maltby Environment Group on Maltby Commons Local Nature Reserve.

**Priority 2**  
Deliver events and work with schools, community groups etc to raise awareness of biodiversity, the Biodiversity Action Plan and Rotherham's green spaces

Production of education packs for Wickersley Parish Council on Wickersley Gorse and Phoenix Sports & Social Club on Ravenfield Park, and introduction of rare breeds of sheep grazing on Ravenfield Park.  
Bat walks in Rosehill Park, Rawmarsh, and Thrybergh Country Park, September 2005  
Wide range of other initiatives in 2005 including bird box building in Maltby, scarecrow building in Maltby, glow worm hunting in Woodsetts, willow workshop in Thrybergh, fungi walks in Rawmarsh. Wetland wildflower project in Swinton.  
Extensive work with primary schools in 2004 and 2005, including biodiversity project at Aston Hall J & I School grounds, and native tree planting in St Bede's Roman Catholic Primary School grounds with a focus on trees for shade and skin cancer prevention..  
Planting of oak tree in Clifton Park to celebrate Trafalgar Day bicentenary in 2005.

**Priority 3**  
Advise developers and Development Control on impact of planning proposals on biodiversity

Rotherham Biological Records Centre continuing in operation during 2005.  
Ecology Development Officer appointed early 2005 to work in close liaison with Planning Service. Development during 2005 of alert maps to advise on the potentially ecologically adverse effects of planning applications.

**Community Group achievements**

**Rotherham & District Ornithological Society:** members collecting data for Biological Records Centre, participated in biodiversity action planning and supported natural history walks. Constructed bird garden at Rotherham Hospice and fund-raised for local and national wildlife appeals.

## Rotherham Proud

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

**Culture & Leisure Service Plan:** To Increase levels of civic pride and citizen involvement through the provision of inclusive cultural services, and opportunities for voluntary and community sector involvement

**Tourism Plan 2005-08:** To improve the image and perception of Rotherham

### Cultural Charter Links:

- Principle 1:** empower and resource local communities to participate in the preservation and development of their cultural identity and creative aspirations
- Principle 3:** define and develop the cultural distinctiveness of the borough and its communities.

### Culture & Leisure Service Plan Key Objectives 2005-08

**Objective 1** Improve customer and citizen consultation and involvement and ensure it is inclusive of all communities  
Performance Indicators: CSPI 21 CSPI 15

<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	<b>Community priorities 2005-08</b>
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<b>Priority 1</b> To produce and implement an annual plan for consultation - based on RMBC Corporate Consultation Strategy	Disability Sport & Physical Activity Questionnaire sent out as part of a masters degree student dissertation and in conjunction with Sports Development. Over 300 replies have been received in this needs assessment survey.	
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		Young people's sports aspiration surveys completed for Swinton and Thurcroft communities.
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**Priority 2**

Support community groups staging events and activities that celebrate local distinctiveness, civic pride and cultural diversity

Cultural Diversity Festival at Rotherham Show since 2000

Young people's sports aspiration surveys completed for Swinton and Thurcroft communities.

Award of £65 091, September 2005, over three years from Arts Council to support the Cultural Diversity Festival and a rolling programme of multi cultural events involving 12 organisations.

Content of relevance to black and ethnic minority communities at Clifton Park Museum developed through consultation with those communities

Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005

Library Service now supporting and engaging with twelve Friends groups.

Green Spaces Unit working with up to ten Friends of Parks groups, including Bradgate, Coronation, Rosehill, Clifton, Boston, Barkers and Valley.

Heritage Service supporting Friends of Clifton Park Museum, Walker Mausoleum, Rotherham's Archives, Keppel's Column and Field.

**Priority 3**

Maintain involvement and support for Friends Groups, including the production of a friends charter to clearly define roles and responsibilities

**Priority 4**

Increase the number of community leasing schemes for Green Space sites

Rosehill Hall leased to Rawmarsh & Parkgate Partnership 2004/05.

Proposals under development during 2005 to lease part of Canklow Pavilion to Canklow Community Partnership, and to lease Rosehill Park pavilion to Rawmarsh & Parkgate Partnership..

Continuation of successful leasing of Grange Park football field to Millmoor Juniors.

Lease of Herringthorpe Pavilion and three playing pitches to Rotherham (Earth) Titans 2005.

**Community group achievements**

**Friends of Rawmarsh Carnegie Library:** focussed development work to welcome and open up the library to members of ethnic minority communities.

