

CABINET MEMBER FOR COMMUNITY COHESION

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

Date: Monday, 18 September 2006

Time: 8.30 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for Absence.
4. Declarations of Interest.
5. Minutes of the meeting held on 17th July, 2006 (herewith). (Pages 1 - 9)
6. Corporate Equality Strategy Action Plan Progress (report herewith) (Pages 10 - 32)
7. Translation, Language and Communication (T.L.C.) Policy (report herewith) (Pages 33 - 70)
8. Women's Strategy (report herewith) (Pages 71 - 79)
9. Rotherham Voluntary Sector Strategy (report herewith) (Pages 80 - 107)
10. Big Lottery Fund (report herewith) (Pages 108 - 118)
11. Neighbourhood Renewal Fund and Single Regeneration Budget - Update (report herewith) (Pages 119 - 124)
12. Position Statement for Gypsies and Travellers in Rotherham (report herewith) (Pages 125 - 139)
13. Synopsis Report of the Asylum Programme (report herewith) (attachment included at the back of the agenda) (Pages 140 - 142)

14. Rural Strategy (report herewith) (Pages 143 - 210)
15. Community Cohesion Forward Plan
16. Exclusion of the Press and Public.
The following item is likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (information relates to financial or business affairs).
17. Monitoring report - Infrastructure and Corporate Initiatives Fund (ICIB) (report herewith) (Pages 211 - 216)
18. Date and Time of Next Meeting - 23rd October, 2006 at 8.30 a.m.

COMMUNITY COHESION
17th July, 2006

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

An apology for absence was received from Councillor Sangster.

32. DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

33. MINUTES OF THE MEETING HELD ON 26TH JUNE, 2006

Resolved:- That the minutes of the meeting of the Cabinet Member for Community Cohesion held on 26th June, 2006 be approved as a correct record for signature by the Chairman.

34. ROTHERHAM NEW LIVES' INTEGRATION STRATEGY FOR ASYLUM SEEKERS AND REFUGEES

Andrew Crowley, Team Leader – Asylum Team, submitted a report, together with an Action Plan, which gave details of an innovative joint venture with the Refugee Council entitled 'Rotherham New Lives' - Rotherham's first integration strategy for asylum seekers and refugees.

The strategy has been prepared by the Rotherham Asylum Project Team and the Refugee Council. In October 2004 the Refugee Council contacted key stakeholders in Rotherham to develop an Integration Strategy. Prior to this, a draft Action Plan had been prepared by the Asylum Team. It was decided that the best results would be achieved by collaborative working.

The strategy differed from the strategies of other local authorities, in that it considered the needs of asylum seekers, destitute asylum seekers and refugees in a single strategy. It is general practice that integration strategies focus on the needs of refugees who have been allowed to remain in the United Kingdom. This strategy would suggest that integration begins on arrival in Rotherham. Preparation for full integration can be undertaken whilst a person is still claiming asylum. Many of the actions apply equally to asylum seekers as well as refugees. These are highlighted throughout the strategy.

In addition to the strategy being a basis for developing and co-ordinating services, it provided key information about asylum seekers. The Borough's experience of refugees, a brief outline of services, and a "myth buster" were contained in the strategy.

The Action Plan was to be monitored by the Planning Group.

The meeting discussed a number of key issues. It was suggested that

one of the most important issues was the need for greater clarity of provision and support, particularly with regard to failed asylum seekers.

Part of the Integration Strategy was to include a Signposting Guide to aid Organisations.

The meeting discussed:-

- Illegal Asylum Seekers
- Legal Aid
- Statistics of failed asylum seekers
- Media Coverage

The meeting agreed the need for clearer links to the Community Strategy Themes and Objectives, and felt that the Action Plan should have targets and Performance Indicators to measure progress.

Resolved:- That, subject to the approval of the Cabinet, and consultation with Rotherham Partnership, the Draft Integration Strategy be consulted upon, as detailed in the report now submitted.

35. ANALYSIS OF THE COMMUNITY LEADERSHIP FUND 2005-06

Consideration was given to a report presented by Paul Griffiths, Community Leadership Manager – Neighbourhoods, which provided a summary of spending activity around the elected members Community Leadership Fund for the financial year 2005-06.

In addition, the report suggested changes to encourage all elected members to enhance their community leadership role through use of the Fund.

The Community Leadership Fund was introduced in 2002 to enable Members to support activities within their Wards in order to benefit local residents. It is intended to encourage Members to spend more time in their Wards working with partners, voluntary groups and diverse communities.

Over the past 12 months the Community Leadership Fund has continued to support priorities identified by local people such as improving the environment, funding equipment and supporting grass roots organisations.

During 2005-06 Elected Members committed £30,229.45 out of a total budget allocation of £31,000. This represented an improvement in comparison with £26,030.81 for 2004-05.

The report set out an analysis of expenditure, together with development of Community Leadership issues in respect of Member Development, Community Leadership Network and Area Assemblies.

The meeting was asked to consider the future purpose and direction of the Fund.

The meeting debated:-

- Definition of Community Leadership
- Corporate Themes and nature of request

The Cabinet Member welcomed the use of the Fund and felt it should be used in the context of added value for sustaining projects for which there was no mainstream funding.

In terms of promoting the use of the Fund, this was done by issuing quarterly bulletins and guidance around themes of the Community Strategy, together with an Annual Report.

Resolved:- (1) That the performance of the Community Leadership Fund for 2005-06 be noted.

(2) That the suggestion that overspend be rolled over into one account for any Member to bid into, be considered as an option.

(3) That the report be submitted to the next appropriate meeting of the Democratic Renewal Scrutiny Panel.

36. PROGRESS ON THE INTEGRATION OF PARISH AND TOWN COUNCILS INTO NEIGHBOURHOOD MANAGEMENT ARRANGEMENTS

Consideration was given to a report presented by Paul Griffiths, Community Leadership Manager – Neighbourhoods, which provided a summary of progress on the integration of Parish and Town Councils into Neighbourhood Management arrangements.

Following the signing of the Joint Working Charter in March 2006, work has begun to ensure that Parish and Town Councils are able to play a full and pivotal role within Neighbourhood Management arrangements in Rotherham.

In February 2005 the government published "Citizen Engagement and Public services: Why Neighbourhoods Matter." This key discussion paper looked at how best to develop and strengthen community level governance as part of a ten year vision for the future of local government.

The paper clearly indicated that the Government envisaged local councils providing strong local community leadership, working in partnership with local authorities, improving the quality and range of services available and making an effective contribution to the sustainability of neighbourhoods.

In order to meet these challenges the following actions are being developed to support the integration and development of Parish and Town councils into neighbourhood management arrangements:-

- Progressing the Joint Working Charter
- Supporting Quality Parish Council Status
- Area Assemblies
- Parish 'Forum' Meetings
- Co-opted Membership on Council Bodies and Training

Support for the Certificate in Local Council Administration (CiLCA) is being met from existing budgets within the Community Involvement Unit. The support sessions for clerks are likely to cost in the region of £1500.00.

The following items will have resource implications if RMBC are to continue to support the further integration and wider role of Parish and Town Councils:-

- Support for IT projects to meet the Quality Status criteria
- Training and support for parish representatives on the Area Assembly co-ordinating group
- Delivery of the parish partnership 'forum' proposals

The meeting discussed progress against commitments of delivery contained within the Action Plan.

Resolved:- That the progress being made to encourage joint working between RMBC and Parish and Town Councils, and in developing the capacity of local Councils to play a partnership role within neighbourhood arrangements, be noted.

37. DRAFT INTERNATIONAL LINKS POLICY

Emily Knowles, Town Twinning and International Links Officer, submitted a report which sought endorsement for the International Links Policy.

The International Links Policy framework was approved by Cabinet in November 2005 and has been used as the basis for developing a draft International Links Policy.

The aim of the Policy is to raise the profile of Rotherham on the international stage, promote international co-operation and maximise funding opportunities for the benefit of Rotherham people, in accordance with the Council's agreed priorities.

An International Links policy is being developed for Rotherham for three main reasons:

1. to profile the positive aspects of international work
2. to ensure a more co-ordinated and coherent approach to international work within available resources, and
3. to clarify to partners RMBC's objectives for engaging in international work and identify our priorities and proposed actions

The report summarised the Equalities Impact Assessment, outlined the seven objectives for international work in Rotherham, as contained in the International Links Policy Framework approved by Cabinet in late 2005, and set out an action plan of work to be undertaken in 2006/07 relating to each objective.

An annual monitoring report will be prepared each year to assess work undertaken against the action plan and how the budget has been spent. In addition the report will look forward to the next year and outline future work and projects to be undertaken.

Currently the International Links Committee meets to consider project proposals and forthcoming activity and makes decisions on allocation of the International Links budget. There is also the International Links Partners Group, which is a forum for the dissemination of good practice and a network for those involved in international work in the borough.

The committee structure is to be reviewed to make sure it operates effectively and works to maximise opportunities. The proposal is to introduce an overarching 'international links committee' with several spokes or sub-committees reporting in to it, each with a specific theme.

The meeting discussed:-

- How Rotherham is advertised in European countries
- How Rotherham promotes local businesses abroad
- Cultural exchanges with Pakistani ethnic minority children
- Migrant Workers
- Social/Economical and Cultural links
- Understanding of what Partners seek to gain

Information has shown that Rotherham attracts a great deal of tourism within the Borough.

Resolved:- That the development of the draft International Links Policy be welcomed.

38. YEAR AHEAD STATEMENT 2006-07

Further to Minute No. 77 of a meeting of the Cabinet Member, Community Cohesion held on 30th January 2006, consideration was given to a report presented by Colin Bulger, Head of Policy and Partnerships which introduced the Year Ahead Statement, 'Making a Difference' for 2006-07.

Specific Year Ahead commitments that were relevant to Community Cohesion were identified and discussed.

The annual Year Ahead Statement provides a summary of key priorities for the year. The Year Ahead Statement is not a comprehensive list of all that the council needs to do over the year, nor a set of new policies or substitute for other plans – it is drawn from existing plans and is a means of providing focus and provides a summary of the key priorities for the year.

The theme reflects the Council's commitment to improving outcomes for all residents across the entire range of services and through major investments in the coming year.

The Council is proud of its progress in service improvements, reducing deprivation and rating now as a 'Good' Council, but much still needed to be done to ensure all citizens benefited from improved quality of life. The Year Ahead helped focus on continuing to achieve the Council's vision for Rotherham and the objectives in their joint Local Area Agreement, as shared by LSP partners. The document will also support the Council's aim of achieving Excellent Council status in the coming year.

This year there are 62 new commitments building on the platform of last year's good progress and delivery.

It is the intention to report the findings of Review Groups to Cabinet in October, 2006.

A progress report on specific commitments would be submitted to future meetings of the Cabinet Member, Community Cohesion and the Democratic Renewal Scrutiny Panel in approximately six months' time.

Resolved:- That the Year Ahead Commitments be noted.

39. STATE OF THE BOROUGH

Consideration was given to a report presented by Andrew Towleron, Policy and Research Manager which sought consideration of the State of the Borough report which aims to provide a general understanding of conditions in the Borough, highlighting relevant trends and issues for Council services, together with supporting policy and service delivery and performance management.

State of the Borough 2006 updates the previous document of the same name produced in 2004.

The report is intended to give an overall picture of Rotherham in terms of population, deprivation, the economy, education and health etc., and to contribute to Service Plan improvements and performance.

The 2006 State of the Borough is the first update and has changed in format to reflect current requirements.

State of the Borough is a summary of the information held by the Corporate research team. Rotherham MBC undertakes and co-ordinates a wide range of research projects, some of which had achieved national recognition from:

- Audit Commission for community profiling work on older people
- Office for National Statistics for the Study of Deprivation in Rotherham 2005
- Department for Communities & Local Government for the Rotherham Neighbourhood Statistics project

As the 2006 State of the Borough is a 'live' document, it will be updated on a regular basis.

The report set out a Summary of Content in the following categories:-

- Population
- Deprivation
- The Economy
- Health and Illness
- Education and Skills
- Crime, Environment and Housing
- Inclusion and Cohesion

Resolved:- (1) That the State of the Borough report be noted.

(2) That the Local Authority ensures that the Plan is embedded into the strategic and service delivery planning process, policy and performance management arrangements.

(3) That the report be disseminated more widely, as detailed in Section 11 of the report, now submitted.

(4) That an appropriate press release be issued reporting on some of the information contained within the report appertaining to improvement in the health of Rotherham residents, as discussed.

40. PAKISTANI AND CHINESE PROFILES

Andrew Towleron, Policy and Research Manager, presented a report and sought consideration of the main findings from two reports.

The first report examines Rotherham Pakistani community and the second report examines Rotherham's Chinese Community.

The report represents a wider approach adopted by the Research and

Policy Team to help develop a greater understanding of the needs and priorities of the many communities in Rotherham based on the community of interest groups identified in the Neighbourhood Renewal Strategy. The approach under-pinning their development has been identified as 'best practice' by the Audit Commission.

There is clear evidence to show that issues are different between Chinese and Pakistani communities and that there are differences in perception.

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

A Strategy to address a number of key issues, in particular relating to health, is being compiled.

Discussion centred around the need to monitor delivery of commitments.

Resolved:- (1) That the findings of the report be received and taken into account by Programme Areas in developing policies and services.

(2) That the key findings of the report be disseminated to Programme Areas and interested partner agencies.

(3) That it be noted that this is the third in a series of reports to be developed by the Policy and Research Team looking at the needs and priorities of the main (and various) communities of interest in the Borough.

41. ANNUAL PLAN FOR THE GROUP

In order to plan the workload of the Cabinet Member, Community Cohesion, a Forward Plan has been prepared and was provided at the meeting for consideration.

Colin Bulger, Head of Policy and Partnerships reported that a revised Forward Plan would be provided at each meeting and outlined the content of the document and the purpose of the exercise.

With regard to Local Democracy Week, and the e-Government agenda, the Cabinet Member suggested that a group of school children be invited to attend a meeting of Council.

Resolved:- That the Forward Plan, as submitted, be agreed, subject to some additions made at the meeting by the Cabinet Member.

(2) That a revised planned workload be submitted to each meeting.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	18 September 2006
3.	Title:	Corporate Equality Strategy Action Plan progress
4.	Programme Area:	Chief Executive's Department

1. Summary

This report provides an update of the Council's progress on the Corporate Equality Strategy Action Plan for the first year to April 2006. Positive achievements are highlighted along with actions to ensure good progress is maintained.

6. Recommendations

Members are asked to note:

- a) The good progress made on the Corporate Equality Strategy Action Plan for the first year to April 2006 (see paragraph 7.2 and appendix 1).**
- b) That Cabinet agreed the following recommendations at their meeting on 19 July 2006:**
 - i. Ensure good progress on the Corporate Equality Strategy Action Plan is maintained through review and delivery of Programme Area equality and diversity action plans.**
 - ii. The two areas of slippage are addressed. These are completion of equality impact assessments and equality monitoring of service user profiles, customer satisfaction and complaints (see paragraph 7.3).**
 - iii. Progress continues to achieve Level 4 of the Equality Standard for Local Government. (See work programme at appendix 2 which was agreed by CMT in January 2006 and Cabinet in February 2006)**

7. Proposals and Details

7.1 Background

The Corporate Equality Strategy and Action Plan commits the Council to delivering good practice on equality and diversity as a community leader, service provider and employer and turns those commitments into action.

Programme Area contributions to the Corporate Equality Strategy Action Plan are via the delivery of equality and fairness objectives in Service Plans and Programme Area Equality and Diversity Action Plans. These are monitored by Programme Area Equality Steering Groups and progress is reported to the Equality and Diversity Unit.

7.2 Achievements:

An update for each action point of the Corporate Equality Strategy Action Plan is included at Appendix 1.

Positive achievements have been:

- Reaching Level 3 of the Equality Standard for Local Government.
- Good progress on the Council's Race Equality Action Plan and Community Cohesion Plan.
- Successful integration of equality objectives into service planning through the Service and Financial Planning framework
- The Faces of Rotherham campaign celebrates Rotherham's diverse communities and promotes positive images of the people who live, learn, work and invest here.
- Voice and Influence is improving the involvement and influence of children and young people in Council activity.
- 46 out of 63 Councillors have so far completed equality and diversity training.
- The Council's new racist incident procedure has improved the reporting of racist incidents
- The first Customer Service Centre opened in November 2005. Refurbishment provided access for wheelchair users and pushchairs, baby changing facilities and induction loops.
- A budget of £200 000 was allocated in 2005-2006 to make public areas of Council buildings accessible for disabled people (BV156). A target of 100% accessibility by 2010 has been set.
- The Council's website has been made more accessible. Improvements include the introduction of text only site, text zoom tool, Readspeak and access keys.
- The Procurement Strategy includes positive action to improve access to Council contracts for SME, BME and voluntary and community sector organisations and introduces more rigorous testing and monitoring of equality in contracting.
- RMBC is performing in the top quartile of Councils for the representation of women and Black and minority ethnic employees in the top 5% of managers.
- The Equip positive action training scheme has provided work placements for 11 trainees from BME communities.
- Positive action to make the recruitment process more accessible for learning disabled people, following recommendations from the Adult Services and Health Scrutiny Panel, has resulted in one person already obtaining employment with targets agreed for future action.
- The Council's BME Worker Network has been recognised as good practice by Bradford University following research into the representation of BME employees.
- The first phase of job evaluation is being implemented and settlement payments have been made to 3350 employees where pay inequalities were identified amongst jobs predominantly undertaken by women in former manual graded roles.
- Evaluation of equality training commissioned by Programme Areas has been positive. This includes training courses, drama-based training, e-learning and open learning.

7.3 Areas for improvement

Equality Impact Assessment - There has been some slippage on the year 1 schedule due to the large volume of training and action required. (196 people have been trained to use the Council's equality impact assessment toolkit by the Equality and Diversity Unit). At the end of year 1 (April 2006) 181 equality impact assessments had been completed, which is 71% of the year-one schedule. Programme Areas have now taken action to review the equality impact assessment schedule and complete outstanding year 1 equality impact assessments as a priority in year 2. Work is also being undertaken with Programme Area Equality Steering Groups to monitor the implementation of the resulting equality impact assessment action plans.

Equality monitoring of services - monitoring service user profiles, customer satisfaction and complaints by age, disability, ethnicity and gender and acting on the results, is central to the Equality Standard Level 4 and is also a specific duty of the Race Relations Amendment Act 2000 (for ethnicity monitoring). Although Services are beginning to introduce equality monitoring and data collection systems, early reports from Programme Areas show that generally, this is not sufficiently embedded to provide meaningful data for analysis. Equality Champions are currently finalising equality monitoring summary reports for their Programme Areas. These will highlight further action needed.

The external audit of the **Equality Standard for Local Government** is currently taking place. The assessors have examined documentary evidence and carried out interviews/focus groups with Councillors, RMBC managers and front-line employees and partners from statutory agencies and the community and voluntary sector. The assessors will provide a detailed report on their validation of Levels 3/4 of the Equality Standard in September 2006.

8. Finance

All actions contained within the Corporate Equality Strategy and Action Plan are mainstreamed within Service Plans and Programme Area Equality and Diversity Action Plans, therefore resources are allocated within existing service plans and budgets. The Council allocates resources to the co-ordination and monitoring of equality objectives through the Corporate Equality and Diversity Strategy Group, the Equality and Diversity Unit and Programme Area Equality Officers/Coordinators.

9. Risks and Uncertainties

The Equality Standard for Local Government (BVPI 2a) requires Councils to adopt a comprehensive equality policy as a prerequisite for achieving Level 1; therefore demonstrable achievement against the Corporate Equality Strategy and Action Plan is essential as the Council moves through the higher levels. Equality impact assessment and equality monitoring of services are also specific duties of the Race Relations Amendment Act 2000 and the results of these must be published in compliance with this Act.

10. Policy and Performance Agenda Implications

Mainstreaming equality will contribute to achieving sustainable social and economic improvements for Rotherham Borough, demonstrate in action Rotherham's vision for Fairness and contribute to eliminating the deprivation identified in the Neighbourhood Renewal Strategy.

11. Background Papers and Consultation

The recommendations contained in this report were agreed by the Corporate Equality and Diversity Strategy Group on 24 May 2006, by CMT on 19 June 2006 and by Cabinet on 16 July 2006.

The 'RMBC Equality Monitoring Policy and Guidance 2005' is published on the intranet at:
<http://intranet.rotherhamconnect.com/C1/Equalities%20and%20Diversity/Equality%20Monitoring/Forms/Rotherham.aspx>

The Equality Standard work programme at appendix 2 was agreed by CMT in January 2006 and by Cabinet in February 2006.

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Corporate Equality Strategy Action Plan – Progress Report

Section 1 Leadership and Commitment						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
1 Work with Rotherham Partnership to support the integration of fairness objectives into all policy, strategy and activity of the Borough, so that outcomes are improved for all Rotherham people.	Chief Executive's Department	April 2005 to March 2008	Action plans produced under the 5 vision themes of the Community Strategy address inequality and promote equality and diversity.	Fairness - we will make sure that all our priorities encompass an equalities approach.	Action ongoing: This will be performance managed by the Proud theme group and is being discussed as part of the development of the network model for the Local Strategic Partnership	
2 Work with partner agencies to deliver Rotherham's Community Cohesion Action Plan.	Chief Executive's Department	April 2005 to March 2006	Implement the Council's contribution to the Community Cohesion Action Plan. Quality of Life indicators show that Rotherham's diverse communities live in harmony.	Rotherham Proud - We will encourage people to feel pride in the Borough and part of a strong, cohesive community.	Action is ongoing with further action planned from 2006 Excellent progress has been made and all but 2 of the 10 objectives have been completed. The 2 that remain require ongoing work - these are: Objective 5 -revisit the provision for travellers in the borough, Objective 9 - develop a clear, sustainable strategy for promoting diversity at Rotherham Show.	
3 Develop and co-ordinate delivery of the Corporate Social Inclusion Policy Framework so that the Council is effective in addressing social exclusion.	Chief Executive's Department	April 2005 to Dec 2006	Performance improvements are achieved against a range of Performance indicators related to the framework Needs assessments are completed for identified population groups (3 by March 2006)	Fairness - we will take positive steps to make sure that all individuals have equality of opportunity.	Action ongoing: The first stage of the Framework, which was completed in March 2006, sets out an action plan to ensure a joined-up, sustainable, strategic approach to social inclusion. The action plan is currently being delivered, and the outcome of key actions will underpin the second stage of the Framework, which is due to be completed by early autumn 2006. The second stage will identify specific customer focused activities that need to be embedded into RMBC's and our partners' service plans	

Section 1 Leadership and Commitment						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
4	Achieve Level 5 of the Equality Standard for Local Government.	Executive Directors in all Programme Areas	Level 2 by Jun 2005 Level 3 by Dec 2005 Level 5 by 2007	Best value indicator 2a - All Programme Areas will carry out a self-assessment audit in accordance with the Employers Organisation for Local Government guidance on the Equality Standard.	Striving for excellence - we will achieve excellence in all our equality and diversity work.	Action ongoing: Level 2 achieved 30/6/05. Level 3 declared 31/12/05. External assessment of level 3 will start in May 2006.
5	Explicitly integrate equality into all service planning, service delivery and performance management within the Council.	Executive Directors in all Programme Areas	April 2005 to April 2006	All Programme Areas develop and implement a Programme Area Equality and Diversity Action Plan. 100% of service plans include fairness objectives, which are subject to performance management.	Fairness - we will make sure that Council services provide equality of opportunity and choice to all individuals in Rotherham.	Achieved - action ongoing for future service planning. All Programme Areas developed an Equality and Diversity Action plan from April 2005 and these are published on the website. These have been implemented to take the Council to Equality Standard Level 3. The Service and Financial Planning framework requires that fairness and equality objectives are built into all service plans for 2006-2009 and these have been subject to quality assurance. Programme Areas will review their Equality and Diversity Action Plans from May 2006.
6	Assess all new, revised and existing Council functions and policies for their impact on Rotherham's diverse ethnic communities, disabled people and women and men using the Council's 'equality impact assessment toolkit'.	All Programme Areas	April 2005 to March 2008	Assessments lead to improvements to promote equality, which will be measured through service take-up monitoring and customer satisfaction indicators.	Fairness - we will understand the diverse needs of service users and services will be improved to deliver equality to all individuals.	Action ongoing: All Programme Areas have engaged in equality impact assessment training, delivered by the Equality and Diversity Unit and 196 people have been trained to use the Council's equality impact assessment toolkit. The Council has implemented its 'year one' schedule; so far 181 equality impact assessments have been completed (71% of year one schedule). There has been some slippage due to the large volume of training and action required. This is on course for recovery in year 2 now that experience has been built in Programme Areas. The early outcomes of equality impact assessments have been aligned to service

Section 1 Leadership and Commitment						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
					plans for 2006/09 but further work is needed to monitor the implementation of equality impact assessment action plans.	
7	Implement the Council's Race Equality Scheme 2	Executive Directors in all Programme Areas	April 2005 to March 2008	All actions set out in the Race Equality Action Plan are fully implemented.	Fairness - we will actively promote race equality and good race relations.	Action ongoing: This is being implemented to schedule and performance reports have been taken to CMT and Cabinet.
8	Promote media coverage and images that celebrate Rotherham's diverse communities, in order to challenge stereotypes and raise the profile of Rotherham as a welcoming place for everyone.	Chief Executive's Department	Part of 3-year marketing strategy April 2005 to March 2008	Media monitoring and evaluation shows that coverage relating to Rotherham's diverse communities is balanced and based on factual information rather than myths.	Rotherham Proud - We will show that we value highly the diversity of people in the Borough and promote Rotherham as a welcoming, friendly place.	Action ongoing: Rotherham MBC is developing an inclusive library of images of local people to build awareness of, and association with, the new vision themes for the Borough. Known as The Faces of Rotherham, the images aim to reinforce the message that the future of Rotherham lies in the hands of the people who live, learn, work and invest here. In particular, we have sought to ensure appropriate inclusion of pictures of people with both physical and learning disability, people from black and minority ethnic communities and also older people, seeking to promote positive images and challenge stereotypes across all communications and marketing activity. The strategy for dealing with the media and press enquiries both reactively and proactively aims to promote diversity and challenge prejudice and stereotypes, for example, work on myth busters for asylum seekers. Every issue of Rotherham Council Matters includes articles and images that celebrate diversity. Media monitoring will take place to establish baseline data for further monitoring of the impact of this work.

Section 1 Leadership and Commitment						
Section 1	What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006
9	Ensure the Member Development Programme supports and equips Members in their community and Council leadership role of fairness, equality and diversity.	Chief Executive's Department	April 2005 to March 2008	A programme of equality and diversity training is implemented for Members. - 50 Members complete the programme by 2008. - Evaluation of training shows 100% delegate satisfaction that the training has met its objectives.	Striving for excellence - to provide quality support to Members to enable them to provide excellent community leadership.	Action ongoing: Member training has been delivered in three phases in 2005. 46 out of 63 Members have so far completed this training. Evaluation has shown a high level of satisfaction with this training with very positive feedback.

Section 2 Consultation and Community Development and Scrutiny						
Section 2	What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006
1	Ensure that Rotherham people are able to influence Council decisions and feel confident their views will be listened to.	Executive Directors in all Programme Areas	By March 2006 and ongoing	Consultation exercises are monitored to make sure they seek the views of all relevant members of the community. Service improvements that result from consultation are published. Rotherham Reachout is developed to increase the representation of people from diverse communities.	Rotherham Proud – people are at the heart of our vision and we value peoples' involvement.	Action ongoing: This is being achieved through implementation of the consultation and monitoring sections of Programme Area Equality and Diversity Action Plans. The results of consultations are published by service areas and action is being taken to extend consultation to a wider range of communities of interest. Following a review, IPSOS-MORI have been commissioned to run Reach-out. The panel has increased to 1750 and includes questions on the age, disability, gender and ethnicity of respondents so that representation is monitored. The questionnaire will be sent out twice a year from May 2006.

Section 2 Consultation and Community Development and Scrutiny						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
2 Improve opportunities for local people to be involved in decision making by developing and implementing the Community Involvement Strategy.	Chief Executive's Department	By March 2007 and ongoing	The Community Involvement Strategy ensures the eight communities of interest identified in the Neighbourhood Renewal Strategy have a network and capacity to be involved in the Council's planning and delivery. These are asylum seekers and refugees, Black and minority ethnic people, disabled people, faith communities, lesbian, gay bisexual and transgender people, older people, women and men, and young people	Rotherham Proud – we will promote many opportunities for people to be involved in local decision making.	Action ongoing: The new Community Involvement and Consultation Strategy has been approved by Cabinet. The associated action plan sets out action to improve the involvement of all people and communities in Rotherham. The strategy has been aligned to the refreshed Neighbourhood Renewal Strategy which targets those geographical communities and four communities of interest that experience the highest indices of multiple deprivation. The four communities of interest are: minority ethnic communities and asylum seekers; disabled people and their carers; vulnerable older people and their carers; deprived children and young people.	
3 Improve the involvement and influence of children and young people in Council activity.	Children and Young People's Services	Ongoing to 2008	The Voice and Influence programme is developed and resourced to influence the Local Strategic Partnership and other partners to respond to children and young peoples needs.	Rotherham Proud – we will involve young people in local decision making.	Action ongoing: This is a priority within the CYPS Single Plan as part of Making a Positive Contribution - 'Increase the opportunities for children and young people to influence decisions that affect their lives' An action plan is in place as part of the Single Plan, outlining objectives and good progress is being made. For example, we have Voice and Influence Champions in 5 programme areas.	
4 Provide support to build a sustainable voluntary and community sector that works jointly with the Council to meet the needs of Rotherham's diverse communities of interest.	Chief Executive's Department	Ongoing to 2008	Service level agreements and protocols operate within equality legislation and the Voluntary Sector Compact and Codes of practice promote inclusion of communities of interest.	Sustainable Development – we will support the community and voluntary sector to build continued capacity to deliver services and represent communities.	Action ongoing: Rotherham Compact and its five codes of practice were formally adopted by Rotherham Partnership on 6 April 2006. The Compact is a statement of partnership between the voluntary, community, statutory and private sector. The five codes of practice cover: volunteering; community involvement; funding and procurement; community groups and Black and minority ethnic codes of practice.	

Section 2 Consultation and Community Development and Scrutiny						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	Action ongoing:
5 Increase the confidence of Rotherham people that the Council is dealing with racially motivated crime and other hate motivated crime.	All Programme Areas	Racist incidents procedure implemented by April 2005 and ongoing Hate crime procedure by 2007	Race crime is reported and dealt with accurately and effectively. A corporate hate crime incident procedure is developed to cover disability related, homophobic, racist, religious, gender related and transphobic hate crime. The 'True Vision' campaign is promoted.	Rotherham Safe – we will work to achieve peaceful and thriving communities that are relatively free from crime and the fear of crime.	Action ongoing: The new RMBC corporate racist incident procedure was launched in April 2005 - this has been supported by a programme of training to Programme Areas and has resulted in increased reporting of racist incidents. This work is now being continued by Community Safety Unit. The True Vision Campaign continues to be promoted which facilitates reporting of hate crimes in relation to race, religion, disability, sexuality, gender (including domestic abuse) and gender identity (transphobia).	Action ongoing: The reach-in panel has now been set up. 290 employees make up the panel and these are representative of RMBC's workforce in terms of ethnicity, disability, gender, age, salary scale and Programme Area. The first survey of the new panel took place in January 2006 and a report on the outcomes has been submitted to CMT.
6 Develop and implement a Reach-in employee consultation panel to enhance internal consultation with employees on a wide range of policy development and service specific issues.	Strategic Human Resources Chief Executive's Department	By July 2005	Reach-in panel to be representative of all groups across the Council Outcomes of consultation informs decision making.	Rotherham Proud - we value the involvement of employees in decision making.	Action ongoing: Support for these groups continues to be provided by Strategic Human Resources. The BME Network held a successful event for members in September 2005 where community cohesion was discussed. This group has also been recognised as good practice by Bradford University following research into the representation of BME employees. The Women's Issues Network joined with RCAT to hold a successful event for International Women's Day on 8/3/06 and are promoting positive action training courses for women into management. The Disabled Workers Group presented a number of issues affecting disabled	
7 Continue to develop worker representative groups and ensure their work influences Council decision making.	Strategic Human Resources All Programme Areas	Ongoing to 2008	Support and encourage participation in employee focus groups and representative groups for black and minority ethnic, disabled, lesbian, gay, bi-sexual and transgender and women employees. Outcomes of groups influences decision making.	Rotherham Proud - we will promote many opportunities for all employees to influence the work of the Council.	Action ongoing: Support for these groups continues to be provided by Strategic Human Resources. The BME Network held a successful event for members in September 2005 where community cohesion was discussed. This group has also been recognised as good practice by Bradford University following research into the representation of BME employees. The Women's Issues Network joined with RCAT to hold a successful event for International Women's Day on 8/3/06 and are promoting positive action training courses for women into management. The Disabled Workers Group presented a number of issues affecting disabled	

Section 2 Consultation and Community Development and Scrutiny					
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006
					workers to the Corporate Equality Diversity Strategy Group Meeting in October 2006 and action points are being taken forward from this.

Section 3a Service Delivery and Customer Care					
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006
1 Work with partner agencies to develop strategies and services that improve the well-being of communities.	Chief Executive's Department, Children and Young Peoples Services and Neighbourhoods	Ongoing to 2008	<p>Work jointly with partner agencies to develop, implement and performance manage strategies and action plans that meet the needs and requirements of:</p> <ul style="list-style-type: none"> • Children and Young People's well-being • Gypsy and Traveller communities • Lesbian, gay, bisexual and transgender communities. • Older people's well-being • Public health 	<p>Fairness – Rotherham will provide open and accessible services that understand and meet diverse needs.</p>	<p>Action ongoing: The Children and Young Peoples Single Plan and Well-being Strategy has been developed with the involvement of young people, community and voluntary sector and partner organisations. The Older Peoples Well-being Strategy and Public Health Strategy have also been developed with partner organisations and these are currently being consulted on. Neighbourhoods Programme Area have been working jointly with Chief Executives Department to respond to recent government policy in relation to Gypsy and Traveller Communities and a senior manager working group has been convened. Community Safety Unit continued to support the LGBT Inter-Agency Group which includes representatives from RMBC Programme Areas and partner organisations.</p>

Section 3a Service Delivery and Customer Care						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
2 Assess and improve the overall provision and effectiveness of services designed to help victims of domestic violence and to prevent further domestic violence.	Neighbourhoods	Achieve 82% against the Audit Commission checklist by March 2008. Increase refuge places by 2010	Improve the effectiveness of services to achieve 82% positive response against the Audit Commission checklist for effective service provision (Best value indicator 225) Increase the number of refuge places available to victims of domestic violence to 25 places.	Fairness – we will actively challenge domestic violence and provide support to those who experience domestic violence.	Action ongoing: The BVPI target of 64% for the first year 2005/06 has been achieved. Rotherham currently has 11 refuge places.	
3 Improve customer access to Council Services by establishing a network of Customer Service Centres across the Borough.	Rotherham Brought Together and Corporate Services	Jul 2005 to Dec 2007	7 Customer service centres established in areas with high indices of multiple deprivation. All customer service centres will comply with Disability Discrimination Act requirements and will provide information to customers in a range of accessible formats and community languages.	Fairness – Rotherham will provide accessible services in a local place.	Action ongoing: The first town centre Customer Service Centre opened in November 2005 following extensive refurbishment. Adaptations and facilities are built in to promote access for all people, including interpretation and translation services, access for wheelchair users and people with pushchairs and baby changing facilities. Two further customer service centres will be opened this year (2006) at Swinton and Rawmarsh.	
4 Make Council buildings accessible to disabled people.	Economic Development Services	April 2005 to March 2008	Undertake a programme of property developments so that all public areas in Council buildings that are open to the public are suitable for and accessible to disabled people. To achieve the above in 69% of Council buildings by 2008.	Fairness – We will provide accessible services to disabled people in a way that offers equality of opportunity and choice.	Action ongoing: Rapid progress has been made to make public areas of Council buildings accessible for disabled people (BV156). A budget of £200 000 for 2005-2006 has been allocated for improvements. BV156 indicators showed improvements from 0% accessibility in 2004 to 53.09% in March 2006. A target of 100% accessibility by 2010 has been set.	

Section 3a Service Delivery and Customer Care						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
5 Work with our partner agencies to have a borough wide interpretation and translation service that provides information in a variety of accessible formats and community languages.	Chief Executive's Department and Adult Services	New service established by 2007.	Contribute to establishing a high quality and cost effective interpretation and translation service with our partner organisations in Rotherham.	Fairness – We will provide open and accessible information and services using communication methods that best meet our customers' needs.	Action ongoing: New Translation, Language and Communication Guidance for RMBC has been developed by the Equality and Diversity Unit. Proposals for the continuing review of interpretation and translation services were proposed to the Corporate Equality and Diversity Strategy Group at the meeting in April 2006.	
6 Improve the design, accessibility and usability of the Council website.	Rotherham Brought Together, Chief Executive's Department and Corporate Services	Phase 2 website improvements from July 2005 and ongoing	Compliance with e-government requirements. Improvements in accessibility of RMBC website for all customers.	Fairness – we will provide open and accessible services by providing choice in the way that people can contact us.	Action ongoing: In accordance with central Government guidelines we are working towards WAI Level 2 accessibility on our site. This is a set of guidelines developed by the World Wide Web Consortium (W3C) and conformance to these guidelines will help make the Web more accessible to all users. Improvements made so far are the introduction of text only site, text zoom tool, ReaderSpeaker and access keys. Information is published on the accessibility pages of the website.	
7 Make sure all services that are delivered on behalf of the Council comply with the Corporate Equality Strategy and contractors abide by equality requirements within Council contracts.	Corporate Services	By Dec 2005	The duty to promote equality is fully integrated within the revised Procurement Strategy. Contract monitoring shows that 100% of contractors meet equality requirements within their contracts.	Fairness – we will make sure that all contractors meet our vision for fairness, and equality.	Action ongoing: The new procurement strategy action plan contains actions to ensure equality and diversity requirements are addressed at each stage of the contracting process and the CRE guide "Race Equality and Procurement in Local Government" is adhered to. This includes testing and monitoring for equality in the contract specification, contract conditions, pre-qualification questions, tender evaluation and contract monitoring. Positive action is also planned to develop a wider range of suppliers and remove barriers to access to Council contracts for voluntary and community sector	

Section 3a Service Delivery and Customer Care					
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006
					organisations, small businesses and Black and minority ethnic businesses.

Section 3b Service Delivery and Customer Care - Monitoring and Evaluation					
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006
8 Improve the quality of services for all customers by monitoring and evaluating service take-up and customer satisfaction by age, disability, ethnicity and gender and acting on the outcomes of the evaluation.	All Programme Areas	By December 2005 and ongoing	The corporate guidance on equality monitoring is implemented. Any differential impact of services due to age, disability, ethnicity and gender is identified and action is taken to improve service delivery where appropriate.	Rotherham Proud – we will work to increase the number of residents who are satisfied with Council services to promote pride in the borough.	Action ongoing: Reports from Programme Areas show that data collection are processes are being implemented to collect data on service user profiles, customer satisfaction and complaints. Equality monitoring is also being introduced into consultation. Programme Area Equality Champions are currently providing a summary report of monitoring in their Programme Area for 2005/06 and this will be published in accordance with the RRAA 2000. Early reports of findings suggest that data collection is still at too early a stage to provide meaningful data to analyse and data collection systems have not yet been implemented in all key services.
9 Monitor customer feedback and complaints by age, disability, ethnicity and gender and act on the outcomes to improve services	All Programme Areas	By March 2006 and ongoing	The cross-council complaints group monitors complaints for differential impact according to age, disability, ethnicity and gender and address identified equality issues.	Rotherham Proud – we will make the most of opportunities for local people to influence decision making.	Action ongoing: There has been a delay in all Programme Areas implementing equality monitoring of complaints however this is now in place and the results will be fed into the cross-Council complaints group. The on-line complaints form still needs to be amended to include equality monitoring questions and this is being taken forward by Corporate Services.

Section 4a Employment and Training - Recruitment						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	Action ongoing:
1 Create positive opportunities to employ a workforce that is representative of Rotherham's diverse communities	Strategic Human Resources	April 2005 to March 2008	<p>Positive action work placements and mentoring opportunities are provided for community members and employees from under-represented communities.</p> <p>Our workforce to be made up of: 3% employees from an ethnic minority community; 2.7% disabled employees.</p> <p>The top 5% of earners in the Council to be made up of: 4.25% employees from an ethnic minority community and 50% women employees.</p>	<p>Fairness – We value the diversity of our workforce as one of our greatest assets and we are committed to providing equality of opportunity as an employer.</p>	<p>The Council has introduced the Equip positive action training scheme aimed at people from Black and minority ethnic communities and there are currently 11 trainees undertaking work placements. One trainee has been successful in gaining part time employment in the Chief Executive's Department. Action is also being taken to make the recruitment process more accessible for learning disabled people, following recommendations from the Adult Services and Health Scrutiny Panel, resulting in one person already obtaining employment with targets agreed for future action. Achievements for year ending March 2006 are: 42.12% women in top 5% managers (excluding schools employees) 4.51% Black and minority ethnic employees in top 5% of managers 2.7% disabled employees in top 5% of managers 2.65 % disabled employees in workforce 2.47% Black and minority ethnic employees in workforce</p> <p>The Council is currently performing in the top quartile of Councils in relation to the Best Value (BV) targets for the representation of women and Black and minority ethnic employees in the top 5% of managers and for the representation of disabled people in the workforce.</p>	

Section 4a Employment and Training - Recruitment						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
2 Regularly monitor and review our recruitment and selection processes to make sure we are operating a fair process that delivers fair outcomes for all people.	Strategic Human Resources	Workforce monitoring data published on an annual basis	The make-up of RMBC's workforce is published internally and externally. Further research is undertaken to identify barriers to recruitment and selection for under-represented groups and an improvement plan implemented	Fairness – We will make sure we are providing equality of opportunity as an employer.	Action ongoing: The Councils recruitment and selection policy and guidance has been reviewed to ensure the procedures are accessible and inclusive for all people. Workforce monitoring data, including data relating to the recruitment and selection process, is published on the Council website. Rileys Consultants were commissioned to undertake research into the perceptions of RMBC as a potential employer and a series of recommendations were made which are informing the development of positive action initiatives, for example positive action targeted to learning disabled people.	
3 Improve opportunities for young workers in the Council.	Strategic Human Resources	By March 2008	Increase the proportion of 16 to 25 year olds amongst the workforce by utilising new technology to support recruitment, support the young apprentice/investors in education initiative and develop a modern apprenticeship scheme.	Fairness – We value the strengths of young people in our workforce.	Action ongoing: Following the appointment of the Investors in Education Co-ordinator, an internal survey has been conducted to capture data on the number, nature and quality of work placements offered to young people by the Council. Council job opportunities which will be featured in the U-explore CD-ROM to provide interactive careers information have been selected - a number of employees have agreed to be filmed and interviewed to showcase these jobs. Strategic Human Resources, Culture and Leisure Services and the design Studio have supported a Maths Science and Engineering Project for Brinsworth School arranging a workplace visit and interviews with key staff.	

Section 4b Employment and Training - Workplace						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
4 RMBC becomes an employer of choice in Rotherham by operating best practice employment policies that are inclusive of all employees.	Strategic Human Resources All Programme Areas	By March 2007	Monitoring takes places to ensure that managers are proactive in identifying reasonable adjustments with disabled employees and these are provided promptly. The new religious observance policy is fully implemented and more employees take part in work-life balance initiatives	Fairness – We will take active steps to understand and value the diverse needs and strengths of all our employees.	Action ongoing: Strategic HR are currently reviewing the Access to Work process with the involvement of the Disabled Workers Group. The religious observance policy has been developed with the involvement of the Black and minority ethnic workers network and guidance has been published for managers and employees. Strategic HR have promoted flexible working in a series of workshops with managers. The flexible home working scheme piloted by RBT (Connect) Ltd has won the Guardian Public Service Award and resulted in a 55% rise in productivity and sickness levels reduced to zero.	
5 Apply a transparent way of evaluating jobs that ensures the Council is providing equal pay for equal work to all employees covered by National Joint Council terms and conditions.	Strategic Human Resources	By April 2007	Implement the outcomes of job evaluation and undertake an equal pay audit.	Fairness – we are committed to providing equal pay for equal work for our employees	Action ongoing: Job evaluation has been undertaken using the National Joint Council Job Evaluation Scheme and the first phase of this is being implemented from 1 April 2006. This identified major inequalities amongst jobs predominantly undertaken by women in former manual graded roles. Settlement payments have been made to 3350 employees. A full Equal Pay review will be carried out by April 2007. The action plan for this has had favourable feedback from a representative of the Equal Opportunities Commission.	
6 Promote good working practices amongst all employees in relation to anti-bullying and harassment, by raising awareness of what constitutes bullying and harassment and the impact this has on individuals, teams	Strategic Human Resources All Programme Areas	By November 2007	The Council's bullying and harassment policy is reviewed. Equality and diversity training for managers encompasses bullying and harassment.	Fairness - We will take active steps to make sure all employees are treated with fairness and respect.	Action ongoing: Strategic HR are currently undertaking a review of the RMBC Bullying and Harassment policy which will be replaced by a Dignity at Work Policy. The review was in response to feedback from Trade Unions and HR managers and confirmed by the results of the employee opinion survey which includes questions relating	

Section 4b Employment and Training - Workplace						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
and the organisation.			Feedback from employees shows they have confidence in the procedures and management action on bullying and harassment.		to bullying and harassment. The corporate equality training plan agreed by Corporate Management Team in September 2005 includes outcomes related to employment, bullying and harassment and this will be part of training for managers under this programme. Equality training introduced in Programme Areas this year, including e-learning, classroom training and drama based training, has also included employment equality and harassment.	

Section 4c Employment and Training - Training						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
7 Ensure all employees have fair access to learning and development opportunities.	Strategic Human Resources All Programme Areas	By March 2007	Promote learning and development opportunities to all employees that are relevant to their needs and those of the organisation. Monitor applications and participation in training by age, disabled people, gender and ethnicity.	Fairness - We are committed to ensuring all employees have equality of opportunity and choice in developing their career.	Progress for year 1 to April 2006 Action ongoing: A learning at work day was held in May 2005 to promote learning opportunities to all employees. Individual training needs are identified through the PDR process. Information about training opportunities is disseminated by circulation and briefings via managers and the training and development bulletin board on the intranet. Results of monitoring of applications and participation in training is published on the intranet. Monitoring is taking place in relation to ethnicity and gender - age and disability monitoring will be introduced from next year. For 2004/5, 78% of applications for training from Black and Minority Ethnic employees were successful compared to 90% for the whole workforce. The above is being addressed	

Section 4c Employment and Training - Training						
What we will do	Who will do it	When we will do it	How we will measure our success	How this contributes to our vision for Rotherham	Progress for year 1 to April 2006	
<p>8</p> <p>Provide equality and diversity training to employees to equip them with the skills and knowledge to provide effective services to people from Rotherham's diverse communities.</p>	<p>Strategic Human Resources</p> <p>All Programme Areas</p>	<p>By March 2008</p>	<p>Develop, implement and evaluate a corporate equality training and development strategy.</p> <p>The equality training strategy will make provision for training to appropriate employees on cultural awareness and barriers to equality relating to specific communities of interest such as disabled people, carers, ethnic minority communities, faith communities, lesbian, gay and bisexual people, older people, transgender people, women and young people.</p>	<p>Fairness – we will provide our employees with the skills and knowledge to understand and meet the diverse needs of service users.</p>	<p>Action ongoing:</p> <p>Corporate Management Team (CMT) agreed a corporate equality training plan in September 2005 and action is currently being taken to implement this. This involves commissioning a training consultant to train in-house trainers to deliver equality training within their own Programme Area, to agreed outcomes. Programme Areas have also commissioned training to address specific needs in line with the training outcomes agreed by CMT. This includes a variety of methods such as training courses, drama-based training, e-learning and open learning. Early evaluation shows this has been received positively. Feedback from Neighbourhoods and 2010, who have had 1000 employees undertake e-learning as part of a wider programme, tells us that in addition to developing awareness of equality legislation, employees have also improved their computer skills.</p>	<p>through the strengthening of the PDR process, iIP and investigation and action resulting from the employee opinion survey.</p>

Equality Standard for Local Government – Work Programme for 2006

Objective: To achieve Level 4 of the Equality Standard for Local Government by December 2006 (or brought forward date of May 2006)

	Programme Area Action	Responsibility	Target date
1	Include equality objectives and targets in all service plans and team plans. A model Fairness objective is contained in the new Service and Financial Planning Framework.	Executive Directors, Heads of Service	March 2006
2	Ensure systems and processes are in place to capture equality data on service user profiles, customer satisfaction and complaints broken down by ethnicity, gender, disabled/non-disabled people and age as a minimum. (This action is included in the Race Equality Action Plan) See RMBC Equality Monitoring Policy and Guidance	Heads of Service, Service Managers, Equality and Diversity Officers.	New systems in place by January 2006
3	Produce a summary report by service area on the results of equality monitoring of service user profiles, customer satisfaction and complaints and take action to investigate and address any potentially discriminatory disproportionate outcomes.	Heads of Service, Service Managers, Equality and Diversity Officers.	April 2006
4	Complete a self-assessment of each service area covering levels 3 and 4 of the Equality Standard using the self-assessment toolkit developed by the Equality and Diversity Unit	Service Managers (at M3/M2 level as appropriate) assisted by Equality and Diversity Officers and Equality Steering Group members.	Level 3 questions March 2006 or brought forward target of level 3 questions by Feb 2006 and Level 4 questions by April 2006
5	Review Programme Area Equality and Diversity Action Plans following the outcome of level 3 self assessment and revise the objectives and targets contained in it to address identified gaps and areas for improvement. Action Plans cover leadership and commitment, consultation and community involvement, access to services and service delivery, monitoring and employment.	Equality Officers, Equality Steering Group members.	March 2006
6	Continue to conduct Impact and Needs/Requirements Assessments in accordance with agreed schedule and publish outcomes.	Service Managers, Equality and Diversity Officers.	3-year programme from April 2005

	Programme Area Action continued	Responsibility	Target date
7	<p>Programme Area Equality Steering Group work programme for 2006 to include:</p> <ul style="list-style-type: none"> - Monitoring progress on equality impact assessments and making sure the resulting action plans are implemented. - Reviewing the outcomes of service equality monitoring to make sure appropriate action is taken to address any potential discrimination/barriers identified and to assess the impact of equality objectives. - Reviewing the Programme Area Equality and Diversity Action Plan and developing new objectives and targets as appropriate to the outcomes of equality impact assessments and service monitoring. - Monitoring progress of Programme Area Equality and Diversity Action Plans 	<p>Equality Champions, Equality and Diversity Officers, Equality Steering Group members</p>	<p>Review by April 2006 then ongoing</p>
8	<p>Continue implementation of Programme Area equality and diversity training plans covering existing employees and induction of new employees.</p>	<p>Heads of Service, Learning and Development Coordinators</p>	<p>Ongoing to Dec 2006</p>
9	<p>Continue to support corporate positive action training initiatives and other actions to improve workforce representation.</p>	<p>Executive Directors, Heads of Service</p>	<p>Ongoing to Dec 2006</p>
10	<p>All contract managers implement the equality requirements of the new draft Procurement Strategy and Partnership protocol.</p>	<p>Contract Managers</p>	<p>Ongoing to Dec 2006 or brought forward target April 2006</p>

	Corporate Action	Lead Responsibility	Target date
1	Complete the audit and self-assessment for Levels 3 and 4 as set out in "Guidance 1 – The Equality Standard for Local Government, Employers' Organisation for Local Government, 2002 and arrange for external validation of the self-assessment.	Equality and Diversity Unit, CXD	Level 3 questions completed by Feb 2006. Level 4 questions by December 2006 or brought forward target April 2006. External validation by Centre for Local Policy Studies by April 2006
2	Implement the new Community Involvement and Consultation Framework	Policy & Partnerships, CXD	March 2006
3	Continue to support the development of new networks for communities of interest and make sure they are working effectively to facilitate consultation and involvement in Council decision making and service delivery. Networks are: BME Strategy Group, Mosque Liaison Group, Women's Strategy Group, Inter-faith network.	Policy & Partnerships, CXD	Ongoing to Dec 2006
4	Develop new networks to facilitate consultation and involvement of disabled people and LGBT people in Council decision making and service delivery.	Adult Services / Policy & Partnerships, CXD	Dec 2006
5	Work with Partners to develop a Disability Equality Scheme for Rotherham Borough, as required by the Disability Discrimination Act 2005	Adult Services supported by Equality and Diversity Unit, CXD and Strategic HR	Dec 2006

Corporate Action continued		Lead Responsibility	Target date
6	Develop a Gender Equality Scheme as required by the proposed public sector duty to promote gender equality under the Equality Bill.	Equality and Diversity Unit, CXD	March 2007
7	Publish the new corporate interpretation and translation policy guidance following consultation.	Equality and Diversity Unit, CXD	March 2006
8	Continue implementation and performance management of the Corporate Equality Strategy Action Plan and Race Equality Action Plan.	Equality and Diversity Unit, CXD	Ongoing
9	Respond to the new guidance on the Equality Standard by reviewing the Corporate Equality Strategy and Action Plan and Equality Impact and Needs/Requirements Assessment Toolkit and providing guidance to Programme Areas on the additional requirements.	Equality and Diversity Unit, CXD	May 2006
10	Continue implementation of the corporate equalities training strategy and set up evaluation processes.	Strategic Human Resources	Ongoing to Dec 2006
11	Continue work to improve BVPI performance on workforce representation by increasing the representation of BME workers and women at senior levels within RMBC and disabled workers and BME workers at all levels	All Programme Areas Strategic Human Resources	Ongoing to December 2006
12	Implement plans for equal pay adjustment following outcomes of equal pay audits.	Strategic Human Resources	Mar 2006
13	Implement the revised procurement strategy that embeds equality and diversity within procurement and contract management arrangements.	Corporate Services	Mar 2006
14	Review hate crime procedures to ensure effective mechanisms are in place for responding to sexual, disability-based and homophobic harassment in service provision.	Community Safety Unit	July 2006

ROTHERHAM BOROUGH COUNCIL – REPORT MEMBERS

1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	18 September 2006
3.	Title:	Translation, Language and Communication (TLC) Policy All Wards
4.	Programme Area:	Chief Executive's Department

5. Summary

The purpose of this report is to submit for approval the Translation, Language and Communication (TLC) Policy.

6. Recommendations

Members are asked to endorse the Translation, Language and Communication (TLC) Policy.

7. Proposals and Details

7.1 Context and background

7.1.1 Current Context in RMB Council

There is currently no overarching policy or guidelines for the provision of translation, interpretation and alternative communication supports to service users and citizens. At the moment provision is on an ad-hoc basis and there is uncertainty over the minimum standards the Council expects and what the legislative expectations are. There has also been confusion over how to access provision and what constitutes best practice.

When the need for a translation is identified managers use either the Interpretation and Translation Service (ITS) based in Adult Services or an external agency when the requirement cannot be met internally. Services can also book an interpreter via the ITS or use telephone interpreting provided by the National Interpretation Service (NIS) which is our preferred provider.

The ITS is currently being reviewed by Adult Services and the CXD with a report on the future of the service to be submitted to CMT in December 2006.

7.1.2 Summary of Legislative background

The Race Relations (Amendment) Act 2000 and the Disability Discrimination Act 1995 and 2005 makes it unlawful for a service provider to discriminate against any person in failing to provide access to its services and information by failing or omitting to provide appropriate means of communication and access.

The Council acknowledges that providing information in relevant languages and alternative formats is central to its commitments in the Race Equality Scheme, the Corporate Equality and Diversity Strategy and the corporate vision for Fairness as outlined in the Corporate Plan and the Rotherham's Community Strategy.

To satisfy these legislative and policy drivers the Equalities Unit has developed the Translation, Languages and Communication (TLC) policy and guidelines attached as appendix 1 to this report.

7.2 Policy objectives

The objectives of the Translation, Language and Communication (TLC) policy is not only to meet our statutory obligations but also to show our commitment to reflect best practice by:

- Ensuring the widest possible access to our services for people who face language and other communication barriers
- Ensuring that services are allocating the appropriate resources to meet their commitments in making their services more widely accessible

- Improving the Council's communication with the sections of the community that find it difficult to communicate with us due to the information not being made available in an accessible format.
- Ensuring that service providers are aware of this policy, know what is expected of them, and who is responsible for making information accessible.

7.3 Operational guidelines

Clear operational guidelines have been produced with this policy to help services provide accessible information to everyone. They can be found in the guidance attached and they cover the following:

- Translation Guidelines
- Guidelines for the use of interpreters
- Community Languages in Rotherham
- Guidelines to access the Interpretation and Translation Service (ITS)
- Guidelines for Accessible Communication

The guidelines will be web-based and the TLC policy will contain the relevant hyper-links.

7.4 Monitoring of the policy

The policy recommends that services report all information provided in other languages and formats to their Programme Area equalities officer on a quarterly basis. The equalities officers will in turn feed back this information to the Corporate Equalities & Diversity Unit. This will allow the Council:

- to build a library of alternative communication formats
- to use this library of information as evidence for CPA and other audit inspection purposes
- to monitor value for money in the provision of translations, interpretation and alternative formats

7.5 Benchmarking

Research into best practice in other local authorities has found that provision of translation and interpretation varies depending on the size of the black and minority ethnic (BME) population and the changing demographics of communities following the arrival of the asylum and refugees population and new migrant workers. Some local authorities have an in-house interpretation and translation service employing full time and part time translators/interpreters in the main community languages on demand; they tap into a pool of freelance interpreters and translators for other languages. Most of these authorities have opened their services to external clients. Other authorities have opted for commissioning this service from one or several external agencies while keeping a service coordinator and employing bi-lingual staff in the main languages on demand.

Most authorities provide British Sign Language interpreters and alternative communication formats such as Braille, large print, audiotape etc. free of charge to their service users as part of their communication and language provision.

With the current legislative drivers the majority of local authorities have also been reviewing their service provision and issuing clearer guidelines. With our improved practice and guidance recommended in the TLC policy the Council is in line with professional practice in the sector.

8. Finance

The cost of providing information in different formats and languages is a factor that managers will have to take into account when budgeting and planning their service. However costs can be mitigated through the introduction of equality data monitoring of take up/usage so that resources can be targeted better.

Additionally in line with our corporate employment targets managers should take steps to recruit a more representative and diverse workforce. Bi-lingual staff and outreach workers are able to deal with a wider section of the community and provide a more personal and cost effective service, eliminating the delay and expense involved in using an interpreter. This is particularly relevant for front line services and those where there is significant client contact or case work.

According to an internal questionnaire circulated a year ago the broad estimated cost of making provision for translation and interpretation was £100,000 per annum, with the main users being Social Services, Neighbourhoods and RBT. However, as telephone interpreting is now more widely available within the Council services such as RBT have increased their usage and the above figure would be higher if the questionnaire research was repeated now.

9. Risks and Uncertainties

The legal duties in the Race Relations Act 1976, Race Relations Amendment Act 2000 and Disability Discrimination Act 2005, lay the basis for complaints of discrimination against public bodies/local authorities which fail or omit to provide access to services and information when it would be equitable to do so.

10. Policy and Performance Agenda Implications

Providing wider access to services and information contributes to the fairness sections of the refreshed Community Strategy and Council Corporate Plan. It also promotes community cohesion in the Borough as all sections of the community will have access to the services and employment opportunities provided by the Council.

11. Background Papers and Consultation

Kirklees MBC Policy and Guidelines
GLA Policy and Guidelines

Oldham MBC Service Guidelines
RMBC ITS Guidelines
RMBC Translation and Interpretation Questionnaire
Interpreters in Public Services, Venture Press
The Race Relations Amendment Act 2000
RMBC Race Equality Scheme
RMBC Equality and Diversity Strategy and Action Plan
The Disability Discrimination Act 1995
The Disability Discrimination Act 2005
Disability Right Commission, Guidelines on Accessible Communication
Disability Right Commission, See it Right Guidelines

Contact Names:

Myriam Berrada, Equalities & Diversity Unit, Ext. 2767,
myriam.berrada@rotherham.gov.uk

Zafar Saleem, Manager, Equalities, Community Cohesion, and Inclusion, Ext.
2775, zafar.saleem@rotherham.gov.uk

RMBC
Translation, Language and
Communication
(TLC)
Policy and Guidance

Introduction & Purpose

The Council is committed to providing information to its service users and customers in formats and languages they want and can understand. This policy is to help ensure that service providers fulfil this commitment and thereby creating fair and accessible services for all.

The purpose of these guidelines is:

- To ensure that all employees know what is expected of them and who is responsible for making information accessible
- To ensure the widest possible access, within the resources available, for people where written or spoken English is a barrier or where there are different needs and requirements, for example, for some disabled people
- To meet all statutory obligations, and to go beyond what is required to reflect best practice

To achieve these objectives we will:

- Ensure appropriate access to interpreting, translation and communication support for disabled people and people for whom English is a barrier
- Ensure communities are aware of their rights and entitlements by outlining arrangements for the provision of communication facilities and how to access them
- Allocate appropriate resources
- Consult with service users and non-users to ensure that the communication facilities on offer are appropriate to their needs

Scope of the policy

This policy covers:

- All printed information available to the general public
- Letters and e-mails
- Public meetings and events
- Public contact – reception, telephone contact
- Our website and intranet

All Council publications will clearly display information on how to obtain translations and alternative formats of the documents or the summaries. Information on how to obtain interpreters on request should also be clearly displayed in the relevant documents.