**Friends of Clifton Park:** acquired new seating for the park, achieved sponsorship for firework displays in 2003, 2004 and 2005, and contributed to the purchase of a bicycle for the Community Constable, as well as supporting and championing an increased ranger presence in the park.

**Lost Chord:** £184,000 Community Fund award in 2004 to extend and develop music therapy services to sufferers from dementia in residential homes in Rotherham.

**Rotherham African French Empowerment Club:** £5,000 grant from Awards for All to set up a website for young African French parents to promote cultural understanding

**Objective 2: Increase the number of active volunteers in the cultural sector**

Performance Indicators : CSPI 15

**Service priorities 2005-08**

**Major achievements to date**

**Priority 1**  
Build on existing volunteer arrangements to develop quality of volunteer experience and effectiveness of work undertaken

Work commenced 2005 on developing Rotherham Sports Volunteer Programme to encourage local volunteers into sport.  
Sports Development Unit encouraging regular volunteer placements from schools, colleges and universities to follow up volunteering opportunities.  
Work in partnership since 2002 with Primary Care Trust to involve volunteer allotment gardeners for the cultivation of fresh fruit and vegetables at Valley Allotments site  
Volunteers celebration event held at Rotherham Town Hall in October as part of Community Service Volunteers' Volunteers Month 2005.

**Community priorities 2005-08**

**Woodsetts Local History Society:**  
restoration of the Troughs, a site formerly used as a local water supply.

**Priority 2**

Submit funding applications in partnership with the Friends of Clifton Park Museum to provide structured and sustainable opportunities and training for Museum volunteers

Heritage in Action project: training and development programme for volunteers initially at the Museum, later at other sites possibly including Magna Centre; likely cost £250,000 over five years with substantial funding sought from Heritage Lottery Fund. Bid likely to be submitted Spring 2006.

**Priority 3**

Use the Step into Sport Programme to support volunteer development

Work began 2005 in partnership with local sports colleges to develop a progression route from school to community sport volunteering.

**Community group achievements**

**Rotherham Rep:** Awards for All funding in 2003 to commission a community play "From Rotherham with Love", which was performed in 2004, was instrumental in attracting new members and audiences, and led to collaborative working with Friends of Rotherham Museum to celebrate the life of the historical subject of the play.

- Swinton Heritage:** publication of “Swinton Then and Now” calendar in 2003.
- Swinton Heritage:** commissioning of public plaques celebrating Tony Capstick, Arthur Morris and James Randerson and history board on Hattersley Building.
- Swinton Heritage:** Completion of Swinton History Trail.

**Tourism Plan**

**Objective 2: Improve the image and perception of Rotherham**

**Service priorities 2005-08**

**Major achievements to date**

**Community priorities 2005-08**

**Priority 1**  
Review the provision of tourism/leisure and retail signage within the Borough

Assisting planning assess application for a brown sign at Thrybergh

**Priority 2**  
Participate in the delivery of the Rotherham Gateways Initiative

Meetings with Economic & Development Services representatives have led to discussions with Magna and Rotherham Churches Tourism Initiative regarding future work.

**Priority 3**  
Review and increase participation in the Rotherham in Bloom campaign

Participation by Town Centre Businesses and Tourism and Leisure Businesses in the borough increased in 2005.

**Community group achievements**

**Wales Parish Council:** provision of Christmas Illuminations



## Sustainable Development

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

**Culture & Leisure Service Plan:** To embed sustainable development into all service plans and frontline delivery.

### Culture & Leisure Service Plan Key Objectives 2005-08

**Objective 1:** To improve the environmental performance and sustainability of Culture and Leisure facilities

Performance indicators: CSPI 16 CSPI 29CSPI 47

**Service priorities 2005-08**      **Major achievements to date**      **Community priorities 2005-08**

**Priority 1**

Introduce recycling targets at all facilities e.g paper, board.

Development of conservation and management plans for Clifton and Boston Parks, 2005

Completion of management plans at Thrybergh and Rother Valley Country Parks and Bradgate Park in preparation for Green Flag application.

**Priority 2**

Reduce water, gas & electricity consumption by 10%

Aiming to produce baseline data for comparison by March 2006.

Pilot scheme at Broom Valley Allotments in partnership with Broom Valley Allotments Society to recycle rainwater from adjacent roofs.

Sun pipes installed at Canklow Pavilion to reduce the requirement for interior lighting.