Statutory Obligations

The Race Relations (Amendment) Act 2000 places a positive and proactive duty on local authorities to 'make arrangements' so that their various functions are carried out with due regard to the need to:

- a) Eliminate unlawful race discrimination
- b) Promote equality of opportunity and,
- c) Promote good relations between persons of different racial groups

This Act also places a specific duty on the Council to ensure public access to information and services. Providing appropriate language and communication support fulfils this requirement of the Act.

The Disability Discrimination Act 1995 makes it unlawful for a provider of services to discriminate against a disabled person in failing to provide:

- Access to and use of means of communication
- Access to and use of information services

The Disability Discrimination Act 1995 has been amended by the Disability Discrimination Act 2005 so that it now places a duty on all public authorities, when carrying out their function, to have due regard to the need to:

- Promote equality of opportunity between disabled persons and other persons;
- Eliminate discrimination that is unlawful under the Act;
- Eliminate harassment of disabled persons that is related to their disabilities;
- Promote positive attitudes towards disabled persons;
- Encourage participation by disabled people in public life; and
- Take steps to take account of a disabled person's disabilities, even where that involves treating a disabled person more favourably than other person.

The Council acknowledges that providing information in relevant languages and alternative formats is central to its commitments in the Race Equality Scheme, the Corporate Equality and Diversity Strategy and the corporate vision for Fairness as outlined in the Corporate Plan and the Rotherham's Community Strategy.

Definitions

Translation:	The conversion of written text from one language to another.
Interpretation:	The conversion of speech from one language to another (including British Sign language and other sign languages).
Communication Support, or	A variety of forms of support and communication with people who do not use the conventional forms of

Alternative Formats	spoken or written English, including Braille and other tactile forms of writing, lip reading and lip speaking and various communication technologies.
Plain English:	Language that the intended audience can understand and act upon from a single reading. Plain English is easier for everyone.

Operational Guidelines

We have produced guidelines on translation, interpretation and accessible communication. These cover:

- Interpretation and Translation Service (ITS) - Guidelines on the service
- Guidelines on the use of interpreters
- Guidelines on the Translation of documents
- Accessible Communication Guidelines
- Community languages profile of Rotherham
- Guidelines for using the National Interpretation Service (NIS)

(There will be hyper-links built into the policy documentation to take the reader to the relevant operational guidelines.)

Monitoring of the Translation, Language and Communication Policy

As part of our quality assurance process the following information will be reported to your equality officer every six months:

- A list of summary documents produced in community languages and the numbers of documents distributed
- The number of requests for translation into languages other than English; broken down by languages requested
- The number of request for interpreters other than telephone interpreters and how many were met.
- The number of alternative format publications supplied
- The number of requests for alternative formats
- The cost of the above

Programme Area Equalities Officers will feed back a summary of the above information to the corporate Equalities and Diversity Unit on a quarterly basis.

Where to get help and support

You can get additional advice and assistance from the sources listed below.

1. Interpretation and Translation Service (ITS)

Iftikhar Khan
 Manager
 Adult Services
 Crinoline House
 01709 82 3941
iftikhar.khan@rotherham.gov.uk

2. Programme Area Equalities Officers/Contacts

CYPS	Emma Heyes/ Ruth Bastin	82 2359
	Bhupinder Manku	515424
Adult Social Services	Zulfiqar Aslam	82 3939
	Makhmur Jamil	82 3704
Neighbourhoods	Mahmood Hussain	82 3437
2010 Rotherham Ltd	Kate Plant	82 2238
EDS	Zahid Qureshi	82 3889
RBT	Abigail Dakin	82 3245
Corporate Services	Simon Cooper/ Neil Perry	82 3745 82 3715
Chief Executive Office	Myriam Berrada	82 2767

3. Equalities and Diversity Unit (EDU), CXD

Zafar Saleem
 Manager, Equalities, Community Cohesion & Inclusion
 Chief Executive's Department
 01709 82 2757
zafar.Saleem@rotherham.gov.uk

4. Access officer

Eric Stowe
 Economic & Development Services
 Bailey House
 01709 82 2842
eric.stowe@rotherham.gov.uk

5. Physical and sensory Impairment teams –

David Stevenson
 Adult Services
 Crinoline House
 01709 382121- ext. 2610
david.stevenson@rotherham.gov.uk

6. Visual Impairment Team

Chris Ireland
 Adult Services
 Crinoline House

01709 382121- ext. 2354
chris.ireland@rotherham.gov.uk

- 7. Deaf and Hard of Hearing Team**
Sharon Hirshman
Adult Services,
Crinoline House
01709 82 3943
sharon.hirsman@rotherham.gov.uk
- 8. Learning Disabled Service**
Jan Leyland
Adult Services
Badsley Moore Lane
01709 302841
jan.leyland@rotherham.gov.uk
- 9. Braille Service**
Helen Bollington
Central Library
1709 82 3606
Helen.bollington@rotherham.gov.uk
- 10. Rotherham Talking Newspapers**
RNIB Rotherham Office
01709 370933
- 11. RMBC Minicom Number: 01709 823 536**
Karen Sylvester
RBT Contact Centre
01709 82 3530
karen.sylverster@rotherham.gov.uk
- 12. Corporate Communication & Marketing Unit**
Ann Todd
Chief Executive Department
Eric Manns Building
01709 82 2732
ann.todd@rotherham.gov.uk
- 13. Web Design and Information Team**
Veronica D'eath, Tracy Blakemore
RBT- ICT
Civic Building
01709 82 3517 - 82 3507
veronica.de'ath@rotherham.gov.uk
tracy.blakemore@rotherham.gov.uk
- 14. Right2Right service**
Child-friendly documents
Children & Young People Services
Lynn Grice-Saddington
Crinoline House
01709 382121- extension 3765

www.rotherham-r2r.co.uk

15. RNIB

RNIB Rotherham

01709 367 933

Open Tuesday to Friday from 9:00am to 1:00pm

RNIB Customer Services

PO BOX 173

Peterborough

PE2 6WS

Tel: 0845 702 3153

www.rnib.org.uk

16. RNID for Yorkshire and Humber

Margaret Cunningham

Telephone: 0845 602 4642

Textphone: 0845 602 4753

Fax: 01512363150

Mobile: 07984154537

csurotherham@rnid.org.uk

17. Access to Work

Neil Perry

Corporate Services

Norfolk House

01709 82 3715

neil.perry@rotherham.gov.uk

18. The Disability Rights Commission

www.drc-gb.org

Guidelines on the use of Interpreters

1. Legal Duties

- Many of the statutory provisions under which councils operate require staff to communicate with clients and other members of the public. If communication is not effective because of the language difficulties, and an interpreter is not used, or the member of staff fails to use the interpreter's services effectively, statutory requirements may not be met.
- Section 20 of the Race Relations Act 1976 (and Race Relations Amendment Act 2000) makes it unlawful for anyone who is concerned with provision of goods, facilities or services to discriminate by a) refusing or deliberately omitting to provide them; or b) as regards their quality or the manner or the terms on which she or he provides them.
- It is therefore essential that RMBC employees know how and in what circumstances interpreters should be involved. Failure to recognise and act on the need for an interpreter, or an effective use of an interpreter's services, could constitute discrimination under race relations legislation.
- These guidelines are aimed at supporting services to make an informed decision when faced with a case where the use of an interpreter may be required.
- For further information on how to book and use an interpreter during a session please refer to the guidance provided by the Interpretation and Translation Service (ITS), extension: 0000, or [click here](#) to access the ITS Intranet information.

2. Basic responsibility

- The responsibility for ensuring effective communication between council services and any client or service user rests with the service concerned.
- In any case and at all time service users should be made aware of their right to access an interpreter free of charge.

3. The decision to use an interpreter

In deciding whether an interpreter is needed, the following criteria should be considered:

A. The client's informed wishes - if clients feel they would be able to communicate more effectively through an interpreter, service providers should arrange for this. If clients feel they do not need an interpreter, this should be respected.

However, where the client does not feel an interpreter is needed, but the officer is not confident that effective communication will take place, it is for the officer

to decide whether to involve an interpreter or not, taking into account the other criteria such as statutory duties and equality of service.

B. The officer's statutory duties - If the officer has a duty to obtain or convey certain information and there is any doubt about the client's ability to communicate effectively, an interpreter should be used.

C. Equality of service delivery - If there is any question of a client receiving a lesser service, in terms of quality or effectiveness, then an interpreter should be provided.

- Children **must not** be used as interpreters.
- Officers should avoid using family members or friends of the client as interpreters. This is because they are unlikely to have been trained to interpret, and their involvement may undermine objectivity and confidentiality.
- If the client wishes a family member or friend to interpret, the officer may agree to this in certain circumstances:
 - In a first interview, where the subject matter is straightforward, brief and uncontroversial.
 - Where the client's confidence/trust would be undermined by a refusal to accept his or her relative or friend as interpreter. In this case, however, the officer may arrange for an independent interpreter also to be present.
- In no circumstances should a relative or friend be accepted as interpreter where there might be a conflict of interest between interpreter and client.
- Whenever a client expresses the informed wish for a relative or a friend to interpret this should be noted on the case record and reported to the Programme Area Equalities Officer/Contact.

4. Access to Interpreting Services

All reception areas used by the public should carry a notice in the relevant languages advertising the availability of an interpreting service. Further corporate guidelines will follow.

Managers should ensure that employees know the procedures for obtaining an interpreter.

Front line services should use the following existing providers:

- ITS interpreters. ([click here for ITS Guidelines](#))
- NIS Telephone Interpretation. ([click here for NIS Guidelines](#))
- Other external agencies (when language or deadline requirements cannot be met by the above services).

For other services when visits and/or needs assessment of vulnerable people are involved, a thorough consideration of client needs in interpreting is required, especially, when the service/need is likely to be recurrent or ongoing. As guidance we recommend consideration of the following:

- Use of an approved advocate/interpreter – contact the ITS.
- Use of a bi-lingual member of staff who has been recruited for this purpose and is appropriately trained and qualified.

5. Types of interpretation.

• Face-to-face Interpretation

An approved interpreter must carry out all interviews and home visits. Planning for an interview is good practice. Allow sufficient time to book an interpreter and seek advice from the ITS service. Use NIS interpreters only when the language or deadline requirements cannot be met by the ITS service.

• Telephone Interpretation

The Council is using NIS (National Interpreting Service) to provide telephone interpretation. Each Programme Area has been given a unique Identification Code (ID Code) to access interpreters in 150 languages 24 hours, 7 days a week.

For further information on how to obtain your ID code and NIS language display posters and leaflets please contact your Programme Area Equalities Officer, or click here to access our guidelines on NIS: ([NIS Page Link](#)). Remember, telephone interpreting is expensive hence any enquiries needing more than 15 minutes of interpretation is best dealt with by face-to-face interpreting through the ITS Service ([ITS Guidelines Page Link](#)).

• British Sign Language (BSL) Interpretation

BSL is a visual/spatial language, which is governed by its own grammatical rules using hand shapes, hand movements and facial expressions to convey meaning. The grammatical rules of BSL are completely different to the rules of English. BSL is a language that is regularly used and preferred by a large number of deaf people or some hearing children who grew up with deaf parents.

The most important thing to remember when communicating with a deaf person is to ask what their preferred method of communication is. A simple checklist to bear in mind is:

- Does the person communicate in BSL or do they lip read?
- Have they got any hearing via hearing aid?
- Would they prefer to communicate on paper in the form of notes in simple English?
- Once the method is established only then move on to the next step.

The RNID Communication Support Unit can supply BSL interpreters, lipspeakers, deaf blind interpreters and other human aids to communication. Contact the regional **RNID Unit** on **0845 602 4642**. There is a national shortage of BSL interpreters, so please remember this when arranging appointments.

For further information on BSL interpretation and communication with deaf people click on the following link. ([Page link to Communication with Deaf and Hard of Hearing People in the Accessible Communication Guidelines](#))

6. Monitoring of Interpreters usage other than NIS

Services using interpreters should keep a log of the number of requests for interpreters made to them; the number of requests met; the cost of the usage and any relevant issues encountered. This monitoring information should be reported to your Programme Area equalities officer every six months. This will allow the Council to build a picture of service usage and use this as audit trail evidence for service improvement, planning, and resourcing.

Guidelines for the use of the National Interpreting Service (NIS)

The Council has assessed and approved the use of the NIS as the main provider of telephone interpreting services.

Each service is responsible for allocating resources from their budget to use NIS services.

It should be noted that telephone interpreting is expensive hence any enquiries needing more than 15 minutes of interpretation is best dealt with by face-to-face interpreting through the ITS Service ([ITS Guidelines Page Link](#)).

Identification Codes – ID Codes

Each Programme Area has been given a unique Identification Code (ID Code) to access interpreters in 150 languages 24 hours, 7 days a week. Each service can apply for a unique code to keep a clear track of usage and for invoicing purposes. To obtain your ID code contact your Programme Area equalities officer.

NIS Quick Reference Guide

NIS has issued each Programme Area/service with the following Quick Reference Guide. To obtain an electronic copy please contact your Programme Area Equalities Officer/Contact.



Rotherham Metropolitan Borough Council

QUICK REFERENCE GUIDE - INTERPRETING OVER THE PHONE IN 150 LANGUAGES

Connection time to a professional interpreter is about 30 seconds.

Interpreting over the phone can be made from any telephone. No special equipment is required.

Use this procedure when a client is with you face-to-face. You can use a single handset and pass it too and fro, a hands-free phone, a NIS dual-handset phone or a mobile phone. (if you use the householders phone it will not cost the householder anything.)

- Dial:** **0800 028 0073** or **(020 7655 4915** from mobiles)
1. **NIS Operator:** **What is your Client ID number?**
Answer: **Service ID Code**
 2. **NIS Operator:** **What language do you require?**
Answer: **State the language required**
 3. **NIS Operator:** **What organisation are you calling from?**
Answer: **Name of Service and Programme Area in RMBC**
 4. **NIS Operator:** **What is your personal code?**
Answer: **Answer with your full FIRST and LAST names**
Please make sure your full name is given when asked for personal code.
 5. **NIS Operator:** **Please hold for an interpreter**

After about thirty seconds the operator will inform you that the interpreter is 'now on line'. The interpreter will introduce him or herself by their first name and interpreter number. This information will be entered on to the record. If you wish, you can make a note of the interpreters ID – useful if you need to make a follow up call.

- Now brief the interpreter and tell the interpreter if you are using a single handset phone.
- Introduce yourself to the interpreter.
- Explain the problem, and what you want to achieve.
- The interpreter's job is to interpret what you say and what the client says.

When you have finished the interview, thank the interpreter and say 'end of call'

Try the four minute training line: 0800 298 4334

NIS Feedback Sheet

We have produced the following feedback sheet to assess NIS standards of services and keep a log of the number of requests by languages and Service Area. If you would like an electronic copy of this sheet please contact your Programme Area equalities officer.

National Interpreting Service NIS - Feedback Sheet

NIS - Telephone Interpreting Service

Please fill in this form at the end of your telephone interpreting session or as soon as possible while details are still fresh.

Please email a completed copy to both your Programme Area equalities officer and to Myriam Berrada, Equalities & Diversity Unit, extension 2767.

Name of RMBC user/caller	<i>(please type in your full first name and surname)</i>		
Service/Department			
Extension Number			
Service /Department call on behalf of			
Programme Area			
Identity Code (ID) used			
Date of Call	<i>Day / Month / Year</i>		
Time of Call			
Language requested			
Name of the NIS interpreter (If known)			
How long did the interpreting session last?			
Base-origin of interpreter, (If known)	UK-based <input type="radio"/> Yes <input type="radio"/> No	Overseas-based <input type="radio"/> Yes <input type="radio"/> No	
Accuracy of the telephone interpreting session	<input type="radio"/> Poor <input type="radio"/> Average <input type="radio"/> Good <input type="radio"/> Excellent		
General quality of the session	<input type="radio"/> Poor <input type="radio"/> Average <input type="radio"/> Good <input type="radio"/> Excellent		
Further Comments	<i>(issues met, questions asked etc....):</i>		

<p>Was the customer satisfied with the telephone interpreting session?</p> <p>(please ensure you asked the customer about their satisfaction)</p>	<p><input type="radio"/> Yes <input type="radio"/> No</p> <p>Further Comments:</p>
<p>Were you satisfied with the telephone online interpreting session?</p>	<p><input type="radio"/> Yes <input type="radio"/> No</p> <p>Further Comments:</p>

This form took minutes to complete

Posters and Leaflets

NIS provides language display posters and leaflets free of charge. These must be displayed in all Council reception areas and used for the customer to point at the language requested. Please contact your Programme Area equalities officer and state the quantities you need.

Training

Training on how to use NIS telephone interpreting has been delivered free of charge to all staff identified by each Programme Area. To check if further training is available please contact your Programme Area equalities officer. Alternatively you can use the Training Line number displayed at the end of the Quick Reference Guide above.

Guidelines on the Translation of Documents

Know your target audience

It is always best to consider the different communities you would need to target for your project before deciding to translate a document. The needs of your target audience in terms of spoken languages and ability to read in their own language may vary considerably ([click here to access 'Languages in Rotherham'](#)).

Always seek advice from the ITS service or your Programme Area Equalities Officer/contact in advance while planning or designing a document, a project, or a service.

You may find that providing information in alternative formats such as audiotape, or using interpreters more effective than producing translated documents.

General Guidelines

To ensure that all our customers have fair access to high quality services, you should provide translation of documents where:

- They are needed to provide core information about accessing services
- They are required for consulting with users to get their views, opinions, comments and complaints
- They are key Council/service documents that give people important information about what the Council does and its future plans.

Specific Guidelines

All leaflets and booklets going out to the community must carry a box or a clear strap line in English indicating that the document is available in other languages and formats on request. This should be ideally displayed in the 5 main community languages and on the front of the document if space allows. See next page for an example of a strap line.

Key service documents as mentioned above should display information in the five main community languages on how to obtain a summary of the document, upon request.

The five main community languages currently listed by the ITS are as follows:

- Urdu
- Chinese
- Arabic
- Farsi
- French

Due to the constant demographic changes in the community of Rotherham, we also recommend that consideration be given to the following languages:

- Slovak
- Czech
- Kurdish
- Portuguese

(Click here to access 'Languages in Rotherham, Guidelines')

All services are responsible for identifying the key documents that the different communities in Rotherham need to access.

What to do

If you are producing key Council/service documents you will need to do the following:

1. Allow for the cost of providing translations of the document or its summary in the budget.
2. Produce a plain English summary of long key documents ready for translation (see guidance on plain English at the end of this document). If you need help putting your document into plain English contact the Corporate Communication & Marketing Unit, CXD, or your Programme Area Communication Officer.
3. Display the following suggested text provided below with its translations into the 5 main community languages.

Example of a strap line

If you are producing short documents (leaflets, booklets etc) display the following suggested text clearly on your document followed by its translation in the main community languages. You can cut and paste the following as shown and add in your contact details:

"This document can be made available in your language and in alternative formats such as Braille, large print, electronic and audio-tape versions. Contact us at:



Minicom: 01709 823 536

Email:

www.rotherham.gov.uk

4. Respond to public requests according to our corporate service standards timescales, whenever possible:
 - Acknowledge receipt of the request within a minimum of 3 working days
 - For translations of documents and translations on audio-tape refer to the [ITS Guidelines](#) and advise
 - For Braille, contact the Library Braille service on 01709 823606 for a timescale
 - For an audio-tape recording refer to the Rotherham Talking Newspapers advise on 01709 370933
 - For large prints and electronic versions a timescale between 5 to 10 working days should apply depending on the scale of the demands.

5. Tell your Programme Area equalities officer that you are producing a document

Requests for translated documents by phone

If you receive a phone call requiring translation of a document or an interpreter, and the speaker requires an interpreter use the 3-way interpretation service provided by the National Interpretation Service- NIS. ([Click here to access NIS Guidelines](#)).

Translations on Audio Tape

Where it has been established that literacy may be a barrier or a disabled person may require an alternative format then it is always advisable to provide relevant information in audio format. The ITS service can arrange for translations to be recorded on audiotape. Contact the ITS service on extension 3941, [or click here to access the ITS Guidelines](#)

Translations in Voice Over, on Video or DVD

Where a service requires its promotional video/DVD to have a voice over in another language discuss what is possible with the ITS service or seek guidance from the other agencies listed by the ITS service. See contact details above.

Community Languages Profile of Rotherham

The five main community languages currently listed by the Interpretation and Translation Service - ITS, are as follows:

- Urdu
- Chinese
- Arabic
- Farsi
- French

The list above reflects the languages spoken by the long-standing BME communities in Rotherham (Pakistani, Kashmiri, Chinese and Yemeni) and the communities that have settled in the Borough over the last ten years or so (Iranian, Iraqi, and French speaking African communities). However, the community of Rotherham is constantly changing and this trend will continue as job creation and regeneration activities attract migrant workers from Eastern Europe. Consequently officers will increasingly need to think about dealing with requests in the following languages:

- Slovak
- Czech
- Kurdish
- Portuguese

The information below has been compiled to give an idea of the origin and diversity of the languages spoken in Rotherham.

It is important to bear in mind that although educated BME generations in Rotherham may be able to read and speak a language such as Urdu, for example, but many of the older and younger generations are only able to speak certain dialects originating from the Urdu language, such as Pahari (Mirpuri) or Pakistani Punjabi.

The best practice is for RMBC services to ask their customers which language or dialect they prefer to communicate with and do their best to meet that need.

1. URDU

It is estimated that 20 to 30% of the Pakistani community in Rotherham can understand and read Urdu.

Urdu is the national language of Pakistan.

Pahari (Mirpuri)

Around 80 to 85% of the Pakistani community in Rotherham is from Azad Kashmir and they speak Pahari (Mirpuri).

The spoken language of nearly all Kashmir's in the UK is Pahari and many are unable to read any language.

2. PUNJABI

Pakistani Punjabi

It is estimated that 3% of the Pakistani community in Rotherham speaks Punjabi.

People living in Punjab province of Pakistan speak the Pakistani Punjabi. Each province in Pakistan has its own language and unique traditions and culture. Pakistani Punjabi is a spoken language only.

Indian Punjabi

The Indian Sikh community speaks the Punjabi language and the written form of Indian Punjabi is Gurmukhi.

3. CHINESE

CANTONESE

The majority of the Chinese community in Rotherham speaks Cantonese. We do not have accurate data on the numbers who can read and write Chinese.

Cantonese (Gwong Dung Wah) is one dialect or form of the Chinese language.

The majority of overseas Chinese living in England, Europe, America and Canada are predominately Cantonese speakers. Most Chinese migrants to the U.K. came from the new territories of Hong Kong, and this accounts for the fact that the major dialect spoken amongst Chinese people here is Cantonese. Since the late 1970s, many ethnic Chinese have come to Britain from Vietnam as refugees, 80% of them speak Cantonese.

MANDARIN

It is estimated that 3% of the Chinese community in Rotherham speaks Mandarin, including certain Chinese dialects such as Hakka and Hokkien. We do not have accurate data on the numbers who can read and write Chinese.

4. ARABIC

The Yemeni community in Rotherham speaks an Arabic dialect at home but most can read and write the Modern Standard Arabic.

There are many Arabic dialects. **Classical Arabic** – the language of the Qur'an – was originally the dialect of Mecca in what is now Saudi Arabia. An adapted form of this, known as **Modern Standard Arabic**, is used in books, newspapers, on television and radio, in the mosques, and in conversation between educated Arabs from different countries. **Local dialects** vary, and a

Moroccan might have difficulty understanding an Iraqi, even though they speak the same language.

5. FARSI

Persian (Farsi) is spoken today primarily in Iran and Afghanistan, but was historically a more widely understood language in an area ranging from the Middle East to India.

Just need to say who speaks it in Rotherham.

DARI

Dari is the local name for the variety of Persian spoken in Afghanistan. It is the major language of the country and is spoken in the northern and western parts including the capital Kabul in the east. Approximately 60% of the population of Afghanistan, speaks Persian, with bilingualism widespread.

6. FRENCH

The majority of the French speaking community in Rotherham is from African origin. People speak it from France, Arab and African countries such as Algeria and Morocco.

7. Other languages

The languages spoken by the recent asylum seekers, refugees, and EU migrants within the Borough is as follows:

Slovak/Czech – spoken by people from Slovakia and Czech Republic.

Kurdish (Sorani, Kurmanji) – spoken by people from Iraq, Turkey and Kurdistan.

Pushto – spoken by people from Pakistan and Afghanistan

Albanian (Kosovan) – spoken by people from Albania and Kosovo and

Portuguese – spoken by people from various countries including Mozambique, Brazil.

It is anticipated that these groups may have a higher need for language support in proportion to their population size.

Accessible Communication Guidelines

The following general guidelines have been compiled to support/advise services in providing information in alternative formats to the community.

For further in-depth information on all alternative formats please click on the [following web page 'Plain Language and Clear Communication Guidelines' compiled by 'People and Service 1st'](#).

Alternative formats

Upon request, all documents that are available to the public must be made available in the following alternative formats:

- Braille
- Large print – 18 point, Arial
- Audio tape
- Electronic – PDF or RTF saved onto a disc/CD or emailed

Provision of the alternative format version is the responsibility of the team producing the document.

What to do

If you are producing a document that is available to the public you will need to do the following:

1. Allow for the costs of providing alternative formats in the budget
2. Clearly display information on how to obtain alternative formats on your document. [Click here](#) to see an example of a strap line (from the Translation Guidelines)
3. Respond to public requests according to our corporate service standards timescales, whenever possible:
 - Acknowledge receipt of the request within a minimum of 3 working days
 - For translations of documents and translations on audio-tape refer to the [ITS Guidelines and advise](#)
 - For Braille, contact the Library Braille service on 01709 823606 for a timescale
 - For an audio-tape recording refer to the Rotherham Talking Newspapers on 01709 370933
 - For large prints and electronic versions a timescale between 5 to 10 working days should apply depending on the scale of the demands.

4. Tell your Programme Area equalities officer you are producing a document in alternative formats.

What to do if you receive a request for an alternative format version

- **Electronic version** - produce and send out an electronic version directly to the person requesting it.
- **Large print version** - produce and send out a large print version directly to the person requesting it. Large print copies should be produced in 18pt Arial. Documents may need reformatting and should be laser printed single sided, not photocopied.
- **Braille** - Use the current Central Library Braille service available on 01709 823606. Obtain and send out a Braille or taped version as quickly as possible.
- **Audio tape** - Multiple copies of key public documents can be read, recorded and copied by Rotherham Talking Newspapers - Contact Rotherham Talking Newspapers on 01709 367933. See further information below. The ITS service can arrange for translations in other community languages to be recorded on audiotape. Contact the ITS service on extension 3941, or email iftikhar.khan@rotherham.gov.uk

Keep a record of all requests for alternative formats in a log that will be reported quarterly to your Programme Area Equalities Officer/contact.

Inform your Programme Area equalities officer that you have provided an alternative format document and send them a copy. This will allow RMBC to create a library of alternative formats and translations. Make sure the alternative format version is marked with the title and the date of the document.

For further information on the alternative formats above [click on the following document 'Plain language and Clear Communication Guidelines'](#).

Child-friendly documents

Good practice would urge the production of child-friendly versions of key written documents. When planning to produce a key document you should consider whether it is suitable subject matter and budget accordingly. For advice and assistance to produce child-friendly documents contact Rotherham Right2Rights service on extension 3765, or click on the following link to access the service website www.rotherham-r2r.co.uk.

Public meetings and events

If you are planning an event that is open to the public you should aim to provide the best possible access in line with available resources. Conference or seminar venues must meet the minimum requirements in the venue checklist (see below 'Venue Access Checklist') and wherever possible should aim to

meet all requirements. Brief information about access should be included in all publicity material.

British Sign Language interpretation and live spoken word to text translation (Palantype) should be provided on request at RMBC conferences, seminars and meetings that are open to the public. Induction loops should also be provided.

British Sign Language - BSL Interpretation

BSL is a visual/spatial language, which is governed by its own grammatical rules using hand shapes, hand movements and facial expressions to convey meaning. BSL is a language that is regularly used and preferred by a large number of deaf people or some hearing children who grew up with deaf parents.

The most important thing to remember when communicating with a deaf person is to ask what their preferred method of communication is. A simple checklist to bear in mind is:

- Does the person communicate in BSL or do they lip read?
- Have they got any hearing via hearing aid?
- Would they prefer to communicate on paper in the form of notes in simple English?
- Once the method is established only then move on to the next step.

The RNID Communication Support Unit can supply BSL interpreters, lip speakers, deaf blind interpreters and other human aids to communication. Contact the regional **RNID Unit** on **0845 602 4642**. There is a national shortage of BSL interpreters, so please remember this when arranging appointments.

For further information on BSL interpretation and communication with deaf people click on the following link. ([Page link to Communication with Deaf and Hard of Hearing People in the Accessible Communication Guidelines](#)).

Speech to text reporters (palantypists)

Speech to text is a process of computer-aided transcription in which a trained reporter takes down the spoken word on a special palantype keyboard. This is simultaneously translated into English and displayed on a television or monitor, or for meetings or conferences, on a large screen.

Suggested suppliers - RNID as above on 0845 602 4642.

Induction Loop systems

Induction loop systems help deaf and hard of hearing people who use a hearing aid loop listener to hear sounds more clearly by reducing or cutting out background noise. An induction loop system can be set up with a microphone to help hearing aid users hear conversations in noisy surroundings. Induction loop systems can be portable or permanent.

For further information on how Induction loop systems work and how to purchase them, click on the following RNID fact sheet website:
http://www.rnid.org.uk/information_resources/factsheets/equipment/factsheets_eaflets/information_for_people_managing_public_venues.htm

Publicity of public meetings and events

Include information on access provision on publicity and invitations and provide contact details for any requests for extra services. Registration forms should include a section asking delegates to provide information about access needs. This will allow you to plan for wheelchair access and other requirements. Requests for extra services should be met where it is reasonable to do so within available resources.

Printed material such as feedback forms and agendas that will be handed to members of the public on the day should be available in Large Print. Information should be provided in Braille in response to advance requests.

Further information

[Click here to access further information on 'Meetings Protocol – with Deaf and Hard of Hearing Participants' \(Accessible Communication Document-CI\)](#)

Minicom or Text phones

The word 'Minicom' is often used to describe any 'text phone'. Deaf or hard of hearing customers can contact the Council through the text phone equipment instead of a voice telephone. Unlike a standard telephone, a text phone has a keyboard and a display screen. Instead of speaking into a telephone mouthpiece, you type what you want to say using the keyboard.

It is recommended that all documents going out to the public to display the Council Minicom number below along with the services contact details.

The Council's central Minicom number is **(01709) 823536**. RBT Contact Centre operators can receive, send and relay messages. For more information contact Karen Sylvester on (82) 3530.

Audio Tape –

As well as visually disabled people, audio tapes can also be useful for people who can understand spoken but not written English, for example because English is not their first language or because they have learning disabilities or dyslexia.

Multiple copies of key public documents can be read, recorded and copied by **RNIB Rotherham Talking Newspapers** - contact on **01709 367933**. If the text is sent for recording at the same time as it is sent to the printers, the tapes will usually be ready when the printed document is available. The Rotherham office of the RNIB can record single copies of documents -letters, forms, etc – and

offer a free postal service that will deliver news and access tapes every week including a monthly magazine.

The current service charges are £20 per recording hour (studio time) and £30 per 100 copying. Multi-copying applies to audio-cassette only. Please Contact the **RNIB Rotherham/Talking Newspapers** on **01709 370933** (open Tuesday to Friday from 9:00am to 1:00pm) for further information or updates of their current charges.

Creating documents for the website

Digital documents and web pages can look very different depending on how each user is viewing them. For example, each individual monitor will render colours slightly differently. In order to ensure digital documents and web pages are accessible:

- Use strong contrasting colours for text and background. Ideally this should be black text on a white background.
- Avoid italics as they can be difficult to read on screen
- Do not underline text as underlined text denotes a web link
- Where possible, ensure users can change the font size
- Never use block capitals

Translation, Interpretation and alternative formats on websites

When you produce information to go on a web page it is recommended to consider responding to requests from the public for the information to be made available in other languages and formats, or via the services of an interpreter.

Note to all services: A strap line has been displayed on the Council Homepage informing users that they can request the services of an interpreter, and documents to be made available in other languages and in alternative formats. They will fill in an online request form which will be forwarded to the relevant service to deal with the request.

What to do

If you are producing or transferring key Council/service documents on the internet you will need to do the following:

2. Allow for the cost of providing translations of the document or its summary in the budget.
3. Produce a plain English summary of long key documents ready for translation (see guidance on plain English at the end of this document). If you need help putting your document into plain English contact the Corporate Communication & Marketing Unit, CXD, or your Programme Area Communication Officer.
4. Respond to public requests according to our corporate service standards timescales, whenever possible:

- Acknowledge receipt of the request within a minimum of 3 days as set in our corporate service standards
 - For translations of documents and translations on audio-tape refer to the [ITS Guidelines and advise](#)
 - For Braille, contact the Library Braille service on 01709 823606 for a timescale
 - For an audio-tape recording refer to the Rotherham Talking Newspapers on 01709 370933
 - For large prints and electronic versions a timescale between 5 to 10 working days should apply depending on the scale of the demands.
5. Tell your Programme Area equalities officer you are producing a document in alternative formats.

Screen Readers

Many users will use screen reader technology to view the web page or electronic document. Screen readers can read text aloud to the user. However, they have some limitations such as not being able to interpret images and they sometimes have difficulty reading tables. In order to make information accessible to screen reader users:

- Put your information in a logical order so it makes sense as it is read out.
- Never convey information using images.
- Tables should only be used to present information and should not be used for page layout.
- All images must have ALT tags in web pages and should have captions in digital documents.
- Use consistent and logical header text. The top level should be header 1, the next header 2 and so on.

Document Formats

Electronic documents should be provided in both Rich Text Format (RTF) and Portable Document Format (PDF). RTF documents should contain text only - all images should be removed.

Getting Help

Making web pages and electronic documents accessible can be a complex issue. While there are a number of guidelines available, it is usually quicker and simpler to contact your Programme Area Editor who will be able to help.

Venue Access Checklist

Venues for public conferences and seminars must meet the minimum guidelines indicated by * and wherever possible should meet all of the following requirements:

Public transport	Yes	No
Is the venue within ten minutes maximum average walking distance of the railway station?	<input type="checkbox"/>	<input type="checkbox"/>
Is it within five minutes walking distance of bus routes?	<input type="checkbox"/>	<input type="checkbox"/>
Is the route from public transport to the venue level, with dropped kerbs?	<input type="checkbox"/>	<input type="checkbox"/>

Parking

Is there a car park adjoining the venue with designated wide spaces for orange/blue badge holders and disabled motorists located near the main entrance? *	<input type="checkbox"/>	<input type="checkbox"/>
Can passengers be dropped off/picked up within 50 m of the main entrance? *	<input type="checkbox"/>	<input type="checkbox"/>

Entrance and movement inside

Is the main entrance level (without steps) *	<input type="checkbox"/>	<input type="checkbox"/>
Is the main entrance door at least one metre wide *	<input type="checkbox"/>	<input type="checkbox"/>
Is the entrance staffed?	<input type="checkbox"/>	<input type="checkbox"/>
Is there clear, consistent signage to the entrance and event rooms that is large print (and with visual clues)?	<input type="checkbox"/>	<input type="checkbox"/>
Are all areas to be used by conference participants level, or reached by ramp or lift? *	<input type="checkbox"/>	<input type="checkbox"/>
If by lift does it meet the following requirements Internal depth should be 1400mm and width 1100mm and be for minimum of eight people. Are the controls accessible, no higher than 1200mm from the floor? Is there tactile information indicating the location of the lift and lift controls? *	<input type="checkbox"/>	<input type="checkbox"/>
Are internal doors at least 800mm wide? *	<input type="checkbox"/>	<input type="checkbox"/>
If the venue is not all on the level: - Are there ramps with handrails, no steeper than 1 in 12.	<input type="checkbox"/>	<input type="checkbox"/>
Are any steps marked clearly on the nosing for visual warning?	<input type="checkbox"/>	<input type="checkbox"/>
Are there handrails for the steps?	<input type="checkbox"/>	<input type="checkbox"/>
Are corridors and internal circulation spaces wide enough, at least 1.2metres?	<input type="checkbox"/>	<input type="checkbox"/>
Is there clear, consistent signage throughout the venue?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a public telephone available at a suitable height for wheelchair users, controls no higher than 1000mm, with 1200mm maximum?	<input type="checkbox"/>	<input type="checkbox"/>

Communication systems and staging

Is there an induction loop in the main auditorium? *	<input type="checkbox"/>	<input type="checkbox"/>
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- Break out rooms?
- Is there a portable loop system available?
- Are there signs (ear symbol with 'T') in all rooms where the induction loop is available?
- Are there a PA system and a roving microphone connected to the induction loop?

Seating and tables

- Is seating moveable?
- If fixed are there spaces for wheelchair users
How many?
- Are there some seats available with/without arms and backrests?
- If there is a fixed stage or rostrum, is it level access/ramp accessed/portable ramp access?
- Is lighting flexible enough to allow for additional light for individual groups and can audiovisual equipment be used with some lighting still on so interpreters can still be seen?
- Are there facilities available to accommodate the palantypist display

Toilets

- Are there specific toilets designated for disabled people at least one toilet 1500mm wide by 2200mm long with a working alarm and grab rail? *
- Are the toilets on the same level as the main conference area

Means of escape

- Is there an audible alarm supported by a visual system or a system suitable for deaf people or those with difficulty hearing?
- Are ground floor exit routes accessible to all, including wheelchair users?
- Are there procedures for evacuating people who cannot use stairs if the venue uses rooms not on the ground floor?

Tips for writing in plain English

Keep it short.

If your words have too many syllables, think of other words. If your sentences run to several lines, break them up into several shorter sentences. Short sentences have more impact.

Example:

These have occurred at the same time as major opportunities have arisen for the expansion of the central area, the redevelopment of vacant land and new

growth corridors, the expansion of the workforce, and a further significant rise in the levels of entrepreneurship and investment.

Alternative:

At the same time, opportunities have arisen to expand the central area and redevelop vacant land, starting new corridors of growth. An expansion of the workforce has become possible, accompanied by a rise in entrepreneurship. Investment has increased.

Use active verbs

Active verbs are those in which the subject of the sentence performs an action (as in the car hit the bridge). Passive verbs are those in which the subject undergoes the action (The bridge was hit by the car). Avoid passive constructions, such as 'was included', 'was reduced', 'is proposed', where possible.

Example:

The research was conducted during January and February on a sample of 400 residents of the estate.

Alternatives 1:

The researchers interviewed 400 residents of the estate during January and February.

Alternatives 2:

The research is based on interviews with 400 residents of the estate, conducted during January and February.

Avoid jargon.

Jargon is a way of communicating in shorthand with people who share your specialisation. When you are writing a report, you are not writing just for people in your field of work. All publications are available to the public. To help identify jargon, consider whether someone in a different job from yours would understand it.

Example1: Would a teacher understand the following?

'Changes within the provision and structure of health care have many potential spatial and land use spatial implications.'

Alternative:

Changes in the way health care services are provided will have implications for land use and urban planning.

Example 2:

The NHS' investment programme will result in new operational healthcare development; the extension and alteration to existing healthcare sites and buildings, the redevelopment and / or disposal of some existing healthcare facilities. On that basis it is essential that HIMPs and borough planning functions be fully integrated.

Alternative:

Investment planned by the NHS will create new healthcare facilities, alter existing sites and buildings and lead to the redevelopment or disposal of some sites. It is therefore essential that HIMPs are integrated with borough planning.

Leave out unnecessary words.

Be brave. Don't say 'a significant increase'. Instead say 'a large increase' or 'an increase'. If you are mentioning it, then it is significant. See whether your sentence changes in meaning when you leave out words such as: major, key appropriate, relevant, existing, in conjunction, in collaboration, etc.

Avoid tired words.

Many words are used so often in reports and publications that they become virtually meaningless. Some of those that have been used exhaustively by recent reports include:

- Enhance - try 'improve', or change the sentence to make something 'better'.
- Framework - the 'framework' you are using could be the principles you work to, or the areas you will focus on.

Remember what the message is

Think about what message you want to get across before you start writing. Try not to lose sight of it and spend your time thinking about how you are going to communicate that message, not how you are going to get in details of all the work that has been done.

Remember who the audience is

Ideally, your publication should be accessible to anyone. On some occasions, you may be producing a publication that is targeted at a specific group of people. Bear in mind their level of understanding of the technical terms and depth of knowledge of the subject matter.

Understand why clear English is important.

To make sure our work can reach as many people as possible and engage them in the work of RMBC, it is important to write in a way that is accessible. People will feel shut out if you use jargon or make your work difficult to

understand. It is part of our commitment to equalities that we should use clear, non-technical English.

Don't be scared to ask for help

Given enough time, the Corporate Communication and Marketing team, CXD, can run through your text and 'edit' it. This differs from proof-reading in that it will suggest changes to the wording and structure of your document, not just pick up the typos. Contact the communication team on **01709 822735**. Further information and an A to Z of alternative words and phrases to avoid are available in the following document: '[Plain Language and Clear Communication Guidelines](#)'. Alternatively, you can refer to the *Concise Oxford Dictionary* which includes a Guide to good English in its Appendices or look at the website of the Plain English campaign on www.plainenglish.co.uk. The Economist has a copy of its style guide online www.economist.com/research/styleGuide/, which may also provide useful guidance.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	18 September 2006
3.	Title:	Women’s Strategy All wards
4.	Programme Area:	Chief Executive’s Department

5. Summary

This report provides the rationale for a women’s strategy for Rotherham and an overview of the work to date on the development of the multi-agency women’s strategy.

6. Recommendations

Members are asked to:

6.1 Note and endorse the contents of this report.

7. Proposals and Details

7.1 Introduction

A multi-agency women's strategy working group has been established to develop a women's strategy for the Borough. There is widespread support for this work in Rotherham and all Programme Areas are represented on the group together with the PCT, Police, Linda McAvan's Office, Rotherham Chamber and the voluntary and community sector – Diversity Forum, Giving Real Opportunities to Women (GROW), Rotherham Ethnic Minorities Alliance (REMA), Rotherham Women's Refuge, South Yorkshire Women's Development Trust, United Multi Cultural Centre (UMCC) and Voluntary Action Rotherham (VAR). The group was initially chaired by the Leader to provide senior leadership and endorsement and Councillors Hilda Jack and Josephine Burton are now the Chair and Vice-Chair respectively.

At a recent conference in Sheffield to mark the publication of the Change Up report about women in South Yorkshire, attended by three Government Ministers, Rotherham received very positive coverage and publicity about our women's strategy. In this respect Rotherham is being innovative in our approach as research has identified only one other local authority with a strategy for women.

7.2 Why Rotherham needs a women's strategy

Women comprise the largest community of interest within the Borough, representing 51.2% of the local population (129,000 women), yet many strategies and policies fail to take account of any differences in needs and priorities between women and men. Research and statistics show that there are still many arenas where women experience inequality and disadvantage due to their gender, and in addition women face further discrimination due to factors such as age, sexuality, disability, ethnicity or faith. The women's strategy will work towards addressing this disadvantage.

The work on the women's strategy will also contribute towards meeting the forthcoming positive duty to promote equality between women and men, which comes into force from April 2007 as part of the Equality Act (2006). Although the specific duties that public bodies will have to comply with are still to be finalised, the focus will be very clearly on outcomes. Failure to consider the needs and priorities of women in all areas of the Council's work means RMBC will not be in compliance with this new gender equality duty.

7.3 Approach to developing the strategy

From the outset the group has been clear that the development of the strategy needed to be based on information about local need and to involve women from all sections of the community to be sure that it truly reflects local women's priorities and concerns. The recent research "A Profile of Women in Rotherham" and other local research findings will be used to inform the strategy in conjunction with the outcomes of a series of consultation events.

Seven sub-groups based on the priority themes have been formed, bringing in extra people to supplement the main working group to ensure a range of women with different skills, expertise and views are involved in producing the strategy.

Some of the key milestones are given below:

- Sub-groups to produce first draft documents for consultation with wider working group by end August 2006
- Consultation event at Rotherham Show on vision for strategy and key actions
- Bulk of consultation will take place in October and early November

- Final draft strategy circulated for comments in early December
- Final document approved by CMT, Cabinet, LSP and partners in January
- Launch event in March 2007

The timescale for producing and launching the strategy has been revised from the original date of December 2006 to March 2007. This is in order to maximise the time available for consultation and involvement, given that we are approaching the main summer holiday period.

7.4 Consultation

Consultation has already begun with a lively initial consultation event held at the Unity Centre on 28 April when over 70 women workers and professionals participated. The evaluation was very positive with participants showing strong support for a women's strategy with good, practical ideas and suggestions generated in the workshops. This has since been followed by a workshop with members of the Youth Cabinet.

A consultation sub-group has been set up to develop the consultation plan and organise further events/road shows. These will include events for RMBC officers and a seminar for Elected Members.

7.5 Framework for the strategy

The strategy will be structured in clear sections around the seven priority vision themes and will need to link in with other key strategies and initiatives. The idea is to provide a framework and an action plan to address the needs of women in Rotherham and to guide and influence other strategies and plans of all partner agencies.

These are the basic ideas for the strategy that have been agreed by the working group:

- to cover the period 2007 - 2010 to align with the Community Strategy
- to be an accessible document written in plain, jargon-free English
- to be available in other languages and formats
- to incorporate case studies, quotes and graphics with positive images of women
- to ensure that each section takes account of specific issues for women from all sections of the community/all communities

Further details of the "Framework for Women's Strategy Development" is set out in Appendix 1.

8. Finance

There will be costs associated with organising consultation events such as room hire, interpreters and caring costs, plus the costs of designing, printing and launching the strategy, estimated in the region of £10,000. It is hoped that the voluntary sector partners will gain a small grant from the NRF to assist with the consultation process and the rest of the costs will be found from the Chief Executive's Department.

In the next financial year there will be implementation costs for actions derived from the strategy, but at this point it is too early to provide more specific detail.

9. Risks and Uncertainties

As stated in 7.2 failure to consider the needs and priorities of women in all areas of the Council's work means RMBC will not be in compliance with the new gender equality duty.

10. Policy and Performance Agenda Implications

There are no direct policy implications at this stage, although the women's strategy and action plan will need to be incorporated in all partners' business and service plans for 2007-08.

The Women's Strategy will reflect and contribute to the seven priority vision themes as set out in the Community Strategy and the Council's Corporate Plan.

11. Background Papers and Consultation

A Profile of Women in Rotherham (April 2006)

OCSI - Study of Deprivation in Rotherham (October 2005)

EOC – Facts about Women and Men in Great Britain (2006)

EOC - Survey of women at work (2005)

Further consultation and engagement with a wide range of women will be an essential part of the development of the strategy as outlined above.

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Ext. 2757

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Ext. 2767

Appendix 1

Framework for Women's Strategy Development**Overall Approach**

1. As agreed by the Rotherham Women's Strategy Group – Working together for Women the strategy will be developed in line with the seven Community Strategy priority themes, thus following the accepted protocol for Council, LSP and strategic documents.
2. There will be seven subgroups, each working to one of the themes, although it is envisaged that all members of the strategy group will have the opportunity to contribute to other sections.

Theme	Coordinator	Organisation
Achieving	Mrs Qureshi	UMCC
Alive	Joanna Saunders	Rotherham PCT
Learning	Joyce Thacker	RMBC
Proud	Sue Barratt	GROW
Safe	Angela Smith	RMBC
Fairness	Janet Mullins	Diversity Forum
Sustainable Development	Cllr Jo Burton	RMBC

3. As part of our discussions to identify issues to be covered by the strategy, the group compiled an initial list of areas that the strategy could cover, which is attached. The outcomes from the workshops at the "Women on the Agenda" event and the Profile of Women in Rotherham, will be circulated to all subgroup members as a starting point.

Work for sub-groups

It is important for subgroups to note that we are looking for the following issues to be addressed:

- What are the gaps in our response to the key needs, concerns and priorities of women?
- Are there any particular gaps or issues:
 - in certain geographical areas
 - for women from different communities
 - for specific groups of women, such as older women, young women, disabled women, Black and Minority Ethnic women, lesbian, gay, bisexual and transgender women, lone parents etc.?
- Are there any particular barriers:
 - attitudinal – e.g. stereotyping, preconceptions, prejudice
 - financial
 - physical – e.g. access, opening hours
 - geographical – e.g. locations, transport links
 - cultural – e.g. language, social, faith

- **Cross Cutting Issues**
A number of cross cutting issues have emerged during the discussions for the development of other major strategies that might be useful to consider by sub groups. These are listed below:
 - Information provision (for the public)
 - Assessment of need
 - Equity of access to services/facilities
 - Community Involvement and Development
 - Recognition of diversity
 - Evidence based actions
 - Provision of “Decent Services”
 - Identification of priority groups/populations
 - Reducing inequalities

- Be clear about the added value and positive impact on women of any proposals.

Format for Women’s Strategy

For each theme authors should structure the text under the following headings:

1. Background and context

- national and local policy context (include relevant priority theme definition)
- illustration of where we are now – statistics, benchmarking etc.
- our vision for women under the theme
- analysis of need (to include priority, populations and communities)
- what, if anything, consultation has told us
- current activity – strategies and plans in existence or under development

2. What next?

- identification of gaps
- development of SMART objectives to address need (this should include actions which are likely to have maximum impact in both the short and long term)
- authors should include the identification of:
 - lead responsibility
 - time frames where appropriate
 - resources needed

3. Measures of success

- establishment of 2006 baselines
- targets towards 2010
- key milestones and measures

4. Action plan template

A template for summarising the actions/milestones is attached.

Action plan template

Priority Theme	e.g. Alive					
Strategic Objective 1	e.g. increasing the number of women who participate in cultural activities on a regular basis					
Action No.	Action	Completion Date	Measures/Milestone	Resources	Lead	Monitoring Arrangements

Initial ideas for content of strategy

Achieving

- Jobs
- Unemployment
- Poverty
- Low pay
- Inequality
- Rural isolation
- Women's businesses
- Enterprise
- Child care
- Pensions (poverty of older women)
- Caring for older relatives/disabled people etc. (could be proud)
- Transport (could be safe)

Safe

- Domestic violence
- Community safety
- Crime and fear of crime
- Sexual assaults etc
- Neighbourhoods that meet women's needs
- Sexual exploitation
- Housing for women
- Women offenders (here or elsewhere?)
- Personal safety

Proud

- Community involvement
- Voting
- Caring for others
- Local democracy - number of women Elected Members
- Volunteering
- Media/public portrayal of women
- Citizenship
- Community leadership

Learning

- Adult education
- Education of girls and achievements
- Ongoing learning for employed women

- Basic skills

Alive

- Teenage pregnancy
- Women's health
- Menopause
- Smoking drugs alcohol
- Sexual health
- Pregnancy and birth
- Cultural activities
- Mental health/wellbeing as a separate issue?
- Disability (here or fairness)

Sustainable Development

- Pollution and women's health e.g. breast cancer linkages
- Recycling nappies etc
- Women's networks
- Funding

Fairness

- Gender equality
- Sexuality - lesbian/gay women
- Disability
- Sexual harassment
- Equal pay
- Gender stereotyping in employment/ women in non-traditional employment
- Promotion of women
- Ethnicity – Black/Black and Minority Ethnic women
- HIV status
- Faith
- Trans issues
- Community cohesion (not sure where)

ROTHERHAM BOROUGH COUNCIL

1.	Meeting:	Community Cohesion
2.	Date:	18 th September, 2006
3.	Title:	Rotherham Voluntary Sector Strategy
4.	Programme Area:	Chief Executive

5. Summary

RMBC commissioned Voluntary Action Rotherham to research and draft a Strategy for the Voluntary Sector. Attached is a consultation draft for comment.

6. Recommendations

- 1. Note the Draft Voluntary Sector Strategy**
- 2. Note and identify implications for Programme Areas**
- 3. Provide comment on the draft strategy which will be fed back to VAR for inclusion in the final document.**

7. Summary

The Voluntary and Community (often called the 3rd) Sector is being given growing prominence by central government. The Treasury is engaging in a comprehensive review of the voluntary sector to determine what spending, financial service, and tax policies stand in the way of groups delivering services. Ed Milliband, (the first) voluntary sector minister is heading up the process and will make an interim report before the end of the year after consultation with organisations. A key ambition of this review will be to move to a more “mixed” economy of provision of services whereby some services traditionally delivered by local authorities could be delivered by the 3rd Sector.

It is against this context of increasing government pressure for change and the need for a local vision and plan that RMBC asked VAR to develop a Voluntary Sector Strategy which would help point out a direction for the sector and inform the council’s approach to the sector as a whole.

A draft was due March 2006. However, VAR’s resources have been considerably stretched during the process of bidding and securing SYIP funding. Attached is a draft that has been developed by a consultant who has been retained by VAR to progress the Strategy further.

The Voluntary Sector Strategy is only draft and the opinions of the council will obviously have considerable impact on it, VAR and the Vol/Com sector. Members are asked to consider the strategy in light of these and add to them in light of the needs of their specific Programme Areas.

The Strategy is organised into 6 sections.

- **Section 1 Introduction**
- **Section 2** outlines the background and strategic context for the Rotherham Voluntary Sector Strategy
- **Section 3** reviews the baseline and current position of the voluntary sector in Rotherham
- **Section 4** contains the vision for the voluntary sector in Rotherham, and includes the aims and objectives of the Voluntary Sector Strategy
- **Section 5** contains the action plan, outlining suggested partners' commitments to action for the period 2006 - 2009
- **Section 6** contains proposals for the monitoring and review of the Strategy.

Section 1 Introduction and Section 2 outlines the background and strategic context for the Rotherham Voluntary Sector Strategy

The draft strategy does not take into account enough the direction implied from the Treasury Select Committee series of meetings around the country looking at the development of the 3rd Sector. In particular reference needs to be made to the growing commitment of the government to the involvement of the vol/com sector in the delivery of public services. This has significant impact on the development of the sector in Rotherham and its future. For example, commissioning of services from the vol/com sector would only be effective if there were significant numbers of organisations that had the capacity to bid for, and deliver, what are now mainstream council services. There are very few such voluntary sector organisations that currently have this capacity in Rotherham. How this might be achieved needs to be more fully explored. The strategy is also based too much on what the sector does now rather than what it could do. For example the Vision would seem to exclude social enterprises or initiatives that improve people's standards of Living, (which would include Advice Centres).

This leads to the main drawback of the strategy which is that it is not visionary enough. The strategy should encompass changes that are going on nationally as well as local needs and reflect them in actions that need to be taken across the borough in order to meet that challenge.

The key contributory factor for that often affects people requiring services from the voluntary sector is poverty – affecting health, reasonable standard of living, and therefore quality of life. In addition there are other activities such as social enterprises which are effectively about wealth creation.

Suggestion: The Vision should also support voluntary sector activities that contribute to improved Standards of living.

Within the purpose section the definition of the Voluntary Sector is given as:

“To recognise and support the development needs identified by that proportion of the Third Sector in Rotherham that defines itself as the voluntary sector”.

This definition is too nebulous. Any organisation can say they are voluntary
Suggestion: Define Voluntary Sector as “not for profit”, or “those organisations with charitable aims”

The Voluntary Sector has consistently argued that it should be a (almost) “preferred” supplier of council services. This is based on the assumption that it is a more cost effective than local government. (To some extent this may be a driver behind the Treasury review of the Voluntary Sector). Voluntary Groups point to unfair loading of costs or ignoring of costs by the council when considering bids. However, councils have gone through a period of looking at costs and performance, (arguably since 1976 with the first imposition of cash

limits on council spending). More recently has seen the introduction of ever more stringent inspection regimes which now look specifically at performance management, use of resources, and effectiveness. The strategy does not look at how the sector will improve its efficiency to match that of the council so that it could compete on an equal basis with other providers. Recent experience has shown that the Vol/com sector is not as cost efficient as it presumes. The strategy does not address how these improvements can be bought about. As the strategy is focused on those organisations with a turnover of £50k or above, it should be expected that these are the organisations that would have the capacity to address these issues.

National Perspective

This section does not refer to the Treasury Select Committee series of meetings conducted by Ed Milliband Minister for the 3rd sector around the country which are specifically looking at the development of the 3rd Sector. In particular reference needs to be made to the growing commitment of the government to the involvement of the vol/com sector in the delivery of public services. This has significant impact on the development of the sector in Rotherham and its future. For example, commissioning of services from the vol/com sector would only be effective if there were significant numbers of organisations that had the capacity to bid for, and deliver, what are now mainstream council services. There are very few such voluntary sector organisations that currently have this capacity.

Regional Perspective

Agree

The Borough Context

This section does bring out the relationship between the voluntary sector and RMBC. However, it would add to the strategy to identify more the problems and weaknesses of the sector.

Section 3 reviews the baseline and current position of the voluntary sector in Rotherham

The SWOT analysis disappointingly does not highlight the need to identify cost bases and needs to be addressed in the next draft. There seems to be an acceptance that the Voluntary Sector will always be “cheaper” without demonstrating how it comes about. It also underplays the Voluntary sectors access to local information and the speed to which it can react to need.

The SWOT analysis has not made clear how Strengths have been matched up to Opportunities and Weaknesses to Threats – rather they have been seen in isolation from each other. Again this needs to be addressed in the next draft.

Section 4 Strategy Framework

Four Aims with a supporting objective are identified as below:

Aim 1: To promote and support the growth and development of the voluntary sector in Rotherham.

Objective a) Support voluntary organisations to build their organisational capacity and development potential

Aim 2: To enable voluntary sector organisations to network and collaborate for mutual benefit through effective partnership working.

Objective b) Promote and facilitate joint working amongst voluntary organisations and between voluntary organisations and their funders and delivery partners

Aim 3: To support voluntary sector organisations in delivering high quality services.

Objective c) Support the development of high quality performance in the voluntary sector

Aim 4: To enable the voluntary sector to influence relevant policy and programme development and drive change locally, regionally and nationally

Objective d) Support and promote consultation processes that are inclusive and meaningful.

In addition there are questions to be asked about each aim and objective identified.

Aim 1 There appears to be little difference between the Aim and the Objective. The difference between an Aim and an Objective is that the latter can be measured. Neither Aim 1 nor its Objective can be so. As a rule, each Aim should have a minimum of 2 objectives otherwise the inference is that if the objective is satisfied then so is the Aim.

Aim 2 The Aim is not to simply Network but to ensure more effective and efficient working.

Aim 3 says “To support voluntary sector organisations in delivering high quality services”. Again this is supported by only 1 objective (“Support the development of high quality performance in the voluntary sector”). Further objectives might be

- a) To develop and implement a Performance Management Framework across all voluntary organisations
- b) To conduct reviews of services on a regular basis.
- c) To review costs and budgets on an annual basis.

Aim 4 The Aim is to influence Policy etc and National, Regional and local levels. However, it is debatable whether this would be achieved by simply improving consultation processes. An alternative Objective would be to identify national, regional and local opinion formers and decision makers and

to ensure that the views of Rotherham VOs are communicated effectively to them

Whilst limiting the Strategy to 4 Aims is commendably succinct, this may be limiting. An additional Aim could be:

“To promote structural change that maximises the long term capacity of the sector to deliver to new government agenda and local demands”

Section 5 Action Plan

The Action Plan gives a number of “Local Outcomes” and “Key Activities”. Those described are obviously in rudimentary form but give some indication of the direction of the Strategy. The Actions will need to be considered by CMT and HoS once they are more fully developed.

In addition a number of performance indicators have been developed against each Local Outcome. Again these will need to be considered by CMT.

Section 6 Monitoring and Review

Whilst in an early form this part is welcome as evaluation processes for policies and strategies are usually noticeable by their absence.

8. Finance

The Voluntary Sector already provides a considerable element of service provision for the council. A larger, more effective vol/com sector, with good direction provided through a Voluntary Sector Strategy would have considerable benefits in terms of cost reductions for the council. Currently a Base Budget Review of the sector is taking place which will inform the Council's Future Strategy.

9. Risks and Uncertainties

The main risks and uncertainties lie in whether the strategy addresses the real issues and direction of the Voluntary sector, and whether the sector can deliver its aims and objectives.

10. Policy and Performance Agenda Implications

The council supports the voluntary sector and sees it as a major partner, involving it in most of its key policies and strategies including the Community Strategy and Local Area Agreements. Delivering an agreed Strategy would enhance the council's ability to achieve its goals and improve its performance.

11. Background Papers and Consultation

Draft Voluntary Sector Strategy

12. Contact Names:

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Draft for Consultation
May 2006

ROTHERHAM VOLUNTARY SECTOR STRATEGY 2006 - 9

Vision

An effective and vibrant Voluntary Sector in Rotherham that maximises its ability to contribute to the provision of services that improve the quality of people's lives in the Borough.

1 INTRODUCTION

The Rotherham Voluntary Sector Strategy describes the vision for the future of the voluntary sector in Rotherham and outlines actions and targets that partner organisations across the Borough have committed to in order to make progress towards achieving the vision in the period 2006 to 2009.

The purpose of the Strategy is

- To recognise and support the development needs identified by that proportion of the Third Sector in Rotherham that defines itself as the voluntary sector.
- To ensure that the Rotherham Community Strategy commitment to

'continuing to promote and support the growth of the voluntary and community sector, enabling the sector to make a vital contribution to future service delivery'

is fulfilled by having a strategy for the voluntary sector that runs alongside and compliments the Community Development Strategy.