**Priority 2**

Raise staff awareness of sustainability issues (e.g. recycling) related to service delivery

Sustainable management principles embodied in site management plans at Rother Valley, Thrybergh and Bradgate Parks

Library Service investigating options for recycling waste paper from Central Library

<b>Objective 2:</b>	<b>Minimise the use of private vehicles by encouraging the use of public transport, car sharing, cycling and walking (staff and customers)</b>	<b>Community priorities 2005-08</b>
Performance indicators:	CSPI 30	
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	
<b>Priority 1</b> Safe cycle storage at sites / facilities	Cycle storage now available at Central and Kiveton Park libraries and Thrybergh Country Park	
<b>Priority 2</b> Review staff travel arrangements and monitor use of public transport.	Implementation of cycling mileage allowance for staff travelling on duty 2005 Three mountain bikes in use since October 2005 to enable urban park rangers to patrol more effectively and reduce carbon emissions.	

**Fairness**

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

**Culture & Leisure Service Plan:** To strive to ensure that everybody has equal access to the full range of our services, irrespective of gender, age, race, disability, sexuality or religion through appropriate communication, monitoring of usage, satisfaction ratings and complaints and equality training.

**Culture & Leisure Service Plan Key Objectives 2005-08**

**Objective 1:** To establish clear and effective user and non user communications at all levels of the service  
 Performance indicators: CSPI 10 CSPI 17

**Service priorities 2005-08**      **Major achievements to date**

**Community priorities 2005-08**

**Priority 1**  
 Develop and implement Communications Strategy  
 A number of sports partnerships have been established, including Primary Care Trust,, United Multicultural Centre, Al-Muneera, Surestart, YMCA, Sports Colleges, Deame Valley College, Thomas Rotherham College, SY Sports Partnership, and various sports clubs,  
 Use of Rotherham Reachout in 2004 and 2005 to determine the aspirations of local people in sporting opportunities provision

Establishment of Thrybergh Country Park user forum  
 Work ongoing Autumn 2005

**Priority 2**

Integrate corporate Communications Strategy into Culture & Leisure Marketing Strategy

<p><b>Objective 2:</b> Performance indicators: CSPI 21</p>	<p><b>To adopt the Equality Standard for Local Government and level reached</b></p>	<p><b>Community priorities</b> <b>2005-08</b></p>
<p><b>Service priorities</b> <b>2005-08</b></p>	<p><b>Major achievements to date</b></p>	
<p><b>Priority 1</b> Carry out necessary planning and actions to ensure service supports corporate move to higher levels of Equality Standard</p>	<p>Evidence gathering 2005-06 to enable RMB's sports development team to apply for the Racial Equality Charter Standard Extension of some community library opening hours in 2004 as a result of consultation with customers</p>	
<p><b>Priority 2</b> Introduce appropriate monitoring of ethnic origins of participants in cultural activity</p>	<p>Rolled out across the service from April 2005 as part of the performance management programme Extensive work by Library Service with asylum seekers and ethnic minorities praised during Charter Mark assessment in 2004 Employment of Cultural Awareness Officer within the library service. Implementation of Leisure &amp; Green Spaces Monitoring Toolkit from April 2005 to produce detailed profiles of participants.</p>	
<p><b>Objective 3:</b> Performance indicators: CSPI 16 CSPI 20</p>	<p><b>To work towards all buildings/facilities being accessible to people with disabilities</b></p>	<p><b>Community priorities</b> <b>2005-08</b></p>
<p><b>Service priorities</b> <b>2005-08</b></p>	<p><b>Major achievements to date</b></p>	
<p><b>Priority 1</b> Work with Council Asset Management Team to establish costed action plan based on Disability Discrimination Act audit</p>	<p>Libraries prioritised in corporate Disability Discrimination strategy with support from customer the Access Liaison Group. Most libraries are now DDA-compliant. Remainder in plan. Clifton Park Museum fully DDA compliant since February 2005 New Clifton Park Museum displays designed to suit different learning styles.</p>	<p><b>Dinnington Colliery Band:</b> obtain replacement rehearsal facilities in view of the condition of existing facilities</p>

**Priority 2**

Undertake review of all buildings, sites and vehicles to ensure that layout/signage is appropriate

Establishment of Sport & Physical Activity Forum from October 2004 to develop opportunities for people with disabilities.