- To support the delivery of elements of other key strategies and plans that include objectives about the voluntary sector by pulling these into a focussed strategic framework.
- To ensure that the local voluntary sector maximises its ability to deal with the significant changes, opportunities and challenges it faces in the next 3 years and beyond.

During 2005 Voluntary Action Rotherham surveyed a set of 92 organisations within the voluntary and community sector in Rotherham which had identified themselves as a voluntary sector organisation with an income of over £50,000 per year. It is with this group of organisations that the Rotherham Voluntary Sector Strategy is primarily concerned, although it is clear that some of the issues the strategy addresses are shared by smaller voluntary sector organisations and some community organisations.

However, a separate Community Development Strategy supports the development of community organisations in the Borough.

A broad definition of the voluntary sector has informed this Strategy:

The voluntary sector is made up of a wide variety of organisations of varying sizes. It includes organisations providing services, advocacy, capacity building and campaigning functions together with the infrastructure ('umbrella') and specialist organisations required to support them.

Voluntary sector organisations generally

- are not-for-profit and have charitable status
- are non-statutory
- have some paid staff
- access funding from a variety of sources, including central and local government
- are independent
- are volunteer controlled (i.e. by a voluntary management committee)
- offer services which provide a public benefit.

Many also

- use volunteers to help provide their services
- involve service users in developing and managing their services.

The remainder of this document is laid out as follows:

- **Section 2** outlines the background and strategic context for the Rotherham Voluntary Sector Strategy
- **Section 3** reviews the baseline and current position of the voluntary sector in Rotherham
- **Section 4** contains the vision for the voluntary sector in Rotherham, and includes the aims and objectives of the Voluntary Sector Strategy
- **Section 5** contains the action plan, outlining partners' commitments to action for the period 2006 - 2009
- **Section 6** contains proposals for the monitoring and review of the Strategy.

2 BACKGROUND AND STRATEGIC CONTEXT

Over the next three years the environment in which the Rotherham voluntary sector works will change dramatically. These changes will present new challenges and opportunities that the voluntary sector will need to accommodate in order to survive and thereby continue to provide services to meet the needs of Rotherham people. A PEST (Political, Economic, Social and Technological) analysis of the voluntary sector in Rotherham has been used to understand the market and environment in which Rotherham's voluntary sector operates. The PEST analysis is attached at Appendix X.

The Rotherham Voluntary Sector Strategy 2006 - 9 has also been informed by

- national legislation and regional policy
- delivery of other key local strategies and plans
- national, regional and local trends in the voluntary sector
- research about the voluntary sector locally, regionally and nationally
- involvement of the voluntary sector and other key partners at a local level.

The remainder of this section outlines the key factors impacting on the Rotherham Voluntary Sector Strategy at three levels:

- national
- regional and sub-regional
- Borough

A fuller discussion of the background and strategic context for the Voluntary Sector Strategy is contained in the Strategy companion document (insert name).

The National Context

Central Government has stated a commitment to supporting a healthy and vibrant voluntary and community sector. Since the cross-cutting Treasury review in 2002, a number of initiatives have been put in place with the aim of supporting the voluntary sector to play an active role in the delivery of high quality public services and the 2004 Spending Review¹ draws attention to the fact that the value of public services delivered by the voluntary and community sector has grown from £3.2 billion in 1991-2 to £7.5 billion in 2001-02.

The **National Procurement Strategy for Local Government** (2003) sets out a blueprint for local authorities to use its procurement activity to deliver its own objectives and those of central government². A key objective within this strategy is that councils have to show how their local strategy will 'encourage a diverse and competitive supply market' that includes voluntary sector suppliers.

This is supported by the **Futurebuilders** programme which provides an investment fund which aims to assist front line voluntary and community organisations to build their

¹ HM Treasury 2004 spending review:37.

² Reference??

capacity to increase the scale and scope of their public service delivery. It offers a combination of loan and grant finance but applicants must be willing to take on a loan and enter into a service delivery contract with a public sector agency. Take up of this fund by organisations in the Yorkshire and Humber Region has been limited to date, as the loan arrangements have been unsuitable for some smaller voluntary sector organisations, particularly those which do not have capital assets against which loans might be secured³. Within the voluntary sector itself, national voluntary sector infrastructure bodies have identified a national trend towards a number of large, national voluntary sector organisations 'cornering the market' in terms of profile, influence and capacity to generate income from both fundraising and government sources. This is likely to be further reinforced by current government policy, which is likely to favour larger VSO's⁴.

Central government also recognises that the work of the voluntary sector supports its goal of social cohesion by engaging with groups that are seen to be 'hard to reach' and by offering opportunities to strengthen society through volunteering⁵. The **Active Communities** agenda aims to promote the voluntary and community sector and encourage greater levels of participation in society through volunteering and giving. There are three key areas of work:

- Encouraging volunteering and charitable giving
- Charity regulation
- Community Cohesion

Nationally, there is a government is commitment to developing and supporting **volunteering** opportunities, and recognition is given to the fact that volunteering contributes to a strong sense of citizenship, community and care for those in need. There has been a particular focus on developing volunteering opportunities for young people. The recommendations of Russell Commission on volunteering have resulted in the creation of the 'v' charity, which aims to recruit one million extra young volunteers by the year 2010.

Successive national government policies have also required and increasingly promoted the involvement of voluntary sector organisations in strategic **partnership working**. This includes both the requirement for VCS involvement in Local Strategic Partnerships via the Community Empowerment Network and in developing other key local strategies and plans including more recently, for example, the Local Area Agreement⁶, Single Children's Plan and Older People's Strategy.

The capacity of the voluntary sector to continue or, in some instances begin, to fulfil these important functions, will depend to a large extent on the existence of a strong and effective support infrastructure. **ChangeUp** is the cross-Government framework on

³ Craig, G. et al 'The future contribution of the voluntary and community sectors to the Yorkshire and Humber region', University of Hull, undated:13.

⁴ Craig, G. et al 'The future contribution of the voluntary and community sectors to the Yorkshire and Humber region', University of Hull, undated:18-19.

⁵ Home Office (2004), Firm Foundations

⁶ ODPM (2004): Local area agreements: a prospectus, ODPM.

capacity building and infrastructure in the Voluntary and Community Sector, which has been delivered since April 2006 by the 'Capacity Builders' agency. ChangeUp's aim is that by 2014 the needs of frontline voluntary and community organisations will be met by support which is available nationwide, accessible and sustainably funded.

Implementation of ChangeUp has been supported by Home Office investment of £80 million from 2003 - 2006. Investment has been made at national, regional, sub-regional and local levels, with the bulk of investment currently going through the regions to support sub-regional and local initiatives which aim to benefit organisations on the ground. ChangeUp investment in the South Yorkshire sub-region is outlined below.

The delivery of these legislative commitments is also supported by the **Compact**, which aims to develop a more effective relationship between statutory agencies and the voluntary sector. The 1998 National Compact and its five codes of practice set out an agreement between central government and the VCS in England to enable them to work together and improve their relationship for mutual advantage and community gain. The Compact is seen as a potentially powerful mechanism for developing positive working relationships between funders and VCS organisations delivering services to the public. More recently this has been further developed through Compact Plus, which will include further set of commitments to move the Compact forward and strengthen it.

The national context in which the voluntary sector operates and its relationship with central Government will be determined over the coming years by the outcome of the **Comprehensive Spending Review 2007**. In preparation for this the Government is currently undertaking a review of the future role of the Third Sector in social and economic regeneration. It has also established an Office of Charity and Third Sector Finance within the Treasury and appointed a Cabinet Office minister with responsibility for the Third sector. These are clear signs that the voluntary and community sectors will continue to be a priority for the Government. But it is also possible that the CSR 2007 will result in an overall reduction in resources available to the Third Sector and there will be a continued emphasis on the voluntary sector delivering high quality and cost-effective services. In developing a strategy for the voluntary sector in Rotherham the VCS is ensuring that it will be well placed to meet these future challenges and opportunities.

The Regional and Sub-Regional Context

At regional level two funding streams which have been important sources of income for voluntary organisations in Rotherham are due to come to a close:

- the last round of the **Single Regeneration Budget Challenge Fund** will end in March 2007. This means that SRB funding will taper off into 2008; and
- **Objective 1** status for the Yorkshire and the Humber region ends in December 2006. This means that all funds must be committed to projects by the end of 2006 and spent by 31st December 2008. There will be some transition funding for the region although it is not yet clear how this will be spent.

The loss of these funding streams is likely to present significant challenges to some voluntary organisations, and it is likely that some will need to diversify their funding profiles in order to ensure future sustainability.

To ensure that Voluntary Sector organisations in South Yorkshire have access to appropriate support, the South Yorkshire Change Up Implementation plan, which operates at a sub-regional level, has identified 6 objectives covering:

- leadership, advocacy and strategy development;
- service delivery and public procurement support based on principles of subsidiarity; collaboration across the VCS and enabling access to infrastructure support;
- quality improvement;
- support to frontline organisations;
- and building the capacity of individuals and communities to contribute to civil renewal, civic engagement, and community cohesion work.

This will be further supported by the South Yorkshire CVS' bid into Yorkshire Forward to provide VCS infrastructure support through the South Yorkshire Investment Plan.

The Borough Context

At a Borough level the national agenda for the development of a strong and vibrant voluntary sector which plays in a key role in the development and delivery of local services is reflected in a number of key strategies:

- The **Rotherham Community Strategy** recognises the contribution made by the voluntary and community sectors to service delivery and gives a commitment to:

*'continuing to promote and support the growth of the voluntary and community sector, enabling the sector to make a vital contribution to future service delivery.'*⁷

- The **Rotherham Neighbourhood Renewal Strategy** also identifies the VCS as the **provider of preference** locally⁸, stating:

'It is recognised that the voluntary and community sector is best placed to deliver a significant variety of local services due to the distinctiveness of the added value it brings. Wherever it provides services it does so in a way that delivers more than just the agreed outputs – it involves local people, builds local networks, increases community confidence and stimulates growth of social capital both within and between communities. Therefore it is vital that we build the capacity of the voluntary and community sector organisations to play a stronger role in delivering services at local level that can best meet the needs of the most disadvantaged communities.'

- And the **Rotherham Local Area Agreement**: Has a cross cutting objective to:

⁷ Reference??

⁸ Reference??

Support the growth of the VCS and ensure responsive services through increasing VCS delivery of public services by:

- *The phased development of a VCS procurement team from April 2006 which provides support in the following areas: HR and legal, quality standards, Compact (including the funding protocol); contract management systems, payroll and community accountancy.*
- *Development of systems within the local authority to allow monitoring of corporate spend placed with the third sector with the aim of a phased growth in VCS contracting year on year.*

At a local level the demand for voluntary sector involvement in all levels of partnership working has increased dramatically in recent years⁹. At a strategic level the voluntary sector has representatives on the LSP Board and on all strategic partnership groups via the Community Empowerment Network (Voice). The sector has also contributed to the development of key local strategies, such as the Community Strategy and the Local Area Agreement. At the same time demand from public sector agencies such as the local authority and PCT for voluntary sector representatives to be involved in the design and development of strategies for the delivery of public services in a range of key service areas and for involvement in other high level partnerships such as Scrutiny Committees has also continued to increase significantly in recent years.

Rotherham's Compact was developed by the Rotherham Partnership and launched in October 2003. Within the Rotherham Community Strategy the Compact is acknowledged as providing a framework in which there is greater clarity about the expectations of and relationships between the various sectors and partners. The LAA also aims to build on the principles of the Rotherham Compact. The Rotherham Compact's shared principals include recognition of the value of the voluntary and community sectors as equal and essential partners in providing good services which work to improve the quality of life for people in Rotherham. It includes 5 codes of good practice:

- Black and Minority Ethnic Voluntary and Community Organisations
- Community Groups
- Community involvement/consultation and policy appraisal
- Funding and procurement
- Volunteering.

An implementation plan and timetable has now been agreed by all partner agencies, with a scheduled launch date for compliance with the Rotherham Compact in April 2006.

⁹ We estimate that there are in excess of 50 groups within the local partnership structure that require voluntary sector representation.

3 BASELINE AND CURRENT POSITION

This section reviews the capacity of the Rotherham Voluntary Sector to respond to the challenges outlined in section 2. Regional research shows that the profile of the voluntary sector nationally varies markedly from one local authority area to another reflecting a combination of local circumstances including needs, demography, political context, local capacity and funding opportunities¹⁰. Research and other work undertaken by VAR¹¹ and others has contributed to a clearer understanding of the strengths and weaknesses of the voluntary sector in Rotherham and had revealed a number of key characteristics of the local voluntary sector:

- it makes a vital contribution to the social and economic wellbeing of the Borough by providing jobs, training and volunteering opportunities, bringing funding and resources, and identifying needs.
- it is innovative and creates new responses to local issues and conditions.
- it provides an independent voice to those with no champion and builds their capacity to speak for themselves
- it provides high quality services in key areas of need
- it makes a key contribution to partnership working at both strategic and operational levels
- it is potentially financially vulnerable
- it is made up of small to medium sized, locally-based organisations
- it recognises the need to continue to develop as a response to increasing demands and the changing environment.

This research is summarised in the Voluntary Sector Strategy companion document (insert name) and has informed the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis below.

Rotherham Voluntary Sector: Strengths, Weaknesses, Opportunities, Threats

¹⁰ Craig, G. et al 'The future contribution of the voluntary and community sectors to the Yorkshire and Humber region', University of Hull, undated:21.

¹¹ The work done has included: 3 mapping exercises (community of interest network mapping and thematic network mapping and mapping the demise of SRB), a sector needs analysis (2003), survey work with voluntary organisations (2004 and 2005), and a research study (The Economic Contribution of the VCS to the Rotherham Economy, 2003). Representatives of the sector also took part in consultations in relation to the Rotherham South Yorkshire Investment Plan Infrastructure Bid in 2004/5 and on issues re training and development as part of the evaluation of Voluntary Training Links (2005). An interim report has also been prepared by the Rotherham Quality Worker, who is part of the South Yorkshire Quality Project. The findings from all of this work underpin this strategy.

Strengths**1. Service provision**

- Sector delivers a 'multiple bottom line' by providing services in ways that also provide other social and economic benefits to local community.
- Sector provides services in range of key service areas- often additional to statutory services/ preventative as well as crisis.

2. Funding/ finance

- Ability to lever in additional funding not available to statutory agencies – adds to local service provision.
- Some VSO's already delivering public services.
- Some VSO's (children and young people's services) developing a consortium approach – local model developing.

3. Other

- Innovation and non- statutory relationship with service users means can access harder to reach groups and those not eligible for statutory support to provide early interventions.
- Profile of local sector – 'home-grown' VSO's have good links to local communities re need etc. Smaller, flatter organisational structures promote ability to be innovative and responsive in service delivery.
- Volunteers – add time value, good links to local communities, social/ economic opportunities.
- Most have experience of and ability to bring different perspectives and information to inform strategic and operational partnership work.

Weaknesses**1. Service provision**

- Ability of sector to evaluate wider impact of services provided?
- Size/ capacity of local some VSO's may limit their ability to achieve recognised quality standards?
- Is focus in the 'right' service areas given social profile/issues?

2. Funding/ finance

- Continued over reliance on grant funding - many VSO's do not have diverse income base needed to ensure sustainability.
- Many VSO's not yet 'contract ready'
- Short term funding not covered for many VSO's – may result in loss of key services/organisations (lack of transitional funding).

3. Other

- Profile of local sector – predominantly small to medium sized organisations with a less diverse funding base, a smaller staff size, relatively little capacity to chase funding, lack of ability to cross subsidise activities at risk.

Opportunities

1. *Service provision*

- Potential increase in availability of contracts to deliver public services.
- Potential to develop local consortia/ sub contracting arrangements re public sector contracts.

2. *Funding/ finance*

- Potential increase in availability of contracts to deliver public services.
- Potential to develop local consortia/ sub contracting arrangements re public sector contracts.
- Opportunity to develop wider funding base through development of a range of income sources.

3. *Other*

- Additional infrastructure support through Change Up/ SYIP to address issues faced

Threats

1. *Service provision*

- Will the services the VS has to 'sell' be the services commissioners want to 'buy'? If not, how will we ensure that these services are not lost if organisations change?

2. *Funding/ finance*

- Any further potential cutback on grants available (e.g. local authority grants) – some element of grant funding will always be needed.
- Lack of transitional funding to bridge change from external funding to other forms of income generation may result in inappropriate loss of services/ organisations.
- Not being able to recover the full cost of the services provided from funders/ commissioners – cannot sustain the ability to subsidise service provision.
- Requirements of funders/ commissioners in terms of tenders, monitoring, reporting etc. may consume too many of the resources of smaller local VSO's.

3. *Other*

- Danger that VSO's are 'consumed' by policy agenda re public service delivery – mission drift /change relationship with service users.
- Size and readiness of local VSO's means may not be able to compete with larger (regional and national) VSO's for local contracts.
- Profile of local sector – predominantly small to medium sized organisations with a less diverse funding base, a smaller staff size, relatively little capacity to chase funding, lack of ability to cross subsidise activities at risk.
- Potential to be overwhelmed by demand for engagement in partnership work without additional resources/support for this.
- Not getting Rotherham's 'fair share' of

sub – regional infrastructure support
– diminishing our VSO's and
potentially strengthening local
competition.

The next section identifies how the Voluntary Sector and its partners will maximise the sector's strengths, take advantage of opportunities,. overcome its weaknesses and minimise the impact of threats through the aims and objectives of the Voluntary Sector Strategy.

4 STRATEGY FRAMEWORK

The previous sections have set out the purpose of the Voluntary Sector Strategy, reviewed the national, regional and local priorities which provide the context for the Strategy and outlined the capacities of the Rotherham Voluntary Sector to respond to the issues raised. The section explains how the vision for the Voluntary Sector in Rotherham will be achieved.

The overall **Vision** of the Rotherham Voluntary Sector Strategy is

To create an environment that promotes an effective and vibrant Voluntary Sector in Rotherham; a Voluntary Sector that maximises its ability to contribute to the development and delivery of services that improve the quality of people's lives in the Borough.

This will be achieved through four key aims and associated objectives:

Aim 1: To promote and support the growth and development of the voluntary sector in Rotherham.

Objective a) Support voluntary organisations to build their organisational capacity and development potential

Aim 2: To enable voluntary sector organisations to network and collaborate for mutual benefit through effective partnership working.

Objective b) Promote and facilitate joint working amongst voluntary organisations and between voluntary organisations and their funders and delivery partners

Aim 3: To support voluntary sector organisations in delivering high quality services.

Objective c) Support the development of high quality performance in the voluntary sector

Aim 4: To enable the voluntary sector to influence relevant policy and programme development and drive change locally, regionally and nationally

Objective d) Support and promote consultation processes that are inclusive and meaningful.

In order to achieve these overarching aims and objectives, partners have agreed a series of SMART targets against which progress can be measured over the next three years. These are detailed in the Action Plan, in Section 5.

5 ACTION PLAN

Voluntary Sector Strategy Aim 1: To promote and support the growth and development of the voluntary sector in Rotherham

Local outcome	Key Activities 2006 - 2009	Key Targets	Lead Agency & Officer
<p>Voluntary organisations (VOs) have improved access to income sources.</p>	<p>See, for example actions contained within:</p> <ul style="list-style-type: none"> ▪ RMBCs Corporate Procurement Strategy, particularly those relating to the VCS. ▪ LAA x-cutting outcome 4 (page 149). Community Strategy: Rotherham Achieving (Maximise contribution that the VCS can make to the economy p. 54) 		
<p>VOs have improved access to volunteers.</p>	<p>See, for example actions contained within:</p> <ul style="list-style-type: none"> ▪ LAA x-cutting 		

	<p><i>outcome 2 (page 142). Community Strategy: Rotherham Proud (continue to promote and support the growth of the VCS, enabling it to make a vital contribution to service delivery p. 62)</i></p>		
<p>Other:</p>			

Voluntary Sector Strategy Aim 2: To enable voluntary organisations to network and collaborate for mutual benefit through effective partnership working

Local outcome	Key Activities	Key Targets	Lead Agency & Officer
<p>VOs work collaboratively and, where relevant, form partnerships/consortia to address particular needs or tasks.</p> <p>VOs benefit from working agreements, protocols and/or compacts with statutory and other outside bodies.</p>	<p>See page 19 of LAA re. payments in advance to the voluntary and community sector (VCS), Full cost recovery, 3 year contracts, and single commissioning and reporting process</p>		
<p>Other:</p>			

Voluntary Sector Strategy Aim 3: To support voluntary organisations in delivering high quality services

Local outcome	Key Activities	Key Targets	Lead Agency & Officer
<p>VOs have increased knowledge of how to use quality tools and techniques to improve performance.</p>	<p><i>This could include providing information around your agencies expectations about performance/quality systems of those organisations looking to contract/be funded by you.</i></p>		
<p>VOs review their services in response to information about changing or emerging needs. Other:</p>			

Voluntary Sector Strategy Aim 4: To enable the voluntary sector to influence relevant policy and programme development and drive change locally, regionally, and nationally

Local outcome	Key Activities	Key Targets	Lead Agency & Officer
<p>VOs have genuinely accountable members involved on key local strategic initiatives (e.g. Local Strategic Partnership, Local Area Agreement etc) with feedback to the sector.</p> <p>VOs views' are sought by external agencies at all stages of a consultation process.</p>	<p>Link to CEN/VOICE</p> <p>See, for example actions contained within: LAA x-cutting outcome 2 re. community involvement & consultation framework (page 142).</p>		
<p>Service delivery planning and policy-making groups better recognise that representation comes from a range of VOs, and not just the local infrastructure organisation (VAR). Other:</p>	<p>Link to CEN/VOICE</p>		

Indicators of Success

Suggested Indicators:

Local Outcomes	High Level Indicators
<p>VCOs have improved access to income sources.</p>	<p>% of VCOs affirming growth in activity over the past year in terms of financial turnover. (LAA Indicator p. 151)</p> <p>% of (RMBC) corporate spend, including grants, placed with the third sector. (LAA indicator p. 150)</p> <p>% of services in selected public service areas delivered by VCS organisations on behalf of RMBC. (LAA indicator p.151)</p>
<p>VOs have improved access to volunteers.</p>	<p>% of voluntary organisations affirming growth in activity over the past year in terms of volunteering. (LAA indicator p. 144)</p> <p>% of people who have participated in a voluntary or community sector organisation in the last 12 months. (LAA indicator p. 144 and community strategy indicator p. 61)</p>
<p>VOs work collaboratively and, where relevant, form partnerships/consortia to address particular needs or tasks.</p> <p>VOs benefit from working agreements, protocols and/or compacts with statutory and other outside bodies.</p>	<p>Number of VOs involved in partnerships / consortia / networks facilitated and supported by VAR.</p> <p>% of people who feel that VOs effectively network and collaborate.</p> <p>% of organisations/individuals belonging to BME communities accessing services.</p> <p>% of people from voluntary organisations confirming that the training they have received has improved the quality of their service.</p> <p>% of people from voluntary organisations confirming that the training they have received has increased the capacity of their organisation.</p> <p>% of people who feel that service providers/statutory agencies are good at involving VOs in the decision making process.</p> <p>% of VOs in receipt of funding from statutory agencies who confirm that they have at least one 3 year contract/funding agreement.</p> <p>% of volunteer assisted VOs who confirm that their volunteers sign up to the (Compact) Code of Good Practice.</p> <p>% of people who feel the compact has improved relations between the public sector and the VCS</p>
<p>VOs have increased knowledge of how to use quality tools and techniques to improve performance.</p>	<p>% of people confirming that the training they have received has improved the quality of their service.</p> <p>Number of organisations that access relevant training to support them in obtaining</p>

<p>VOs have genuinely accountable members involved on key local strategic initiatives (e.g. Local Strategic Partnership, Local Area Agreement etc) with feedback to the sector.</p>	<p>Quality Standards (PQASSO, Quality First, Customer First etc). % of members who feel their interests are promoted by VCS representatives/VAR. % of members who feel well informed about local strategic initiatives.</p>
<p>VOs views' are sought by external agencies at all stages of a consultation process.</p>	<p>% of people who feel that service providers/statutory agencies are good at involving VOs in the decision making process</p>
<p>Service delivery planning and policy-making groups better recognise that representation comes from a range of VOs, and not just the local infrastructure organisation (VAR).</p>	<p>% of people who feel that their VO can influence decisions affecting service delivery. % of people who feel that their VO can influence policy development.</p>

6 MONITORING AND REVIEW

The timeframe for the Rotherham Voluntary Sector Strategy is 2006-2009. This brings the implementation of the Strategy in line with the implementation periods for the Local Area Agreement, the SYIP infrastructure funding and the RMBC procurement strategy, three key initiatives impacting on the the potential to achieve the vision for the voluntary sector in Rotherham by 2009.

A full review of the Voluntary Sector Strategy will take place in early 2008 to allow for planning and future revision of Strategy. However, it will also be important to monitor the ongoing progress of the Strategy and to ensure that momentum towards achievement of the Strategy's objectives is maintained. For this reason the Strategy will be monitored on an annual basis against milestones identified for 2007 and 2008.

Ongoing review – we need to decide who and how often – will this group turn into an implementation group? Where will review happen in partnership structure – Rotherham Proud?

Appendix 1

PEST Analysis

<p>Political</p> <ul style="list-style-type: none"> • Reform of legal and regulatory framework; Charities Bill, regulatory reform • Central Government drive to increase the voluntary sector's role in the delivery of public services; ChangeUp and Futurebuilders • Local government reform - focus on neighbourhood level working, new models of service delivery, leadership and performance management; LSP, LAA, Neighbourhood Management, Area Assemblies, increased user accountability • Active communities - voluntary sector's contribution/ ability to contribute to community cohesion and civil renewal; Firm Foundations • Increasing involvement and influence in strategic and partnership work • Developing more effective relationships between statutory agencies and the voluntary sector National and local Compacts • Complex mix of issue and user group based priorities and legislation - Neighbourhood Renewal; 'Every Child Matters'; extended schools; Safer, Stronger Communities; Choosing Health, etc 	<p>Economic</p> <ul style="list-style-type: none"> • Decline of Objective 1 and SRB • Reform of Structural Funds - focus on regional competitiveness and employment • South Yorkshire Investment Plan • Reliance on government funding • Move away from grants towards contracting and outcome based funding and a portfolio of income sources • Growth of the social enterprise sector - Community Interest Companies • Investment in development of infrastructure to support the voluntary sector (through ChangeUp and SYIP) • 'Tescosation' of the voluntary sector – trend towards bigger, higher profile VSO's cornering the market and having better capacity to respond to the changing environment • Devolution of budgets to individuals (e.g. direct payments) • Potential for neighbourhood-based grant giving (through local government reform) • Asset building (dormant bank accounts, possibility of Community Right to Buy, local government disposal of assets through Best Value) • Comprehensive Spending Review 2007
<p>Social</p> <ul style="list-style-type: none"> • Demographic and social change - ageing population, increasing ethnic diversity, immigrant and refugee populations • National drive to increase levels of volunteering (Russell Commission, Year of Volunteer), but also • Increasing demands on trustees • Higher levels of employment • High levels of local deprivation • Growth in demand for voluntary sector services • Sector as an employer • Equality Act 	<p>Technological</p> <ul style="list-style-type: none"> • e-government - sector's ability to respond to e.g. electronic procurement opportunities • developing methods of communication - mobile, texts, Wi-Fi • emphasis on information sharing - to support service delivery (e.g. Children and Young People); for sector support and development; between voluntary organisations and clients; between agencies • Data Protection • Freedom of Information Act

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	18th September 2006
3.	Title:	Big Lottery Fund
4.	Programme Area:	Chief Executive's Department

5. Summary

The report provides an overview of the various Big Lottery Fund (BLF) programmes for 2006-09 and their potential impact on delivery of the Corporate Plan, Community Strategy and Local Area Agreement. Updates on pending bids are included in the appendices.

6. Recommendations

- **That Cabinet Member notes the content of the report.**
- **That updates on Big Lottery Fund, as part of a regular report on external funding bids/programmes are provided to the Cabinet Member meeting on a quarterly basis.**

7. Proposals and Details

Background

The Big Lottery Fund (BLF) will give out approximately £2.3 billion nationally from 2006-2009 through a combination of demand-led and strategic programmes. This takes into account the impact on Lottery funding of London hosting the 2012 Olympics. The programmes are driven by three over-arching themes:

- supporting community learning and creating opportunity
- promoting community safety and cohesion
- promoting well-being.

Within these themes the four key outcomes are:

- ❖ people having better chances in life, with better access to training and development to improve their life skills
- ❖ stronger communities, with more active citizens working together to tackle their problems
- ❖ improved rural and urban environments, which communities are better able to access and enjoy
- ❖ healthier and more active people and communities.

There is a clear correlation here with corporate and partnership priorities and the potential for Lottery funding to make a significant contribution to achieving targets in the Corporate Plan, Community Strategy and Local Area Agreement.

Analysis

Details follow of the various programmes accessible to the Council or local partners together with the specific strategic objectives they could impact on. Appendix A lists all pending Council bids. Appendix B details major bids we are aware of from voluntary/community sector organisations.

Community Learning - £120 million from August 06

This will include two main strands: *Community Libraries* and *Family Learning*. The libraries strand will focus on lifelong learning in disadvantaged communities; the family programme will tackle relationship issues and improving numeracy, literacy and language skills.

Corporate Plan (CP) impact – Increase participation in lifelong learning opportunities for adults. Parents have access to family learning opportunities.

Community Strategy (CS) impact - Increase number of adults engaged in Skills for Life learning in disadvantaged areas.

Children's Play - £155 million from Early 2006; £655,841 allocated to Rotherham

80% of the programme allocation will be used to develop free, open-access supervised play provision. The remaining 20% will fund innovative practice in planning, design and delivery and regional support and development infrastructure. Main programme projects are to be delivered by "play partnerships" led by local authorities.

CP – Deliver key actions in relation to Every Child Matters and the Rotherham Children & Young People Strategy.

Well-being (Healthy Lifestyles) - £165 million from April 06

The programme will focus on increasing participation in physical activity, healthy eating and mental health problems. Total allocation includes £45 million for healthy eating projects and the programme's key outcomes (below) provide a close fit to the Local Area Agreement and NRF Commissioning Framework:

- increase participation in physical activity including travel
- educate communities about healthy eating
- develop early intervention approaches to common mental health problems

CP – Increase the % of 5-16 year-olds spending a minimum of 2 hours a week on high quality PE and sport beyond the curriculum

CS - Increase number of people who eat fresh fruit, fresh or frozen vegetables or salad every or most days

Local Area Agreement (LAA) – Address health inequalities and promote positive health and wellbeing for all Rotherham's residents (HCOP Block). Ensure children, young people and families have improved access to a wide range of knowledge, support and services, ranging from early intervention and prevention to specialist services, which promote safety, emotional and social well being and address mental health issues (C&YP Block).

Living Landmarks - £140 million from June 05

Aimed at "inspiring communities to transform the places where they live", this programme consists of a small number of large grants (£10-25 million) for regional projects, plus a one-off £25-50million award, through People's Millions (televised voting), for a major national or regional project.

CP – Provide state of the art facilities through a new arts centre, theatre, library.

CS - Progress agreed plans for a new generation of leisure facilities and town centre cultural complex.

LAA – Develop Rotherham Town Centre as a destination providing a mixed economy of specialist shops, markets, housing and cultural life for all age groups (Economic Development and Enterprise Block).

Changing Spaces (Environmental) - £234 million from November 05

This will only fund organisations to deliver a nationwide portfolio of projects or to manage grant schemes on behalf of BLF. The programme focuses on community spaces, community enterprise and access to the natural environment.

CS - Increase satisfaction with parks & open spaces

Parks for People - £90 million from November 05

A joint initiative with the Heritage Lottery Fund (HLF), which is providing additional funding. The Parks programme aims to provide better, more accessible parks, with increased community involvement, improved safety and more skilled rangers.

CP (Alive) – Further develop the use of country parks, urban parks and other leisure and cultural offerings.

CS - Increase satisfaction with parks and open spaces.

LAA – Improve the quality of the local environment, creating cleaner, greener, safer and better used public spaces.

Voluntary and Community Sector Infrastructure (BASIS) - £155 million from March 06

This programme will fund infrastructure organisations rather than front-line service deliverers and will focus on 7 key areas: financing advice, resource centres, a new generic infrastructure, sharing learning, governance, influencing and management.

CS - Continue to promote and support the growth of the voluntary and community sector

Community Buildings - £50 million from June 06

This will be largely capital support for community buildings. Strong user and community engagement will be expected for any building funded.

CS - Continue to promote and support the growth of the voluntary and community sector.

Renewable Energy - £2.6 million from April 06

Available due to an underspend on the original programme launched in 2002. The remaining funding will focus on providing support to small-scale biomass heat and combined heat and power projects. This is in line with the recommendations of the Biomass Task Force report published in November 2005.

CP – Increase the energy efficiency rating of the Council's housing stock. Continue programme of upgrading heating systems.

CS - Promote increased energy efficiency through better design & planning.

Young People's Fund - £157.5 million from Sept 04 + £100 million extension from June 06; £5,046,911 allocated for Yorkshire and Humber

Key themes of this programme are: *being healthy, staying safe, enjoying and achieving, making a positive contribution and economic well-being.*

Within the total programme, around £40 million is available to support local projects run by voluntary/community organisations, of which Yorkshire & Humber has been allocated £5,046,911. Partnership applications involving statutory organisations (but led by a vol/comm organisation) are accepted. Maximum grants for this local element are £150,000 over 3 years.

Cuts across CP/CS themes, particularly Alive, Achieving and Safe. Also, close match to LAA's Children and Young People block.

Reaching Communities - £100 million in 2006/07, further annual allocations to be announced

A broad programme, open to both voluntary and community sector and statutory organisations, aiming to achieve the following key outcomes:

- people having better chances in life, including being able to get better access to training and development to improve their life skills
- strong communities, with more active citizens, working together to tackle their problems
- improved rural and urban environments, which communities are better able to access and enjoy
- healthier and more active people and communities.

Maximum grant is £500,000 for up to five years and maximum total project cost is £750,000.

Again, this cuts across all CP/CS themes and has potential to impact on all four LAA blocks

International Grants Programme - £72 million from March 06

The programme aims to tackle the causes of poverty and deprivation, bringing about a long-term difference to the lives of the world's most disadvantaged people. It includes £12 million for reconstruction initiatives in areas affected by the Tsunami.

The programme is only open to NGOs or voluntary/community sector organisations.

People's Millions - £66.5 million from Spring 06

Funds local environmental projects and is run as a competition in conjunction with ITV.

Research - £25 million from end of 2006

Aimed at the vol/comm sector (VCS), this programme aims to influence local and national policy and practice by funding the production and dissemination of evidence based knowledge.

Advice Services - £50 million from June/July 06

The programme will aim to improve the infrastructure of advice services and support strategic service delivery and local innovation, planning and partnerships.

Breathing Places - £5 million from June 06 to March 07

An initiative with the BBC aimed at helping VCS organisations, including town and parish councils, to get involved in creating and caring for "breathing places" – wildlife-friendly green spaces in their local area.

Next Steps

Given the range of BLF programmes and the number of existing and potential Council bids, it is recommended that there is some co-ordination across the authority. This would help to avoid duplication, enable bids to be checked for consistency with corporate priorities and make it easier to share good practice and feedback from bid assessors. Opportunities for joint working could also be more easily identified and partners and other external agencies (including BLF), would have a single point of contact for enquiries.

Improved co-ordination of external funding and systems for approving applications were issues highlighted by PricewaterhouseCoopers in their External Funding Review, the final report of which was presented to CMT in October 2005. Phase 2 of the Review, which is being carried out in-house, will recommend a structure and processes for managing external funding within the Council. This will inform the mechanisms to be adopted for bid co-ordination and monitoring and identify appropriate resources.

The Corporate Management Team has already requested regular updates on the Council's pending Big Lottery bids as detailed in Appendix A. It is proposed that updates on Lottery bids and other external funding programmes will be provided to the Cabinet Member meeting on a quarterly basis.

8. Finance

There are no direct finance implications arising from this report, but it does highlight substantial opportunities to secure funding to support corporate priorities as well as priorities of local partners in line with the Community Strategy.

9. Risks and Uncertainties

The External Funding Review emphasised the need to improve co-ordination of external funding and implement an effective system for approving applications, in order to minimise the risk of duplication or of funding being used in a way that is not value for money and not in pursuit of Community Strategy/Corporate Plan priorities.

Phase 2 of the External Funding Review will identify where responsibility for co-ordination will lie.

10. Policy and Performance Agenda Implications

As detailed in the report, securing funding through the Big Lottery Fund Programmes could impact significantly on achievement of targets in the Corporate Plan, Community Strategy and Local Area Agreement.

11. Background Papers and Consultation

External Funding Review

Big Lottery Fund website (www.biglotteryfund.org.uk)

Contact Names:

- Waheed Akhtar, Partnership Officer (Regeneration), extension 2795, waheed.akhtar@rotherham.gov.uk
- Michael Holmes, Strategic Funding Officer, extension 2738, michael.holmes@rotherham.gov.uk

Big Lottery Fund Report - Cabinet Member for Community Cohesion 18th September 2006

Appendix A - RMBC projects

CHILDREN AND YOUNG PEOPLE'S SERVICE - BIG LOTTERY FUND PROPOSALS						
LEAD ORGANISATION	NAME OF PROJECT	Specific BLF Programme	BRIEF DESCRIPTION OF BID	TOTAL AMOUNT OF BID	TIMEFRAME OF PROPOSED PROJECT	CURRENT STATUS OF PROPOSAL
Sue Shelley - Out of School Learning	A draft proposal is under preparation following consultation with partners	Reaching Communities	To fund a range of Out of Hours Learning activities and training for adults to build capacity	Can bid for up to £500,000.	Initial proposal to be submitted August 2006	If proposal is accepted full bid to be submitted by Dec 2006
Julie Perry - Families United Parenting Programme	Families United Multiagency Parenting team	Reaching Communities	Co ordination and delivery of multi agency parenting programme	£440,000	July 06 to June 2010	Outline proposal approved - awaiting application outcome
Sue McDermott - ACL Learning	Stepping Stones to Learning	Reaching Communities	Using the rich diversity of MLA to encourage participation of non-traditional learners to raise aspirations and basic skills achievement in partnership with the Skills for Life team.	£309,000	September 2006 - August 2010	Original bid was submitted in May but was not approved. Further work is being prepared and the bid will be re-submitted.
Bronwen Watson - Family Learning	Family Learning and ACL Project		No current projects: BLF to allocate £40million to Family Language, Literacy and Numeracy and Family Relationships work - launch September 2006. As the LSC funding reduces year on year for our ACL and FL provision we will be offering a lead to all our family learning network members on the Big Lottery.			
CULTURE AND LEISURE PROJECTS						
Guy Kilminster	Cultural Centre	Living Landmarks	To contribute to cost of replacement central Library/Civic Theatre	£25 million	May 2007 - end 2010	Bid rejected at shortlisting stage after being "long listed".
Elenore Fisher/Helen Shaw	Learning Centres/Libraries	Community Learning	To refurbish/rebuild two community libraries as learning centres	To be determined	Awaiting Programme launch from BLF	Discussions taking place
Phil Gill	Clifton Park	Parks for People	Park Restoration/Upgrade	£4,461,236	Nov 2007 - 210	1st stage submission with HLF
Phil Gill	Boston Park	Parks for People	Park Restoration/Upgrade	£3,645,159	March 2007-2011	Bid to be developed
Nick Barnes	Rotherham Children's Play	Children's Play	Play Improvement Projects	£655,841	3 years from approval in 2006	Bid to be developed
Steve Hawkins PCT Amy Millington	To be determined Rotherham Active	Well being Healthy Lifestyles Reaching Communities	To be determined Disability sports/physical	To be determined £280,453	To be determined 2006-2011	Rotherham included in regional stage 1 submission led by Y&H Strategic Health Authority Proposal submitted - July 2006
OTHER PROJECTS						
Neighbourhoods	Community Plus	Reaching Communities	Development of support and advice services for asylum seekers and establishment of special support groups			
Neighbourhoods	Community Plus	Reaching Communities	Establish and support consultation process for rural areas involving Area Assemblies/Parish Councils/local residents enabling rural communities to have a stronger voice			

LEAD ORGANISATION	NAME OF PROJECT	Specific BLF Programme	BRIEF DESCRIPTION OF BID	TOTAL AMOUNT OF BID	TIMEFRAME OF PROPOSED PROJECT	CURRENT STATUS OF PROPOSAL
Chief Executive's	Community Plus	Reaching Communities	Contribute towards the funding and organisation of community events which celebrate diversity or other celebration events that will promote community cohesion			
Vince Boulter / EDS		Reaching Communities	Development of healthy walking guides aimed at schools and communities.			Proposal submitted
Bob Crosby / Neighbourhoods	Affordable Warmth	Sustainable Development	Active promotion of energy efficiency initiatives to tackle fuel poverty and improve thermal comfort			

Key:

Bid approved
Full bid submitted/in development
Initial proposal submitted/in development
Potential bid

Big Lottery Fund Report - Cabinet Member for Community Cohesion 18th September 2006

Appendix B - VCS projects

VOLUNTARY AND COMMUNITY SECTOR		Specific BLF Programme		BRIEF DESCRIPTION OF BID	TOTAL AMOUNT OF BID	TIMEFRAME OF PROPOSED PROJECT	CURRENT STATUS OF PROPOSAL
LEAD ORGANISATION	NAME OF PROJECT						
Rotherham CAB		Advice Fund		Collaborating with other local advice agencies			Bid being considered
RCRP (On behalf of the Consortium)	C&YP VS Collaboration and Consortium Support	BASIS		Providing 'self help' infrastructure support to C&YP VS orgs across Y&H	£483,000	June 07 - May 12	Bid submitted on 30th June 2006
REMA		BASIS		Joint South Yorkshire Coalfield bid, led by Barnsley Black and Ethnic Minority Initiative, with emphasis on procurement and social enterprise			
VAR		BASIS		Initiative around training/workforce development			
Churches Together for Regeneration		BASIS		Provide development support to church groups, community partnerships and other community groups			
SYFAB Aughton Family Support		BASIS		General funding advice			
Canklow Community Partnership	Community Building Allotment project	Community Buildings	Children's Play	Aim to develop social enterprise producing and selling food to local residents. To be developed in partnership with RPCT.			Bid in preparation
Dinnington Resource Centre		Community Buildings		Expansion of facilities			
The RAIN Project	Carers Centre	Community Buildings		Develop a Carers Centre in the town centre, incorporating a "Well Women's" clinic.			
Thurcroft Miners Welfare		Community Buildings		Develop hall as a social enterprise in partnership with Thurcroft Action Group.			
South Yorkshire Forest Partnership		Living Landmarks		Development of sub-region's green environment, including its urban forest, parks and green spaces.			First stage bid successful

LEAD ORGANISATION	NAME OF PROJECT	Specific BLF Programme	BRIEF DESCRIPTION OF BID	TOTAL AMOUNT OF BID	TIMEFRAME OF PROPOSED PROJECT	CURRENT STATUS OF PROPOSAL
RCRP		Reaching Communities	To work with children witnessing domestic violence	£395,000	June 07 - May 12	Bid at second stage
Chantry YMCA	Made 2b Male	Reaching Communities	"Made 2 B Male" aims to promote positive mental health in disaffected and isolated young men	£297,000	3 years, 2006 to 2009	Bid submitted
Kites	Kites	Reaching Communities	Delivery of Triple P in Dearne Valley	£428,000	Aug 2006-09	Original bid rejected due largely to fund's oversubscription. Resubmitted and first stage approval received.
Wath Montgomery Hall		Sustainable Development	Implement a renewable energy system, including solar panels and a wood burning generator.			
Get Sorted		Young People's Fund	Multi-media studio	£150,000	3 years, 2006 to 2009	Bid approved
RUSH House		Young People's Fund	To embed 'skills for life' and wider 'keyskills within work', aimed at improving skills, abilities and confidence of YP so they can achieve and maintain independent living	£150,000	January 07 - December 09	Bid approved
GROW	Peer mentoring / Befriending Service for teenage parents and parents to be.	Young People's Fund	Developing a peer mentoring training course, recruiting young mums or mums to be onto the training and then supporting them to become peer mentors	£135,103	3 years	Outline proposal approved; full bid in development.
Chantry YMCA	Artrageous Young Citizens	Young People's Fund and Arts Council	Joint bid with RMBC Community Arts for arts delivery in the South of the Borough	£300,000 with £50K match from RMBC	3 years, 2007 to 2010	Bid in final stages of preparation.
Swinton Lock	Spraycan project		To develop the spraycan project at the centre	approx £80,000	March 2008 - March 2011	Bid submitted

Key:

Bid approved
Full bid submitted/in development
Initial proposal submitted/in development
Potential bid

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member (Community Cohesion)
2.	Date:	18th September 2006
3.	Title:	Neighbourhood Renewal Fund and Single Regeneration Budget - Update
4.	Programme Area:	Chief Executive's Department

5. Summary

This report provides a brief update on the current activity within both the Neighbourhood Renewal Fund (NRF) 2006/08 Programme and also the Single Regeneration Budget (SRB) Round 6. The report also provides information regarding the newly formed External Funding Steering Group which co-ordinates the funding decisions made within Rotherham.

6. Recommendations

- That Cabinet Member notes the progress on both funding streams and that updates, as part of a regular report on external funding bids/programmes are provided to the Cabinet Member meeting on a quarterly basis.

7. External Funding Steering Group (EFSG) Terms of Reference

The Terms of Reference was agreed at the EFSG on 31st August 2006.

Overall Aim

To provide a co-ordinated mechanism for funding decisions to be made, monitored and evaluated. The aim is also to maintain an overview of external funding schemes such as Neighbourhood Renewal Fund (NRF) and Single Regeneration Budget (SRB), ensuring that activity is meeting locally identified needs as well as remaining consistent with the core objectives of over-arching schemes and strategies.

Please see Appendix 1 for further details.

8. NRF Community Chest Element

Members will be aware that following a detailed tender process, the South Yorkshire Key Fund (SYKF) were appointed to deliver the Community Chest element of the NRF programme. SYKF have recruited a Grants Panel to make decisions on the applications received. The Panel will meet approximately every six weeks to make decisions on received applications. An induction session, followed by the first Grants Panel meeting was held on 16th August.

The Panel considered 7 applications and 6 were approved - an overview of the applications is attached at Appendix 2.

The total funding available for the Community Chest element is £220,000 per financial year including management charges (2006/07 and 2007/08). Out of this figure £198,000 will be available each year for direct grants to community groups.

9. NRF contracts position and future monitoring

The NRF Team are currently finalising the contracts. The monitoring forms will be issued at the end of September and will include the contracted figures for both funding and outputs. Once the monitoring returns are collated, the Government Office return will be completed to illustrate the six monthly position. Mid October a project review timetable will be completed to ensure that the projects who are not meeting their performance targets will be visited and any potential problems will be addressed. The EFSG will be continually updated with the current NRF activity.

10. Area Assemblies

All seven Area Assemblies have now put forward proposals to take up their NRF allocations. These are at differing stages of development, and currently account for less than half of the total allocation of £420,000 per annum for two years. There appears to have been some confusion over the amounts allocated to area assemblies and the mechanism for accessing the funding. We are working closely with Neighbourhoods to overcome this.

11. SRB Activity

New Projects Approved

The Business Broker Project was approved to be funded until December 2007. The total amount of SRB within this project is £93,125. The overall aim of the Project is to build on the work of the previous project, RE9 Business Broker that achieved the development of a business engagement strategy that enables partners to access the private sector on operational and strategic issues. Good examples of this, is the work that was undertaken regarding Housing Market Renewal, Decent Homes, responsible business practice and business support.

Quarter 1 Performance Summary

Total scheme expenditure in Rotherham was good, with both SRB and match funding targets being exceeded. However, it should be noted that the quarter 1 targets for both are modest at 10% of the year target. Substantial and increasing rises in SRB expenditure and match funding are required over the remaining nine months of the year to meet performance targets overall.

Outputs performance has been variable. This is partly due to returns not being received from key projects and for underperformance on others which will be reviewed with the projects over the next period.

12. Background Papers and Consultation

Background Papers:

- NRF Commissioning Framework
- Neighbourhood Renewal Strategy
- Theme Delivery Plans
- SRB Management CD-ROM

13. Contact Names:

- Ian Squires, Regeneration Funding Manager, ext 2793, ian.squires@rotherham.gov.uk
- Waheed Akhtar, Partnership Officer (Regeneration), ext 2795 waheed.akhtar@rotherham.gov.uk

Appendix 1 **External Funding Steering Group**

With regards to NRF and SRB, the Group has specific responsibility for:

- Overseeing residual business from the commissioning process for the Neighbourhood Renewal Fund (2006-2008), and overseeing the management of resultant project activities to ensure funds are used effectively in the delivery of the local Neighbourhood Renewal Strategy (NRS).
- Overseeing management of the Single Regeneration Budget 5/6 scheme ensuring that remaining unallocated funds and unspent allocations (including in-year slippages) meet the requirements of the scheme, and are aligned with the objectives of the NRS and NRF Commissioning Framework.
- Overseeing the management of NRF, SRB and other funding regimes within a common commissioning framework

Objectives

The EFSG will perform the following core functions:

1. To assist in finalising and disseminating delivery plans in relation to the NRF Commissioning Framework.
2. To assess applications prioritised via the Area Assembly element of the NRF Commissioning Framework for strategic fit and to make recommendations on grant awards through this strand.
3. To receive regular monitoring reports regarding the Community Chest element of the NRF Commissioning Framework.
4. To monitor and review the operational performance of external funding schemes, such as NRF and SRB, taking remedial action as necessary: and to receive performance reports and management information from the Accountable Body teams.
5. To consider and make recommendations to the Chief Executive Officers Group on SRB scheme (annual) delivery plans and NRF theme delivery plans, SRB project appraisals and re-appraisals to meet scheme requirements.
6. To make recommendations to the Chief Executive Officers Group regarding the ongoing monitoring and management of external funding schemes including NRF and SRB programmes, in light of Rotherham Partnership's strategic role with regard to other sources of external funding e.g. Single Pot.

Relationship to Chief Executive Officer Group

This Steering Group will be responsible for overseeing the implementation of area based public funding schemes on behalf of the Partnership Board and Chief Executive Officers Group. Final approval rests with the Chief Executive Officers Group.

Relationship to the Accountable Body

The Accountable Body (RMBC) has a responsibility to advise the External Funding Steering Group on guidelines and procedures with regard to external funding schemes in particular NRF and SRB, in liaison with agencies including Government Office for Yorkshire and the Humber, and Yorkshire Forward.

The Accountable Body is responsible for managing and administering the external funding schemes on a day to day basis, including contract variations up to 10% of original approved grant levels. The Accountable Body is responsible for advising and reporting to the External Funding Steering Group.

Membership

Core Team:

- Cabinet Member for Community Cohesion, RMBC (as Chair).
- Cabinet Member for Neighbourhoods, RMBC (as lead for Area Assembly Chairs).
- Senior representatives from the following partner agencies:
 - South Yorkshire Police
 - Rotherham PCT
 - Rotherham Chamber of Commerce
 - Voluntary Action Rotherham
 - Further Education
 - Nominated representative from private sector
 - 2 nominated representatives from voluntary sector
 - 2 nominated representatives from community sector
- Co-opted expertise as appropriate.
- Steering Group members are to provide a named substitute.

Quorum:

- Attendance of six members, to include four different interest groups e.g. RMBC, health sector, voluntary sector, FE etc

Appendix 2: NRF Community Chest element 2006-08

Date of Panel: 16/08/2006

Applications considered by Grants Panel

Reference No	Name of Group	Brief Description of Proposed Activity	Application Amount	Approved Amount	Approved Funding Sources	
					NRF	ESF
823008	DAWN Project	Contribution to salary costs of Adult Services Co-ordinator post for four months.	£10,000.00	£10,000.00	£5,000.00	£5,000.00
823007	FACE Advice Centre	Part time Administration worker	£9,564.00	£9,564.00	£5,000.00	£4,564.00
823006	Home-Start Rotherham	Outreach worker for 20 hrs per week over 9 month period	£10,000.00	£10,000.00	£5,000.00	£5,000.00
823003	Peer 2 Peer project	Recruit one part time advocate (12hrs pw) and two sessional workers (6hrs per week) plus volunteer expenses	£9,408.00	£9,408.00	£5,000.00	£4,408.00
823000	Rotherham Homeless Project	Costs of three tutors to carry out training in plastering, floor laying and decorating. (NOT APPROVED)	£5,000.00	£0.00	£0.00	£0.00
823001	Rotherham Yemeni Community Association	Tutor and stationery costs in order to carry out an IT and Arabic project.	£4,980.00	£4,980.00	£4,980.00	£0.00
823002	United Multicultural Centre	Two tutors to deliver ESOL and literacy/numeracy to learners in the local community	£10,000.00	£10,000.00	£5,000.00	£5,000.00
SEVEN APPLICATIONS CONSIDERED						
add TOTAL PREVIOUS APPROVALS BROUGHT FORWARD			£58,952.00	£53,952.00	£29,980.00	£23,972.00
equals TOTAL APPROVALS TO DATE			£0.00	£0.00	£0.00	£0.00
			£58,952.00	£53,952.00	£29,980.00	£23,972.00

ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	18 September 2006
3.	Title:	Position Statement for Gypsies and Travellers in Rotherham.
4.	Programme Area:	Borough wide

5. Summary:

This report provides a summary of contextual information about the Gypsy and Traveller Community in Rotherham, and the potential implications for the Council in meeting the needs of Gypsies and Travellers in the Borough.

6. Recommendations:

Cabinet Member is asked to:

- **NOTE THE CONTENT OF THIS SUMMARY AND THE ATTACHED FULL REPORT.**
- **ENDORSE THE ACTION PLAN, AS SET OUT IN THE FULL REPORT, IN ORDER TO ACHIEVE AN ACCURATE BASELINE.**

7. Proposals and Details:

The 2004 Social Exclusion Unit report, *Breaking the Cycle*, identified Gypsies and Travellers as one of the groups most at risk from social exclusion and requiring special help and assistance. The Housing Act 1994 places a legal duty on local authorities to assess the needs of Gypsies and Travellers. Furthermore, the Housing Act 2004 requires local authorities to include Gypsies and Travellers in their local housing needs assessments and to take a strategic approach, which includes developing a strategy to demonstrate how the needs of this community will be met, as part of their wider housing strategies. Rotherham MBC is currently developing a baseline for the work that needs to be developed and implemented in order to allow compliance with these requirements.

The absence of reliable local and national data on the size of the Gypsy and Traveller population is mirrored in the lack of information about their housing needs and aspirations and their access to wider services provided by statutory and non-statutory agencies. Gypsies and Travellers are rarely included as separate racial groups in national, local or sector based monitoring systems, despite being recognised as separate racial groups within key legislation. Subsequently, little information is known about their experiences or needs, which therefore tend to be overlooked.

Rotherham has not offered any Traveller Site provision since 1996, when the site at Dinnington was closed. The site had existed for many years and was in an area that had a long tradition of Travellers settling in the community. In addition, many Travellers who live in settled accommodation in the Borough are reluctant to declare themselves as Gypsies or Travellers, and tend to indicate White British on any forms they complete for fear of harassment or discrimination.

To enable Rotherham MBC to create and support sustainable, integrated communities where Gypsies and Travellers have equality of access to suitable accommodation, education, health and welfare provision, and where there is mutual respect between all communities, the following areas of work will need to be developed:

- Development of Gypsy and Traveller Strategy and Action Plan
- Raise awareness of Gypsies and Travellers to all employees in relation to cultural diversity
- Establish a Forum with Gypsies and Travellers at Borough and/or sub regional level
- Make wider links with strategic authorities on the local travelling route(s)
- Development, implementation, monitoring and review of accurate detailed monitoring information of all Gypsies and Travellers approaching any service area across the Borough (to be supported by positive images and approaches to inclusion that encourage Gypsies and Travellers to feel comfortable revealing their origin)
- Undertake mapping exercise and full housing and support needs analysis
- Establishment of working group with corporate responsibility for Gypsies and Travellers
- Develop a Protocol for the sharing of information at Borough, sub regional and wider levels
- Provision of a Floating Support worker
- Drop-in advice service

8. Finance:

There are no immediate financial implications arising directly from this report. However, the sub-regional Needs Assessment will identify the need to attract resources to enable delivery against the subsequent strategy and action plan.

9. Risks and Uncertainties:

A detailed risk analysis can be found on page 6 of the attached Position Statement Report, along with the corresponding safeguards to be put in place. In summary, the risks centre on:

- Accuracy of ethnicity monitoring data
- Responsiveness of service delivery
- Awareness of local authority employees
- Level of corporate and political priority placed on Gypsy and Traveller agenda
- Lack of alignment between identified need and service provision
- Inadequate resourcing
- Lack of service development.

10. Policy and Performance Agenda Implications:

The Gypsy and Traveller Community are entitled to the protection of the Race Relations Act, in addition to Rotherham MBC having a legal duty to Gypsies and Travellers under the Housing Act 1994 and the Housing Act 2004. There is also significant political pressure to develop provision for Gypsies and Travellers within Rotherham, as the issue is increasingly on Central Government's agenda. As a result, and due to Rotherham's lack of site provision since 1996, Government Office for Yorkshire and the Humber are very interested in Rotherham's response to this important area of work.

There is a commitment from the Authority and its partners to encourage working with diverse communities through the Fairness theme, which underpins the Strategic Framework of the Community Strategy 2005-2010. This work will contribute to the Fairness Theme and the Council's Equality & Diversity Strategy through ensuring that Gypsies and Travellers in Rotherham have equality of opportunity and choice, and that Rotherham agencies provide open and accessible services. It will help to promote fairness and respect, and understanding of the diverse needs and strengths of our communities.

11. Background Papers:

Breaking the Cycle: Taking stock of progress and priorities for the future (ODPM: Social Exclusion Unit, September 2004)

Gypsies and Travellers: Britain's Forgotten Minority (www.cre.gov.uk, March 2005)

Contact Name:

Angela J Smith: Neighbourhood Strategy Manager
angela.smith@rotherham.gov.uk Tel: (82)3412

Position statement for gypsies and travellers in Rotherham – January 2006

Introduction

The national shortage of accommodation for Gypsies and Travellers has become more acute since the duty to provide sites was removed from local authorities. Nationally over 30% of the travelling community live on unauthorised sites, these sites can cause inconvenience for the settled population and their numbers have increased significantly in recent times.

The Social Exclusion Unit, in *Breaking the Cycle*¹, identified Gypsies and Travellers as one of the groups most at risk from social exclusion and requiring special help and assistance.

The latest figures from the Office of the Deputy Prime Minister (ODPM) show that there are about 15,000 caravans in the U.K utilised by the Travelling community.

72% or 10,836 of these caravans are on authorised sites (5,946 on local authority sites and 4,890 on authorised private sites)

28% or 4,232 are on unauthorised developments or encampments – 12% or 1,855 on unauthorised developments (where Gypsies and Travellers own the land but do not have planning permission) and 16% or 2,377 on unauthorised encampments (where Gypsies and Travellers do not own the land and planning consent has not been given for use as a Gypsy and Traveller site).

The Housing Act 1994 put a legal duty on local authorities to assess the accommodation needs of Gypsies and Travellers. The Housing Act 2004 requires local housing authorities to include Gypsies and Travellers in their local housing needs assessments, and to take a strategic approach which includes drawing up a strategy demonstrating how the accommodation needs of Gypsies and Travellers will be met, as part of their wider housing strategies. Rotherham MBC has begun work to allow compliance with this request as a baseline for the services and inclusion work that needs to be developed and implemented

There is evidence that poor living conditions experienced by Gypsy and Traveller communities have a negative impact on health. The British Medical Association (BMA) reports the Traveller community has the highest risk health group in the UK, having the lowest life expectancy and the highest child mortality rates. Infant mortality is twice the national average; life expectancy ten years less for men, and twelve years less for women, than others in their generation.²

¹ *Breaking the Cycle – Taking stock of progress and priorities for the future Social Exclusion Unit* September 2004

² www.cre.gov.uk Gypsies and Travellers: Britain's Forgotten Minority 14 March 2005

The settled Travelling community have been shown to require additional support needs as they sometimes have lower literacy levels, experience isolation, harassment, prejudice and negative public opinion.

A better understanding of the culture and traditions of Travelling people is required, by the community at large and agencies working with them. It has to be understood that treating Gypsies and Travellers differently to the settled community is, in the majority of cases, illegal. Romany Gypsies were finally confirmed as a distinct ethnic group, entitled to the protection of the Race Relations Act, in a test case taken by the CRE in 1989. Irish Travellers, also recognised as a ethnic group since 2000 in England and Wales.³

Local Context

Rotherham Borough comprises a diverse and vibrant blend of people, cultures and communities. The population of Rotherham is currently 251,500⁴ and is increasing steadily as people are attracted to the Borough to enjoy the good quality of life and economic opportunities. The Borough's ethnic minority population is increasing across a range of ethnic groups but currently stands at 3.1% which is below the national average of 9%⁵.