Layout reviewed in all libraries, both to promote usage and offer equality of access. Most counters replaced to achieve DDA compliance. Internal library signage now consistent, and external DDA-compliant signage installed in most libraries, with plans for the rest.

Archives & Local Studies signage and publicity basic skills initiatives as part of Skills for Life project, 2004 and 2005

**Objective 4:**

**Service priorities  
2005-08**

**Priority 1**

Develop a clear pricing policy and strategy in relation to identified outcomes e.g. target groups and customer base increase

**To ensure the cost of accessing cultural services is reasonable and managed in a more businesslike way**

**Major achievements to date**

**Community priorities  
2005-08**

Modified Fees & Charges Schedule from April 2005

Pricing Policy approved by Council November 2005, gearing target customer groups and pricing concessions to Council and Service priorities.

## Culture &amp; Leisure Service Key Performance Indicators 2005-06

<b>No</b>	<b>Description</b>
CSPI 1a&b	The number of a) adult and b) young people taking part in Cultural Services activities that have a specific objective of learning or skills development
CSPI 2	Number of residents who feel they have increased self confidence and potential through involvement in Cultural activities
CSPI 3	The number of pupils visiting museums and galleries in organised school trips
CSPI 4	£ leverage achieved by the local authority's investment in cultural facilities and services
CSPI 5	% of local businesses who agree that Cultural Services makes a positive contribution to the local economy
CSPI 6	£ leverage of local authority funding to external funding for cultural facilities, activities and events that contribute to the regeneration of disadvantaged communities
CSPI 7 a&b	The number of a) adult and b) young people taking part in cultural services activities with a specific objective for reducing the risk of illness or health improvement
CSPI 8	The % of adults participating in at least 30mins of moderate intensity sport and physical activity of on 3 or more days per week
CSPI 9	The % of young people participating in at least 60 mins of moderate intensity sport and physical activity on 3 or more days per week on average over a year
CSPI 10a& b	% of a) adult and b) young people residents who state that participating in cultural or recreational activity has a beneficial impact on their quality of life
CSPI 11a&b	% of a) adult and b) young people residents who have used the services provided by cultural services at least once a month in the last 12 months
CSPI 12	The number of physical visits per 1000 population to public library premises (Public Library Standard 6)

CSPI 13	The number of visits to/usages of museums per 1000 population
CSPI 14	The % of residents satisfied with Cultural Services
CSPI 15	% of population involved in one hour volunteer work per week to support activity within the cultural sector
CSPI 16	% of parks and open spaces with relevant standards for safety and or environmental quality - BV199 (Input target)
CSPI 17	Numbers of young people involved in cultural activity with a specific objective to reduce the risk of crime and anti – social behaviour
CSPI 18	The % of satisfied a) adult and b) young people users of local authority cultural services
CSPI 19	The representativeness of users of cultural services compared to the local population profile.
CSPI 20	% of Cultural Services Buildings open to the public in which all public areas are suitable for and accessible to disabled people BVPI 156
CSPI 21	The Equality Standard for local Government to which Cultural services conform (BVPI 2a and 2b) 2a - The Equality Standard for Local Government 2b - Duty to promote race equality - Quality of RES % score
CSPI 22	The % of key partners and stakeholders who think Culture and Leisure Services have improved
CSPI 23	Compliance against Public Library Standards
CSPI 24	CPA score for the Cultural services block
CSPI 25	Improvement against TAES and QUEST quality award scores
CSPI 26	The % of risk assessment action plans completed to timescale with 100% target

CSPI 27	The number of slips, trips and falls with target of 10% reduction by 2008
CSPI 28	The number of manual handling injuries to staff with 20% reduction by 2008
CSPI 29	The energy consumption/m2 of local authority operational property
CSPI 30	Reduction by 10% in mileage claims made by staff by 2008
CSPI 31	Net Cost per museum visit/use
CSPI 32	Cost per physical visit to libraries
CSPI 33	The % of 16 – 19 year olds participating in at least 30 mins moderate intensity physical activity on 3 or more days a week
CSPI 34	The % of Socio economic group DE participating in moderate intensity physical activity on 3 or more days a week
CSPI 35	The % of 5 - 16 yr olds engaged in 2 hours a week minimum on high quality PE and School Sport within and beyond the curriculum
CSPI 36	Number of visits to Cultural Services
CSPI 37	% Residents who think Cultural Services has got better (BVP119)
CSPI 38	% of total length of footpaths and other rights of way which were easy to use by members of the public (BVPI 178)
CSPI 39	% of pop in urban area that are within 20 minutes walk of a range of sports facilities of which 2 are quality assured
CSPI 40	% of pop in rural area within 20 minutes drive of a range of sports facilities of which 2 are quality assured
CSPI 41	Total Visits using Rothercard