Monitoring at local and national level in respect of ethnicity does not include Gypsies and Travellers as separate racial groups. This means that little is known about their experiences or needs

Gypsies and Traveller organisations have long pressed for the widespread inclusion of distinct and consistent ethnic categories for Gypsies and Travellers within national and local monitoring systems so that the size of the communities and the full scales of their potential needs is on record

There is commitment from the Authority and its partners to encourage working with communities and its partners through the Fairness objective of the cross-cutting themes which underpin the Strategic Framework of the Community Strategy 2005-2010. This work will ensure that all individuals in Rotherham will have equality of opportunity and choice. Rotherham will provide open and accessible services. It will treat each other with fairness and respect, and the 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

Rotherham has not had any Traveller Site provision since 1996 when the site at Dinnington was closed. This site had existed for many years and was in an area that had a long tradition of Travellers settling into the community

Many Travellers do live in settled accommodation in the Borough but are reluctant to declare themselves as Gypsies or Travellers and indicate White British on any forms they complete. It is estimated that there are

³ www.cre.gov.uk Gypsies and Travellers: Britain's Forgotten Minority 14 March 2005

⁴ www.neighbourhoodstatistics.gov.uk mid year population estimate 2003

⁵ www.neighbourhoodstatistics.gov.uk mid year population estimate 2003

approximately 100 Gypsy and Traveller families living in settled accommodation within the Borough (appendix 1).

Rotherham MBC is aware of a number of housed Traveller families within Rotherham (in Maltby and Dinnington). Many of these retain their cultural identity and some still travel for part of each year

Since 1996 the number of Gypsy and Traveller caravans travelling through the Borough has remained constant (appendix 2).

To enable the accommodation and associated support needs of Gypsies and Travellers to be met the Authority will need to carry out Needs Assessments. These assessments will identify the specific needs of this vulnerable group in respect of family involvement, accommodation, education and health and welfare.

This will help the Authority to develop a Strategy to consider and develop services for Gypsies and Travellers and allow consideration of the need for appropriate provision it will also give this vulnerable group choice in respect of their accommodation needs

SUMMARY OF FINDINGS

The absence of reliable local and national data on the size of the Gypsy and Traveller population is mirrored in the lack of information about them in important areas such as choice of type of accommodation, their needs and access to services. Gypsies and Travellers are rarely included as separate racial groups in national, local or sector based monitoring systems, even though Gypsies and travellers are recognised as separate racial groups within key legislation. This means little is known about their experiences or needs, which therefore tend to be overlooked.

Another obstacle is that Gypsies and Travellers can see little benefit of co-operating even if they did declare their ethnic classification and are suspicious of the way in which the data may be used.

There are problems with Gypsies and Travellers accessing information and advice owing to their distrust of outsiders and authority and widespread literacy problems.

Many of the people who do approach the Education Service do not wish to be identified as they fear discrimination, harassment and bullying especially for their children. However, the limited information provided by the Travellers Education Service did show the main areas where Travellers have settled in traditional forms of housing (appendix 3). Anecdotally it is believed the households have lived in the borough for many years and siblings have had a tendency to move out into traditional forms of housing

There was very little uptake for advice and guidance in respect of employment, the only data available for this was from Connexions who identified 3 referrals in the Wath area in the last 12 months.

In respect of domestic violence, the Women's Refuge has had two presentations in the last 12 month period. These were two different women; the first person presented with one child and had left two other children with her partner. The second person had two children with her and had left two children with her partner. Presentations in past years have been made to the Council's Homeless Section but have not recorded themselves as Gypsies and Travellers. Only Officers' knowledge of the households have meant their origin has been known.

Information received in respect of gypsy encampments on RMBC land in the last 5 years has shown there have been 80 reports of unauthorised encampments across the Rotherham Borough (appendix 2).

In respect of planning applications received between 2000-2005 records show that there has only been 1 planning application for a traveller site in Wath but this was later withdrawn

The Rotherham Traveller Education Service has identified some data in respect of locations of gypsies and travellers in the Borough however they feel that this may be an under-estimation of the actual population as many wish to not be identified for fear of discrimination (GIS map) (appendix 1).

Information received from the Education Department shows in Schools across the Borough since 2003 there have been two main ethnic groups of Travelling children attending school. These are Travellers of Irish Heritage and Gypsy Roma. (appendix 3)

The numbers attending for primary education in this period has been:

Travellers of Irish Heritage	Gypsy/Roma
2003 2 children	2003 3 children
2004 2 children	2004 6 children
2005 2 children	2005 6 children

The numbers attending for secondary education in this period has been:

Travellers of Irish Heritage	Gypsy/Roma
2003 8 children	2003 2 children
2004 6 children	2004 4 children
2005 6 children	2005 8 children

The areas of attendance were Canklow, Flanderwell, Wath, Herringthorpe, Dinnington, Rawmarsh, Maltby, East Dene and Wingfield

These figures in respect of education for the children do map against the GIS map showing Gypsies and Travellers in settled accommodation across the Rotherham Borough.

An interesting dimension from the mapping exercise has shown that in years 2004 and 2005 the concentration of Travellers have been recorded on the M1 travel path. The majority appear to have been exiting the motorway at Junctions 34 and 35 and settling on waste land before moving on again

A new pattern may be emerging which could be due to known activity in Barnsley, as there have been instances in 2005 when the mapping has shown families using the new Dearne Valley Parkway and moving in Rotherham via this route.

Work has taken place to secure engagement with other strategic authorities in South Yorkshire (Sheffield, Barnsley and Doncaster) to ensure sub regional co-operation and information sharing. Rotherham MBC also has links to the Yorkshire and Humberside Forum for Gypsy and Traveller issues, which meets on a bi monthly basis.

Moving forward

To enable the Authority to create and support sustainable, integrated communities where Gypsies and Travellers have equality of access to suitable accommodation, education, health and welfare provision and where there is mutual respect between all communities the following areas will need to be developed to ensure a baseline service:

- Development of Gypsies and Travellers Strategy and Action Plan
- Raise awareness of Gypsies and Travellers to all employees in relation to cultural diversity and awareness
- Establish a Forum with Gypsies and Travellers at Borough and/or sub regional level
- Make wider links with strategic authorities on the local travelling route(s)
- Development, implementation, monitoring and review of accurate detailed monitoring information of all Gypsies and Travellers approaching any service area across the Borough (to be supported by positive images and approaches to inclusion that encourage Gypsies and travellers to feel comfortable revealing their origin)
- Accurate mapping exercise and full housing and support needs analysis
- Establishment of working group with corporate responsibility for Gypsies and Travellers
- Develop a Protocol for the sharing of information at Borough, sub regional and wider levels
- Provision of a Floating Support worker
- Drop-in advice service

RISK ANALYSIS

Risk	Rating (High, Medium, Low)	Safeguards
Ethnicity monitoring information inaccurate	High	Ensure accurate ethnic monitoring is included on all documentation across the service and awareness training encourages appropriate response to ensure Gypsies and Travellers are willing to accurately record their ethnic origin
Strategies not meeting Race Equality criteria (no input from the targeted community)	High	Gypsies' and Travellers' assessed needs to be taken into account at strategic level and supported by consultation with the community
Lack of responsive service provision	High	Undertake census to establish position statement of communities
Lack of awareness/action or /over zealous approach leading to legal challenge on Human Rights and/or Race Relations legislation	Medium	Ensure priority given to awareness training and clear Authority – level support for the inclusion of Gypsies and Travellers as part of the wider community
Strategic direction to address needs of Gypsy and Travellers receives low Corporate and political priority	High	Corporate strategic group established with report to CMT on direction of travel
Site provision and service support not developed in line with identified need	High	There is a risk of low support for the provision of permanent, transit and tolerate stop over sites, because this is potentially an unpopular group. Communities, and members need to be supported in accepting the development of services in their area
Resources are not available to deliver strategy, site and service provision	High	Needs Assessment across the sub-region and subsequent strategy development will identify the need to attract resources to enable delivery
Information and service provision are not developed	Low	Needs Assessment must be part of a detailed research project plan

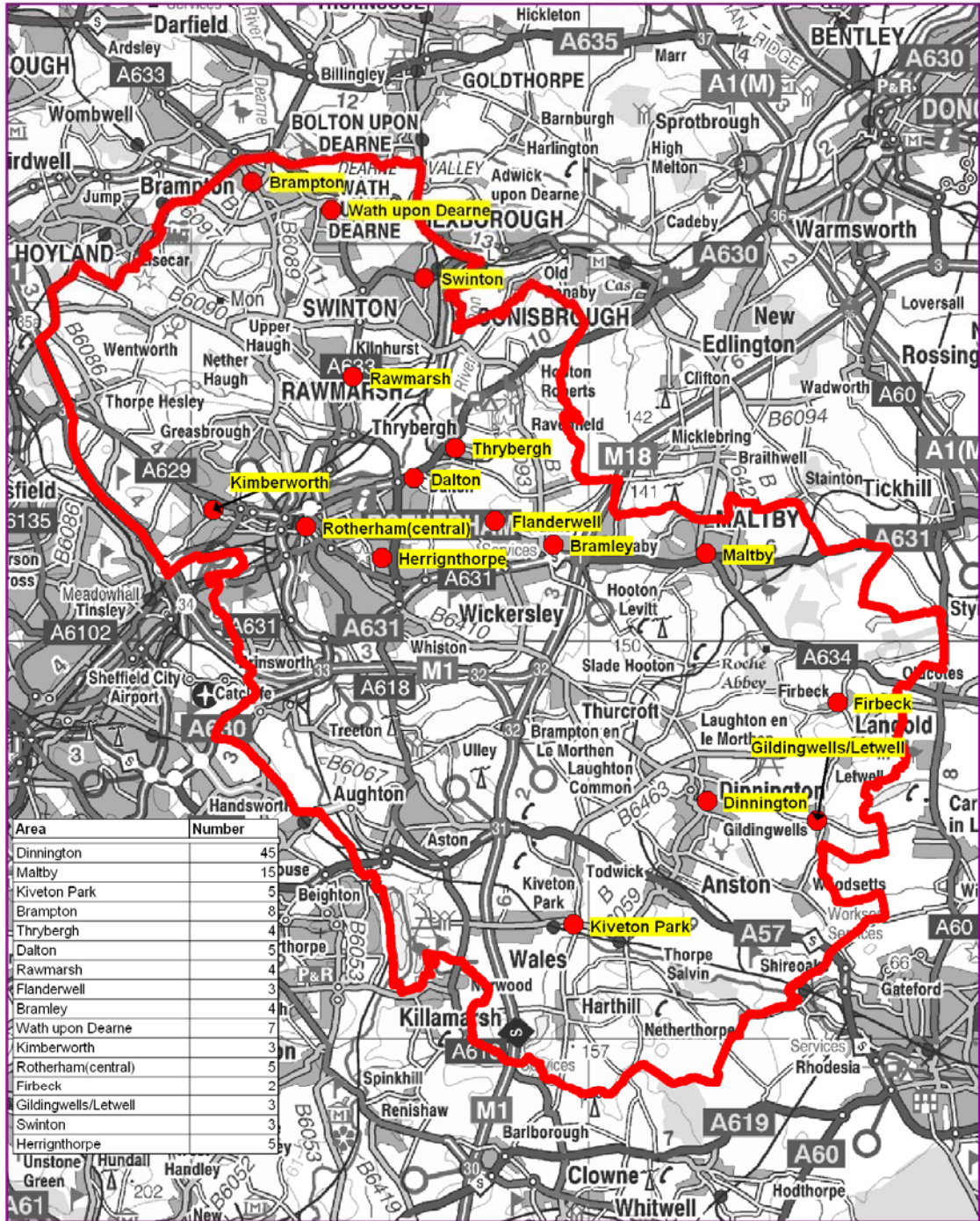
ACTION PLAN

Ref. No.	Action	Lead Officer	Milestone/Measure of Achievement	Completion Date	Status Red/Amber /Green
1	Increase awareness of Travelling communities and culture of working group/corporate strategic group and Cabinet member	Corporate Strategic Group	<ul style="list-style-type: none"> • Contact with national traveller Forum (a) for advice, information and training • Engagement with Travelling community to develop and deliver awareness training programme 	March 2007	
2	Undertake needs assessments on all identified Gypsies and Travellers in the Borough <ul style="list-style-type: none"> • road side encampments • transit sites • settled communities 	Corporate Strategic Group	<ul style="list-style-type: none"> • Undertake caravan count • Identify all Gypsies and Travellers in Borough - speedy notification of road side encampments • Ensure all service areas are aware of the importance of needs assessments • Develop protocol for assessments to ensure co-ordinated approach 	December 2006	
3	Ensure service users influence and contribute to delivery of Strategy	Corporate Strategic Group	<ul style="list-style-type: none"> • Establish a Gypsy and Traveller forum at Borough and for sub regional level (linked or travelling route) to discuss issues and inform service delivery • Consultation exercise with established Gypsy and Traveller community • Process in place for consultation with travelling groups whilst they reside within the Borough • Agree service standards for working with Travelling community (in consultation with the community) 	April 2007	
4	Develop Gypsies/Travellers Strategy for Rotherham	Corporate Strategic Group	<ul style="list-style-type: none"> • Identification of key information and evidence gaps • Collection/collation of information/evidence • to fill gaps that would impede effectiveness 	March 2007	

5	Ensure needs of Gypsies and Travellers are fed into the key strategic partnerships and are reflected in appropriate strategies	Corporate Strategic Group	<ul style="list-style-type: none"> Development of Strategy Report for Cabinet to be produced Mechanisms to be put in place to review strategy Ensure Strategy meets Race Equality criteria and is subject to Equality Impact Assessment Involvement from partners in development of Strategy Feedback from consultation to be taken into account at Strategic level Establish a Gypsy and Traveller liaison process through establishment of working group 	September 2007		
6	Develop a Policy for dealing with unauthorised roadside encampments	Corporate Strategic Group	<ul style="list-style-type: none"> Joint planning with all Service areas and protocol for joint approach to Gypsy and Traveller assessments and engagement Continuous assessment of incidents of unauthorised encampments both short and long term Create waiting list for public authorised sites O.D.P.M. publication "Guidance on Managing unauthorised Camping" Feb.04 to inform Policy 	February 2007		
7	Develop Case Conference Groups for unauthorised roadside camping	Corporate Strategic Group	<ul style="list-style-type: none"> Group to be established from main areas of service Terms of reference to be established for group 	November 2006		
8	Ensure service users have cross-authority provision of service	Corporate Strategic Group	<ul style="list-style-type: none"> Ensure notification of movement to all other local authorities Agreement between authorities to share information in respect of assessed needs 	December 2006		
9	Deliver cultural awareness training	Corporate	<ul style="list-style-type: none"> Approach Corporate training to include 	April 2008		

10	for service providers across all sectors	Strategic Group	<p>Equalities and Diversity training in respect of Gypsies and Travellers to all staff – to be established in conjunction with member(s) of the travelling community</p> <ul style="list-style-type: none"> Develop information pack to provide to Corporate training for delivery Information pack to be made available in 'Easy to read' format Information pack to be made available on audio DVD and on cassette Staff training to include information on contents of pack Information to be made available at all prime areas and copies lodged with national and sub regional organisations and agencies to ensure accessibility for travellers 	June 2007	
11	Develop an information sharing protocol across the service and with other agencies and organisations	Corporate Strategic Group	<ul style="list-style-type: none"> Consultation with Gypsies and Travellers within the Borough Engage in regular information exchanges with settled communities Engage in regular information exchange with other service areas and other agencies Routine bulletins to all Council departments Routine bulletins to Councillors Routine bulletins to relevant agencies Notification of movements to neighbouring authorities Development of joint protocol with related agencies and authorities in the South Yorkshire and wider area covering any identified travelling route 	March 2007	

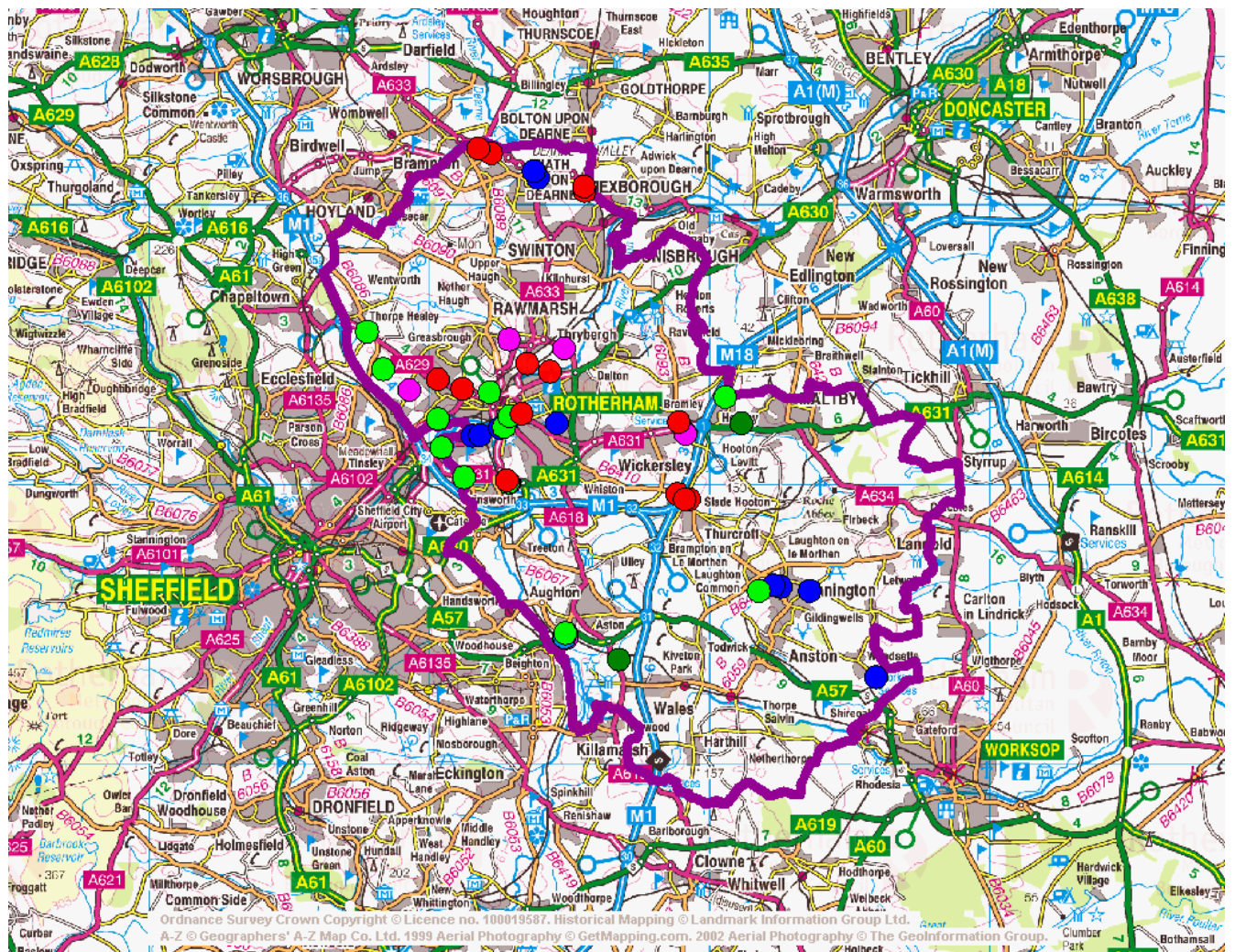
Appendix 1 - Gypsy and Travellers in Settled Accommodation



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Appendix 2 - Gypsy and Travellers Travelling Through



Key

- 2000 - Red with white stripe
- 2001 - Pink
- 2002 - Red with white stripe
- 2003 - Blue
- 2004 - Green
- 2005 - Red

Appendix 3 – Placement in Schools

Gypsy and Travellers - Children in Schools by Ethnicity

Areas - Canklow, Flanderwell, Wath, Herringthorpe, Dinnington, Rawmarsh, Maltby, East Dene, , Wingfield

	2003	2004	2005
Traveller Irish Heritage (White)			
Canklow Woods Primary	1	1	
Flanderwell Primary			1
Pope Pius x Catholic High	2	1	1
St Bernards Catholic Comp		2	
Total Primary	1	1	1
Total Secondary	2	3	1
Gypsy/Roma (White)			
Dinnington Primary		2	1
Rawmarsh Sandhill Primary	1	1	1
Wingfield Comp		1	1
Maltby Comp			1
Pope Pius x Catholic High	1	1	
Total Primary	1	3	2
Total Secondary	1	2	2
Girls Traveller Irish Heritage (White)			
Canklow Woods Primary		1	
St Bernards Catholic Comp	2		2
Pope Pius x Catholic High		1	
Total Primary		1	
Total Secondary	2	1	2
Girls Gypsy/Roma (White)			
Badsley Moor Infant	1		
Dinnington Primary		1	1
Rawmarsh Sandhill Primary		1	
Pope Pius x Catholic High		1	
Wingfield Comp		1	
Maltby Comp			2
Total Primary	1	2	1
Total Secondary		2	2
Boys Traveller Irish Heritage (White)			
Canklow Woods Primary	1		
Flanderwell Primary			1
Pope Pius x Catholic High	2		1
St Bernards Catholic Comp	2	2	2
Total Primary	1		1
Total Secondary	4	2	3
Boys Gypsy/Roma (White)			
Badsley Moor Infant	1		
Dinnington Primary		1	2
Rawmarsh Sandhill Primary	1		1
Wingfield Comp			1
Maltby Comp			3
Pope Pius x Catholic High	1		
Total Primary	2	1	3
Total Secondary	1		4

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Community Cohesion
2.	Date:	18 th September 2006.
3.	Title:	Synopsis Report of the Asylum Programme
4.	Programme Area:	Neighbourhoods

5. Summary

The report outlines the current position of the asylum programme in Rotherham

6. Recommendations

THAT MEMBERS NOTE THIS REPORT

7. Proposals and Details

The asylum programme has changed significantly since January 2005. Although the numbers have remained constant, in the range of 720 (January 2005), and 705 (August 2006) there have been changes in the support arrangements. There are still 4 Accommodation Providers who support asylum seekers. They are the Local Authority Team, (part of the Yorkshire and Humberside Consortium now renamed the Yorkshire and Humberside Public Sector Group) and 3 other private companies, Angel Housing, Priority Properties North West Limited, and United Property Management, the latter two being new to Rotherham. The Public Sector Group now has responsibility for supporting 50% of asylum seekers in the Yorkshire and Humberside Region.

The Accommodation Providers now operate under new contracts with the Home Office. In essence these contracts focus on maximising the provision of bedspaces for the Home Office to use when placing asylum seekers. The expansion of local language clusters, a faster turn around time, and a new set of financial penalties associated with the KPI failure are key features of these new contracts. There has been a transfer of the risk from the Home Office to the Accommodation Providers, which has been reflected in the financial arrangements.

The Government is introducing a range of new initiatives to better manage the asylum system. The National Asylum Support Service is being remodelled as the New Asylum Model. This will provide for a named worker who is responsible for both providing the support and determining the claim of an asylum seeker. It is intended to make initial decisions faster, and to identify at an earlier stage those applicants who are likely to fail and who can be readily removed from the country.

The Home Office have a clear agenda to increase the number of failed asylum applicants. Another method to ensure that failed applicants leave the country is to increase the value of the Voluntary Assisted Return and Reintegration Programme. A 6 month trial of the enhanced programme has recently come to an end. Balanced against these initiatives is the ever present number of failed and destitute asylum seekers in Rotherham. Due to the marginalised nature of this group of people it is hard to be exact with the numbers. The Local Authority is supporting a small number of this group of people under its duties of the 1948 National Assistance Act. This has created a resource issue for Adult Services.

New arrangements are being developed by the Home Office for the support of Unaccompanied Asylum Seeker Children. In Rotherham there are currently 10 such children being supported, the majority of whom are over 16. These are children who are on their own in this country. There is a proposal for setting up regional centres for the initial support of such children who will then be dispersed to 'approved' local authorities within the region. The management of this group of asylum seekers is with Children and Young Peoples Services.

A more comprehensive way of meeting the needs of asylum seekers is through "Rotherham New Lives". This is a local strategy which deals with the needs of asylum seekers and refugees. The strategy is being consulted upon and will be altered to reflect the points raised during the consultation.

8. Finance

The new contract is more financially challenging than the earlier one, and requires closer monitoring. There is a contract review point if the numbers of asylum seekers drop below an agreed minimum. The provision of support to a high a number of asylum seekers as possible will ensure that the asylum programme is viable. The Asylum Seeker Working Party receives reports about the Asylum Programme.

9. Risks and Uncertainties

The future of the asylum programme is uncertain as the numbers of asylum seekers coming to Great Britain has fallen. The Yorkshire and Humberside Public Sector Housing group has developed a risk management system to manage the risks associated with the new contract, and this has been replicated on the Authority's own risk management system.

10. Policy and Performance Agenda Implications

The main implications for the asylum programme are within the Rotherham Proud sector. Rotherham New Lives makes clear the strategic links between the strategy and the Local Strategic Partnership.

11. Background Papers and Consultation

There have been Full Cabinet reports prepared for the new contract and the strategy. The Asylum Seeker Working Party has received reports on destitution, the New Asylum Model, and the Voluntary Assisted Refugee Return Programme.

Appendix A – 2ND Quarter 2006 Home Office Report.

<http://www.homeoffice.gov.uk/rds/pdfs06/asylumq206.pdf>

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ROTHERHAM BOROUGH COUNCIL

1.	Meeting:	Community Cohesion Delegated Powers
2.	Date:	18 th September 2006
3.	Title:	Rotherham Rural Strategy
4.	Programme Area:	Chief Executive's Department

5. Summary

In response to the Year Ahead Commitment (6) to complete work on a Rural Strategy, this report and the attached paper (appendix 1) outlines progress in its development and identifies the main activities to complete.

6. Recommendations

Community Cohesion Delegated Powers is asked to:

- 1. Note the good progress in the development of the Strategy, and the timetable for its completion**
- 2. Note the intention that the Strategy be sent out for consultation**
- 3. Welcome that the Strategy be referred to the Rotherham Partnership for their consideration and that the Rotherham Partnership be asked if they wish to agree to extend the remit of the Strategy to being a multi-agency document**
- 4. Agree to receive a further report presenting a final Rural Strategy following consultation**

5. Proposals and Details

RMBC's Year Ahead Statement for 2006-07 contains a commitment to finalise the Rural Strategy (attached at appendix 1). Both the Corporate Plan and Community Strategy highlight the part rural nature of the Borough, and contain a number of objectives that specifically address rural issues. Furthermore, all seven shared Priority Themes include broad issues that have a rural impact with Achieving, Proud and Sustainable Development themes being particularly relevant to the rural agenda. The refreshed Neighbourhood Renewal Strategy also addresses deprivation in rural parts of the Borough.

At the national level, increased emphasis is being placed on the need to address rural issues. In 2004, the Government published its own Rural Strategy, the overarching aim of which is to ensure that rural policy has sustainable development as an outcome, by integrating and balancing environmental, social and economic considerations at every stage. A range of programmes and initiatives have been rolled out across the English Regions to address identified priorities. For example, each Government Office for the Region is now required to put in place an agreed plan to address the needs of rural communities in its area. In the Yorkshire & the Humber region, the Government Office has produced a Rural Framework which is based on a strong Rural Evidence Base. All Government bodies are now required to 'rural proof' their policy and practice to ensure that the needs of rural communities are taken into account. In addition the CPA process will look at how local authorities address rural needs.

The development of this Strategy has involved officers from across RMBC and Public Health in the Primary Care Trust. An earlier draft of this Strategy has been to Community Cohesion Delegated Powers and the previous Cabinet Lead had been kept informed of its progress. The Strategy has since been to Cabinet and Members Sustainable Development Advisory Group. It is planned that the Rural Strategy be taken to Scrutiny.

It is within this context that Rotherham is developing its Rural Strategy.

Rotherham's Rural Strategy:

- Defines what is meant by Rural Rotherham
- Identifies the needs and concerns of people living in Rural Rotherham through engagement with rural communities, representative bodies and partner organisations
- Sets out what the priorities are to address national policy developments and the needs and concerns of Rural Rotherham
- Identifies current funding and explores future funding opportunities. This will enable the Council to make more effective use of mainstream expenditure and tackle the key rural issues in the Borough
- Addresses the issue of 'rural proofing', to ensure that the needs of Rural Rotherham are built into decision-making and service planning
- Explores how rural deprivation and discrimination can be addressed through the Neighbourhood Renewal Strategy, area planning, neighbourhood charters and other strategies

The next steps are to agree the general information detailed within the Strategy and to further develop and agree the underpinning actions and measures. To achieve this we intend to circulate the draft Strategy to Programme Areas and key partners and agencies. This work will be led by the Chief Executives Department. However, it will be important to engage all Programme Areas, Parish Councils, Area Assemblies and other partners in the process. A more detailed consultation plan is attached at Appendix 2.

It is recommended that Cabinet approve that the remit of the Strategy be broadened to become a multi-agency document. Rural issues are tackled by a wide range of agencies and groups and for this work to be carried out most effectively there needs to be a coordinated partnership approach. This Strategy will contribute to this. Therefore it is recommended to engage with the LSP in further development

The timescale for completion of the Rural Strategy is late November 2006, with consultation being carried out until early November 2006.

8. Finance

The development of a Rural Strategy, with agreed rural priorities, will enable the Council to make more effective use of mainstream expenditure and tackle the key rural issues in the Borough. It will serve to inform and influence:

- the Council's corporate budget planning process
- future external funding regimes in the Borough
- the allocation of grant aid to voluntary and community sector organisations
- targeting resources towards communities of interest and geographic communities
- the Local Area Agreement and Neighbourhood Renewal Strategy

9. Risks and Uncertainties

Although the Council has identified revitalising rural communities as an aim, without clear strategic priorities or mechanisms for measuring progress, it will be difficult for the Council to demonstrate its impact.

10. Policy and Performance Agenda Implications

Community Strategy and Corporate Plan: Both the Corporate Plan and Community Strategy highlight the part rural nature of the Borough and contain a small number of objectives that specifically address rural issues. Furthermore, all seven shared Priority Themes currently include broad issues that have a rural impact. The Achieving, Proud and Sustainable Development themes are particularly relevant. The Rural Strategy is aligned to the shared Priority Themes.

Other Policies and Strategies: Other key documents also address the rural agenda, notably the Regeneration Plan and the Cultural Strategy. The *Rotherham Deprivation Study* has stated that targeting disadvantage in rural areas is likely to involve a thematic approach, such as vulnerable older groups in rural areas.

Equalities Issues: In developing the Rural Strategy, the Council will explore how rural deprivation and discrimination can be addressed through the NRS and other strategies

Performance Indicators: The Rural Strategy will include performance indicators to measure the progress of each objective, working ultimately to revitalising rural areas.

11. Background Papers and Consultation

Background papers:

- *Rural White Paper – Our Countryside, the Future – A Fair Deal for Rural England*, DEFRA, November 2000
- *Lord Haskins' Rural Delivery Review: A report on the delivery of government policies in rural England*, October 2003
- *The Rural Strategy*, DEFRA, July 2004
- *A Rural Evidence Base for Yorkshire & the Humber*, Government Office for Yorkshire & the Humber, 2005
- *Rotherham Deprivation Study*, OCSI 2005
- *Yorkshire & the Humber Rural Framework*, Government Office for Yorkshire & the Humber, 2006

Consultation:

The consultation plan for the Rural Strategy is attached at Appendix 2.