CSPI 42	Other Efficiency Indicators for Sports Halls and Swimming Pools from Sport England Benchmarking Service Subsidy per Visit Annual Visits per sq/metre
CSPI 43	Number of and usage of publicly accessible internet points in the Borough (Community Strategy)
CSPI 44	The number of people who participate in or attend an arts activity (Community Strategy)
CSPI 45	Swimming Pools & sports centres: the number of swims and other visits per 1,000 population
CSPI 46	The % of library users who: a) found the book or information wanted, b) reserved the book or information wanted c) Were satisfied with the outcome
a,b,c	
CSPI 47	Number of Green Space sites with Green Flag award

**Rotherham Cultural Conference 2006**  
**Getting "Rotherham Active"**

**Suggested date:** Thursday or Friday 1<sup>st</sup>/2<sup>nd</sup> June  
**Possible venues:** Unity Centre, Wickersley Sports College,  
Rawmarsh Sports College, Clifton Comprehensive School

Time	Workshop/Guest speaker	Provider
09.30– 10.00	National / Regional Update from Sport England	David Gent, Regional Director, Sport England
Group Performance "YOUTH ENGAGEMENT"		
10.00 – 10.30	Local update – Rotherham	Steve Hallsworth, Leisure & Green Spaces Manager RMBC
Individual "What sport has done for me" (PLAYER)		
10.30 – 10.45	Refreshments	
Group Performance "OLDER PEOPLE"		
11.00 -11.45	<b>Development Workshop 1</b> "choice" Diversionary Activities BEM Older People	Facilitators to be confirmed
11.00 -11.45	<b>Practical Workshop 1</b> "choice" Funding Volunteers Developing your sports organ	Facilitators to be confirmed
Group Performance "OLDER PEOPLE"		
11.45 – 12.30	<b>Development Workshop 2</b> "choice" Diversionary Activities BEM Older People	Facilitators to be confirmed
11.45 – 12.30	<b>Practical Workshop 2</b> "choice" Funding Volunteers Developing your sports organis	Facilitators to be confirmed
Individual "What sport has done for me" (LEADER)		
13.15	Closing speech – London Olympics 2012 – potential benefits to Rotherham	David Gent
Group Performance ""DIVERSITY"		
12.30 – 14.00	Lunch & Networking	

**POTENTIAL INVITEES**

<b>BEM</b>	<b>Disability</b>	<b>Young People</b>
UMCC	Disability Forum	Providers Forum reps
Almuneera	Disability groups	Young peoples services
REMA	Speak Up	Surestart
	Scope	Youth Offending Team
	Rotherham Mencap	SY clubs for Y people
		Champs
		CISS
		YIP
		Connexions
		NSA
		Children's Fund
<b>Older People</b>	<b>Community</b>	<b>Sports/Clubs</b>
Age Concern	Community Partnerships	Sports Clubs
Kimb 50 plus group	Neighbourhood Groups	FITC
	Valley HLA	SAG Reps
	Eastwood/Sp Pathfinder	
	CISWO	
	NMP	
<b>Schools/Colleges</b>	<b>Local Authority</b>	<b>Volunteers</b>
Sports Colleges	Elected Members	MAD
DVC	Area Assemblies	VAR
TRC	Sports Advisory Group	
RVC/RCAT		
EAZ's x 3		
Schools Sports Assoc		
<b>Health</b>	<b>Community Safety</b>	<b>Transport</b>
PCT	SY Police	SY Transport
	Community Safety P/ship	Community Transport
	Roth Comm Res Prog	
		<b>Funding</b>
		SYFAB
		Awards for All

**Workshop Programme (draft content)**

6 workshops (3 running consecutively)

Choice of two per attendee, 45 minutes each

3 directed mainly at deliverers (clubs, groups)

3 directed mainly at co-ordinators (organisations)

Each workshop to include:

10 minutes "Introduction and examples of best practice" from an external organisation

10 minutes "What we know is happening in Rotherham"

25 minutes "Discussion: how can we take this forward in Rotherham?" ideas (flip chart to record)

Sign up to meeting again i.e. feedback and moving forward.