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ROTHERHAM

RURAL STRATEGY

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Chapter 1: Introduction

Much of Rotherham can be said to be rural, comprising a complex mix of towns and villages interspersed with large areas of open countryside. Within the Borough there are large areas of attractive landscape, and there is also a long tradition of farming. Many of Rotherham's rural villages have Norman or earlier heritages, while other settlements in the rural parts of the Borough developed as a result of the boom in coal mining during the Industrial Revolution. Whatever, the pedigree of individual rural villages, the nature of life in rural Rotherham has changed in recent years, and continues to change.

Generally, the quality of life in rural Rotherham is higher than in urban areas with relatively low levels of deprivation, good employment prospects, a lower fear of crime and a high quality environment. This is one of the main strengths of rural Rotherham and why it is so popular to live and visit. Overall, the Index of Multiple Deprivation 2004 (the Government's measure of poverty and disadvantage) shows that rural parts of the Borough are less deprived than the Borough as a whole, and are near to the England average.

However, there are pockets of deprivation within rural areas which need to be addressed. For example, the sustainability of some small communities is being threatened by the closure or relocation of service and retail businesses. This has increased isolation for people without access to private transport or access to ICT and broken the link between locally produced goods and the consumer.

The key aims of this strategy are to address the challenges facing rural communities in Rotherham, to respond to the needs of the people who live in rural Rotherham, and to enhance and preserve the countryside for those who live in the Borough and further a field. This will be achieved by focusing on the following key areas:

- Population change
- The environment, biodiversity and landscape of rural Rotherham
- The rural economy
- Rural deprivation
- Education and skills
- Community safety
- Housing
- Transport and travel
- Community involvement, inclusion and community cohesion
- Culture and leisure
- Funding.

The strategy should be read in conjunction with a wide and diverse range of key national, regional and local plans and policies, outlined in chapters 3 and 4.

Real progress has already been made within Rotherham. For example:

- We have developed cultural, sport and physical activity and green spaces strategies to enhance and protect our rural heritage and to contribute to community safety, education and skills, health and well-being and community involvement and inclusion
- We are supporting parish councils to enhance their community leadership role
- We are working with our partners to build a network of accessible customer service centres across the Borough

- We have a shared commitment through our Community Strategy to develop a mixed rural economy.

However, challenges remain, and this Strategy aims to ensure that the Council works with its partners to address these. The Strategy itself has been developed through extensive research and consultation. This identified a number of key issues that were especially important to Rotherham's rural communities. They are:

- XXX
- XXX
- XXX
- XXX
- XXX

(to be completed following consultation)

Chapter 2: Defining Rural Rotherham

Identifying which areas are rural in Rotherham, and the UK more generally, has long proved problematic, with various models used by academics and government. By the late 1990s, there was concern within Government that the lack of a consistent definition was hindering policy development. A Government backed review highlighted significant weaknesses in existing definitions, and recommended a new model based on settlements.

Using this definition, about 53% of the Borough is rural or semi-rural in nature, (comprising 24% Town & Fringe, 9% Village and 20% Hamlets and Isolated dwellings). This is an important change in policy, because under earlier definitions used by Government, the entire Borough was classified as urban, which had a potential adverse impact on access to rural funding streams. However, this model doesn't provide an easy to understand definition for local residents and service providers, as it is based on statistical units called 'Super Output Areas' that do not always relate to identifiable local communities. A simpler definition has been developed by Bradford City Council, which classifies rural settlements as:

Rural village: Population less than 3,500; few or no facilities; surrounded by open countryside

Dispersed settlement: Historically was able to operate independently of other communities. Population of less than 10,000, but greater than 3,500; surrounded on at least three sides by open countryside

Rural Service Centres: population of 10,000 or above. Surrounded on at least three sides by open countryside; provides shopping, education, banking, finance and other professional services, leisure services and socialising opportunities, emergency services and health services to other settlements. Also acts as a public transport hub providing access to other rural and urban communities.

Using this model, **48%** of the Borough area is rural, i.e. rural villages and surrounding countryside. In developing this Strategy, Rotherham has decided to apply the Bradford model, as it provides local people with an easy to understand definition that relates to their communities. Using the Bradford definition, Rotherham has:

- 35 rural villages, some with populations as small as 100
- 6 dispersed settlements
- 2 rural service centres
- 2 urban areas

In addition, there are many small rural hamlets, such as Turner Wood in the far south of the Borough, that comprise of a few houses.

Details of how the Bradford model applies to Rotherham are set out below. Appendix 1 shows a map of Rotherham's urban and rural areas as defined by the Bradford model.

Rural Villages:

Barrow, Brampton Common, Brampton en le Morthen, Brookhouse, Carr, Dalton Magna, Firbeck, Gildingwells, Guilthwaite, Hardwick, Harley, Harthill, Hooper, Hood Hill, Hooton Levitt, Hooton Roberts, Laughton Common, Laughton en le Morthen, Letwell, Lindrick Common/Lindrick Dale, Morthen, Nether Haugh, Ravenfield, Scholes, Slade Hooton, Spittal Houses, Springvale, Stone, Thorpe Salvin, Todwick, Treeton, Ulley, Upper Whiston, Wentworth, Woodall and Woodsetts

Dispersed Settlements:

Aston (including Aughton and Swallownest), Greasbrough, Thorpe Hesley, Thrybergh, Thurcroft and Wales/Kiveton Park

Rural Service Centres:

Maltby and Dinnington (including North Anston/South Anston and Throapham)

Urban Areas:

- Dearne Valley: Swinton / Kilnhurst, Wath Upon Dearne, Brampton
- Rotherham core: includes Rawmarsh, Bramley

Chapter 3: Local policy context and vision

Rotherham's Rural Strategy is part of a wider set of documents, which provide a vision that promotes social, environmental and economic wellbeing in the Borough.

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

To ensure that the Rural Strategy adds value to and compliments the Community Strategy, the Action Plan at chapter 7 has been developed around the five Priority Themes contained in the Community Strategy. These are:

- **Achieving:** Rotherham will be a prosperous place, with a vibrant mixed and diverse economy, and flourishing businesses. Inequalities between parts of the borough and social groups will be minimised. There will be an excellent town centre known for the high quality design of its public spaces and buildings, specialist and quality shops, markets, and cultural life for all age groups. Rotherham will be accessible from other areas and will have a wide choice of integrated transport options available. Villages and rural areas will be revitalised and provide high quality of life amongst Rotherham's beautiful countryside
- **Learning:** Rotherham people will be recognised as being informed, skilled and creative, innovative and constructively challenging. They will be self-confident and have a sense of purpose. They will aspire to develop and achieve their full potential in their chosen careers, work, leisure and contributions to local life. Learning and development opportunities will be available and accessible to all. Through this enabling, learning environment, involvement and entrepreneurship will be encouraged
- **Alive:** Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full. Health services will be accessible and of a high quality for those that require them. Rotherham will celebrate its history and heritage - building on the past, and creating and welcoming the new. People will be able to express themselves and have opportunities to be involved in a wide-range of high quality cultural, social and sporting activities. The media, arts, literature and sport will flourish. As a society, we will invest in the next generation by focussing on children and young people
- **Proud:** Rotherham people, businesses and pride in the borough are at the heart of our vision. The borough will have a positive external image and its people will be renowned for their welcome, friendliness and commitment to the values of social justice. Active citizenship and democracy will underpin how Rotherham works. Achievements and diversity will be celebrated. Rotherham will be a caring place, where the most vulnerable are supported. It will be made up of strong, sustainable and cohesive communities, both of place and interest, and there will be many opportunities for people to be involved in civic life and local decision-making. The means to do this will be clear, well-know and accessible
- **Safe:** Rotherham will be a place where neighbourhoods are safe, clean, green and well-maintained, with well-designed, good quality homes and accessible local facilities and services for all. There will be attractive buildings and public spaces. Communities will be peaceful, but thriving, relatively free from crime, the fear of crime, drugs and anti-social behaviour. Environments, people and businesses will

be protected and nurtured. Children will be safe from harm and neglect. A preventative approach will be taken to minimise crime, accidents and hazards; and to further strengthen resilience and thus safeguard all Rotherham citizens

There are also two cross cutting themes, which underpin the actions in the Action Plan:

- **Fairness:** All individuals in Rotherham will have equality of opportunity and choice. Rotherham will provide open and accessible services. We will treat each other with fairness and respect, and our diverse needs and strengths will be understood and valued. Rotherham will actively challenge all forms of prejudice and discrimination and ensure that all the priorities encompass an equalities approach
- **Sustainable Development:** Rotherham will be a place where the conditions are right to sustain economic growth, the well-being of its citizens is prioritised and there is a high-quality living environment, sustained through minimising harm from development. Rotherham will be recognised locally, nationally and internationally for the positive impact of all organisations being excellent in sustainable development practice

The Rural Strategy directly contributes to a number of key Community Strategy priorities, such as:

- Developing a mixed rural economy to provide specialist shops, markets and events, and ensure complementary local centres
- Develop the Borough's identity, building on its existing economic, cultural, social and environmental assets to strengthen local pride in and connection with Rotherham

It will also make a contribution to the delivery of Rotherham's Local Area Agreement (LAA). The LAA is a three year agreement that Partner agencies in Rotherham agreed with Central Government in March 2006, the aim of which is to improve partnership working in Rotherham and to improve services for all across the Borough. Rural areas are addressed in a number of objectives, including improving the quality of the local environment by creating cleaner, greener, safer and better used public spaces including rural centres. More specifically, an Enterprise Hub is being developed for South Rotherham, in Dinnington Town Centre, which will help to revitalise villages and rural areas in its surrounding area. Discussions are also taking place with the other three Local Authorities in the South Yorkshire area around potential areas of collaboration to link our LAAs. Rural issues is one of the areas which will be taken forward by further discussion and development in 2006/7.

The Rural Strategy is closely linked to a number of other key strategies. These include the Local Development Framework, the Neighbourhood Renewal Strategy, the Cultural Strategy, the Local Transport Plan, the Green Spaces Strategy, Community Safety Strategy and the Rural Housing Strategy. It also links to the Regeneration Plan 2004-2007, which brings together a set of key actions that contribute to regeneration of the Borough and embrace education, housing, economic development, sport and recreation, social, community and other functions.

It is important to note that the Strategy has also been developed following detailed consultation with the people of Rotherham, and in the context of national and regional rural

policy developments, as set out in the chapter 4.

Chapter 4: National & Regional Policy Context

Since 2000, rural issues have moved rapidly up the agenda of the Government, with the publication of the Rural White Paper in 2000 marking the beginning of the change agenda. The Foot and Mouth outbreak in 2001 brought the rural agenda into sharper focus, and provided a major catalyst for change in central government.

In addition to taking forward the proposals in the Rural White Paper, which sets out a vision of sustainable rural communities and the Government's approach to addressing the key challenges affecting rural areas, the Government also established the Haskins' Review in 2001 to examine how to improve the effectiveness of rural policy and service delivery.

Haskins reported in 2003 and made recommendations that centred on the separation of policy development from service delivery, bringing delivery closer to customers by devolving power to regional and local government, reducing the number of organisations involved in rural service delivery and improving customer focus.

Through the Rural Strategy 2004, the Government accepted Haskins' recommendations, and acknowledged that there was a need for a streamlined approach to rural delivery, based on targeting need, partnership working and putting customers first. The Rural Strategy was also set within the framework of the Government's public service reform agenda, which focuses on devolution to the front line, flexible service delivery arrangements and expanding choice. Regional Development Agencies, regional Government Offices and local authorities were all seen as having a key role.

The Natural Environment and Rural Communities Act 2006 implements key elements of the 2004 Rural Strategy, creating Natural England, which has responsibility for enhancing biodiversity and landscape, and promoting access and recreation. It also established the Commission for Rural Communities to act as an independent advocate, adviser and watchdog for rural people. Its role will be to ensure that policy makes a difference to people living in rural areas. A particular focus will be on tackling social exclusion.

In addition, a number of other national programmes and initiatives are linked to taking forward the Government's rural policy agenda. They include:

Rural proofing – ensures that national and regional policy takes account of rural circumstances and needs.

Rural Service Standard – sets out details of the minimum services that people in rural areas can expect to receive, covering issues as diverse as education, support for older people, access to ICT, rural post offices, healthcare and public transport.

Quality Parish Councils – an accreditation scheme to encourage all parish councils to reach the standards of the best. Achieving quality parish status demonstrates that the council has met certain minimum standards expected from an effective, representative and active parish council.

With the publication of the Rural Strategy, the Government placed regional structures at the heart of the rural agenda. In the Yorkshire & the Humber region, this has manifested in

Yorkshire Forward and the Government Office for Yorkshire & the Humber (GOYH) being given an enhanced rural delivery role.

Yorkshire Forward leads on the rural objectives of the Regional Economic Strategy (RES), with a focus on 'creating a broader and stronger economic base for rural communities'. Market towns are a key focus of the RES, while delivering targeted business support and tackling rural access and exclusion are also identified as priorities. The Renaissance Market Town Initiative, launched in 2003, aims to support sustainable small towns by ensuring that they are places where people want and are able to live, work, invest and visit.

The key role of GOYH is to lead on modernising rural delivery, by developing and implementing a Regional Rural Delivery Framework – the *Yorkshire & the Humber Rural Framework* (YHRF). The purpose of the YHRF is to achieve better results, improve access to funds and to help rural areas fulfil their full potential. GOYH has put in place structures, including a Rural Board, Rural Affairs Forum and a Rural Practitioners Group to oversee and support the development of the Framework.

In addition, GOYH has also led on the *Y&H Rural Evidence Base*, which was launched in 2005 to help shape the understanding of rural priorities. Alongside this, it published the Y&H Rural Priority Themes, which were developed from existing plans and strategies, the *Rural Evidence Base* and widespread regional consultation.

At the South Yorkshire level, the South Yorkshire Partnership (SYP) provides the focus for sub-regional activity by bringing together the South Yorkshire partners, along with representatives of GOYH and Yorkshire Forward. The South Yorkshire Sub-Regional Investment Plan (SRIP) is a key output of the SYP, and provides the strategic framework for economic development across the county. Theme 5 of the SRIP 2004/09 focuses on the "Built and Green Sustainable Environments (Urban and Rural) Meeting Expectations of a Modern High Value Economy and Providing Distinctive Quality of Life". Through this theme, partners are looking at how to maximise 'green' assets, whilst enhancing and conserving the environment, in order to capitalise on investment and develop a joined-up response to the priorities identified within the RES. In particular, the focus is on how South Yorkshire's environmental assets can be integrated more fully into the overall economic strategy. Actions proposed, include developing waterway corridors to promote rural renaissance.

However, since autumn 2005, RMBC has been engaged in discussions with other key partners across the sub-region, under the auspices of the Yorkshire Rural Community Council, to establish a South Yorkshire Rural Partnership. This body will act as the focus for rural partnership working across South Yorkshire.

Chapter 5: Rural Rotherham

In Chapter 2, we set out the definition of rural Rotherham, and said that 48% of the Borough is rural. This definition is based on identifiable rural villages and the surrounding countryside. This area is, of course, home to Rotherham's rural communities, and an understanding of people living in these communities is key to developing the Rural Strategy. Of equal importance is an understanding of Rotherham's natural environment and landscape. The first two sections of this Chapter focus on population and the natural environment.

The remainder of the Chapter highlights key issue – economy, services, community safety, community involvement, etc – affecting people living in rural Rotherham, details our successes and sets out why these issues are important to the development of the Rural Strategy.

5.1 A changing population

Why population change is important to the Rural Strategy:

- Overall growth and decline in population needs to be monitored to ensure that services and infrastructure meet the needs of local communities
- The movement in population from urban to rural can place extra burdens on some services and reduce demands for others
- Population changes can alter the social structure of rural communities, for example, a loss of young people through outward-migration can reduce sustainability of rural villages and lessen demands for some services
- Dispersed populations can make service delivery expensive and potentially less efficient
- Demand for housing in attractive locations can increase house prices, leading to a lack of affordable accommodation for local people
- Older people and people with disabilities living in sparsely populated areas are more likely to face isolation
- Less populous BME communities in rural areas are more likely to face isolation

In total, Rotherham covers 287 sq km, and has a population of 252,300. However, population is not spread evenly across the Borough. Applying the Bradford rural definition model, around 5.5% (15,200) of Rotherham's population live in the 48% of the Borough that is rural. Therefore, in the most rural parts of the Borough, population density is 110 persons per square km (the EU benchmark of sparsity is 100 persons per square km.), compared to 871 per square km across the Borough as a whole. However, in recent years there has been a movement in population from urban to more rural areas, as people are choosing to live in town fringe and rural environments. For instance, between 1991 and 2001 there was a 1.5% increase in population in rural/semi-rural areas of Rotherham, compared to a 2.6% fall in urban/sub-urban areas over the same period. Furthermore, between the 2001 Census and the 2004 mid-year estimates, there was an increase in the overall Borough population of 1.7%, but in rural areas the population grew by 2.8%.

The breakdown of the Borough's population identifies some important differences between rural villages and the overall Borough population. For example, there is a marked difference in the Black & Minority Ethnic population, with only 1.6% of population of rural villages identifying themselves as from a non-white British background (compared to 4.1% across the Borough), and only 0.4% of the rural population is from Black, Asian or Chinese background.

There is also a marked difference in the age profile, with rural villages having an older population, and fewer children and young people.

Table 1: Age profile

	0-17 yrs	18-29 yrs	30-59 yrs	60-74 yrs	75+ yrs
Rural Villages %	19.0	11.1	45.2	16.5	8.2
Rotherham %	23.6	13.3	42.3	13.7	7.1

Source: Census 2001

The gender profile of rural villages reflects the overall gender profile of the Borough, with 51.5% of the rural population female, while the number of people in rural areas with a Limiting Long Term illness is 21.3%, below the Borough average of 22.4%.

Summary Objective

- To ensure that communities are sustainable
- To ensure that services are high quality and responsive to needs

5.2 The environment, biodiversity and landscape of rural Rotherham

Why the environment, biodiversity and landscape are important to the Rural Strategy

- Rotherham’s countryside is a resource to be protected for all our residents and future generations
- Protecting and enhancing the environment, biodiversity and landscape will bring benefits to Rotherham people. These include:
 - Improved opportunities to access, enjoy and study the countryside and participate in environmental activities
 - An improvement in the physical environment where people live, work participate in leisure activities
 - A strengthening of the local economy through attracting inward investment, people with skills and visitors;
- The countryside is facing a range of challenges, ranging from fly tipping to development encroachment

The physical environment, biodiversity and landscape underpin life in rural Rotherham, and consequently underpin this Strategy. As set out in Rotherham’s Biodiversity Action Plan, “biodiversity affects our quality of life aesthetically and spiritually, and boosts local economies and supports inward investment.”

Indeed, the environment, biodiversity and landscape are strongly linked to Rotherham’s vision of social, economic and environmental well-being as set out in the Community Strategy:

Achieving:	Rotherham’s environment attracts inward investment and limited leisure tourism, but high corporate business tourism, as well as drawing people with skills to live in the Borough
Alive:	The countryside provides access to leisure, and promotes good and healthy lifestyles
Learning:	The countryside can be used as a resource for schools, to increase learning opportunities to improve their understanding about the natural environment and biodiversity
Proud:	Rotherham’s beautiful landscape promotes pride in the Borough
Safe:	Rural villages provide excellent quality of life

Striking a balance between infrastructure/housing/economic developments and protecting the environment is difficult. Rural areas of the Borough are attractive to housing developers and property buyers alike, while there are employment opportunities to be gained from encouraging tourism and developing leisure facilities and transport infrastructure in rural areas.

However, both rural and urban dwellers alike value Rotherham’s countryside, and want to enhance and preserve it for the benefit of future generations. Change can be unwelcome

and resisted, particularly if it is seen as a threat to the countryside. The environment can be both an opportunity and a constraint.

RMBC is working to strike the right balance. Consultation is currently taking place on the Local Development Framework, which will determine land use policy in the coming years, while revitalising rural areas has been highlighted as a priority in the Community Strategy and Corporate Plan.

In taking this objective forward, Council officers are working in partnership with other key agencies to protect, conserve and enhance the countryside and the viability of rural areas through the promotion of sustainability. Current priorities include:

- Coordinating the implementation of a Sustainability Appraisal for the Rotherham Local Development Framework utilising the good practice guide for planning for tourism as agreed by Tourism Panel 17 July 2006
- Delivering Rotherham's Biodiversity Action Plan
- Establishing a Local Wildlife Site system for Rotherham to ensure areas of substantive nature conservation value are identified and protected
- Establishing a Landscape Character Assessment as a tool to guide the determination of planning applications, and inform other strategies
- Developing a green space strategy for the Borough to make best use of Rotherham's rural and urban parks and woodlands

As well as the pressure for infrastructure, housing and economic development in rural areas and the threat of encroachment into the greenbelt, the environment and landscape also faces a number of other challenges. These include:

- Agricultural change, and the impact that energy crops and other new crops may have on the physical appearance of the countryside
- Opportunities for alternative land use, such as wind farms
- Ensuring continued environmental stewardship and biodiversity as farmers continue to leave the land or need to find ways to diversify
- Negative use of the countryside, with activities such as quad biking, badger baiting and fly tipping impacting on rural communities and the environment/landscape

Our achievements:

The Council has taken/is taking steps to preserve and enhance the environment, biodiversity and landscape. Examples include:

- Support for the Rotherham Biodiversity Forum and the development and implementation of the Biodiversity Action Plan
- Development and implementation of a Sustainability Appraisal for the Rotherham Local Development Framework and establishing a Landscape Character Assessment
- Preservation of greenbelt and development of country parks and South Yorkshire Forest
- Working with the farming community to promote agri-environment schemes and countryside stewardship. During 2005/6 the Council supported farmers in drawing

down £240,000 of EU agri-environment funding, which was used to support and enhance biodiversity

- Targeted action to reduce fly-tipping and enviro-crime in rural areas
- Assisting Developers to incorporate biodiversity gain into their proposals, e.g. maintaining areas of semi-natural vegetation, installing bat or bird boxes and developing appropriate land management plans.

Summary Objectives

- To ensure that Rotherham's countryside is protected and nurtured for all residents and future generations
- To protect and enhance the environment, biodiversity and landscape of Rotherham

5.3 Developing our rural economy

Rotherham's economy is at its strongest for many years. Millions of pounds of new investment have been attracted into the Borough, and thousands of new jobs have been created in a diversified local economy. Whilst much of the focus has been on large developments at Manvers and Templeborough, and in Rotherham's town centre, the Borough's rural areas have also contributed to the rise in Rotherham's prosperity. This includes major business areas at Wales, Dinnington and Maltby, and a scattering of smaller business locations at Thurcroft, Kiveton Park, Aston and Swallownest.

Agriculture continues to provide a small, but important, source of employment, as well as ensuring environmental stewardship. Meanwhile, small businesses have developed in the Borough's dispersed settlements, rural service centres and rural villages, bringing employment opportunities to local communities. In addition, Rotherham's dispersed settlements and rural villages are home to many, who are attracted by the quality life in rural areas, and who travel to work in urban Rotherham, as well as other surrounding towns. Rotherham's rural areas are, therefore, an attraction for people who bring investment and skills to the Borough.

5.2.1 Agriculture

Why agriculture is important to the Rural Strategy

- People working in the agricultural and forestry sectors preserve and enhance the Borough's environment, biodiversity and landscape
- Agriculture and forestry provide a source of employment in rural areas
- People employed in agriculture and forestry have a range of unique skills that if lost will be hard to regain, and which are particularly important to environmental protection
- The beauty of the countryside attracts visitors into the Borough, and generates employment in other sectors, e.g. retail and hospitality
- The countryside, and attractive rural areas attract inward investment, and people with skills into the local economy

The 2001 Census provides the most up to date and accurate estimate of the number of people employed in 'rural occupations', with a figure of around 800 people across the Rotherham [approximately 0.8% of people aged 16 to 74 in employment) employed in agriculture, hunting, forestry and fishing in 2001. Although the total number is relatively small in terms of overall levels of employment and the amount earned by people employed in the sector, the non-quantifiable impact that people in this sector have on the environment, biodiversity and landscape of the Borough and the maintenance of our environmental assets is enormous.

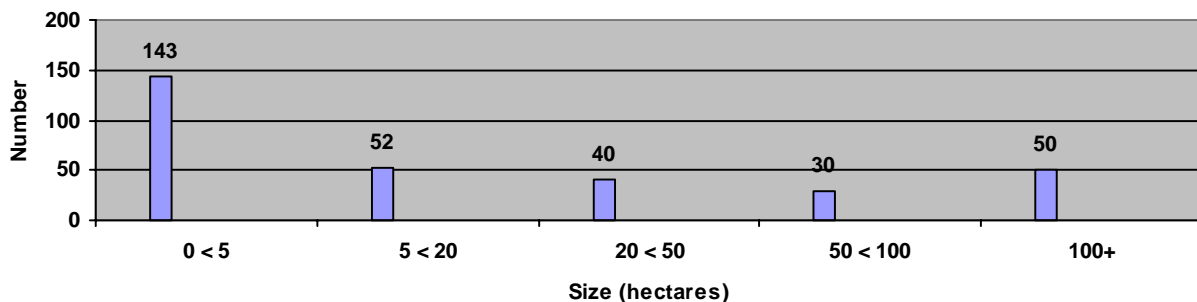
This is illustrated by the fact that, according to the Yorkshire and the Humber *Rural Evidence Base*, just over 50% of the Borough is in agricultural production, covering 14,594 hectares (from a Borough total of 28,560 hectares). The majority of this land is graded as 'very good quality agricultural land' (Grade 2) or 'good to moderate quality agricultural land' (Grade 3), capable of growing a wide range of arable and horticultural crops, although the dominant farm type is cereal.

A study undertaken by the Central Science Laboratory (CSL) on behalf of Yorkshire Futures has investigated the likely socio-economic impacts of Common Agriculture Policy reform on the agricultural and non-agricultural sectors in Yorkshire and the Humber region. The study found:

- There are likely to be reductions in land use, the number of farm holdings and employment (both direct and ancillary) in key sectors, including cereal and dairy
- Small farms will generally benefit more from CAP reform than medium sized and large farms, which are likely to reduce in their size and/or production level (in the cereal sector, less productive and, therefore, less profit-generating land is likely to be taken out of production)
- Considerable environmental impact is expected, with an improvement in soil nutrient, a decline in soil erosion and a decline in water pollution
- Considerable declines are expected in the beef and sheep sectors

Although the study looks at the region as a whole, the impact of the CAP reforms is likely to be felt locally, as Rotherham has a mixture of farm sizes, as illustrated in the table below:

Table 2: Farm Size



Source: Agricultural and Horticultural Census data June 2003

The findings from CSL's research suggest that Rotherham's small-to-medium sized farms (75% are less than 50 hectares) will benefit from the CAP reforms. Nevertheless, 25% are medium-to-large units, and the dominant farm type in Rotherham is cereal, and both of these categories are expected to see a decline in production and employment. However, it is likely to take two-three years of the new payment regime for the impact to be felt.

Agriculture continues to respond to changes in market demands and European funding. There has been an increased interest in alternative land use in the Borough, with Rotherham's farmers diversifying into growing fuel crops, looking at using land for wind power and other initiatives. There is also a growing demand for local produce through farm

shops and farmers' markets. However, there continues to be a decline in farming, with many farmers over 55 years, and younger people leaving the industry.

Our achievements:

The Council has taken/is taking steps to support agriculture. Examples include:

- We have provided assistance and support, through Culture & Leisure, to support farmers to access agri-enviro and funding. For example, during 2005/06 the Council helped secure over £240,000 in 'Entry Level Environmental Stewardship funding' for local farmers to support bio-diversity and landscape improvements
- A farmers forum was set up in response to the Foot & Mouth crisis and was cited by the Local Government Association as an example of good practice
- The Council, in partnership with landowners, has introduced guided walks and opportunities for educational visits to promote the work that is being done by farmers to support bio-diversity (included in the Walking Festival annually in July).

5.2.2 Business & Employment

Why business and employment are important to the Rural Strategy:

- Businesses in rural areas provide employment opportunities for local people, and help ensure the sustainability of local communities. In particular, they can help ensure that young people do not move away
- To a considerable extent, these businesses have replaced coal mining jobs that fuelled the original development or expansion of many of the Borough's rural settlements; although mining has mainly gone, these former mining settlements represent considerable physical and social infrastructures that need to be sustainable in to the future
- Local businesses, employing local people, have the potential to have a positive environmental impact by reducing travel to work by car
- The demand created by local employment for public transport connections can justify bus routes that are then available for wider use by rural people.
- Some businesses 'feed off' a rural setting, particularly in the tourism and hospitality sector but also in other sectors.
- Local business growth can be the catalyst for further development, with specialist rural businesses supporting each other
- All business development needs to be sensitive to environmental impact

In recent years, the focus for economic growth in Rotherham has been on the key urban sites of Manvers, Templeborough and Rotherham town centre. However, major developments at Waverley and Dinnington, which are surrounded by rural villages and dispersed settlements, are also engines of growth. For example, the development of an RMBC run business centre at Dinnington will increase economic activity in the rural south-east of the Borough by pulling in inward investment and supporting the development of local

start-up businesses, creating employment opportunities for people in the surrounding rural villages and dispersed settlements.

Rural service centres, rural villages and dispersed settlements also provide a source of local employment, particularly in the small business and retail/service sectors. For example, in Thurcroft there are 47 business units, with only one (2.13%) unoccupied in 2005/06. Other non-agricultural types of employment in rural areas of Rotherham include tourism (through a range of visitor attractions in rural areas), hospitality associated with tourism, local food production and retail (farm shops, etc) and horticulture (garden centres and nurseries). Other specific forms of industry found in rural Rotherham include quarrying.

The table below compares the number of enterprises in rural areas in 1999 and 2004, and illustrates business survival rates in urban and rural areas. Although the numbers of businesses in rural areas are relatively small and, therefore, it is difficult to draw firm conclusions, there has been a larger percentage increase in number of businesses in rural areas over last five years. In addition, medium-term business survival rates for new businesses in rural areas is slightly higher. Further research in this area may be necessary as part of a rural economic strategy.

Table 3: Businesses in rural areas of Rotherham

	Rural Area		Non-Rural area	
	Number	Percentage	Number	Percentage
Businesses in 1999	413	7.4%	5141	92.6%
Businesses in 2004	513	7.7%	6165	92.3%
Increase in number and % businesses between 1999 and 2004	100	24.2% increase	1024	19.9% increase
Survival rate of one year for new business set-up in 2003	90%		92%	
Survival rate of three years for all businesses existing in 1999	75%		71%	
Survival rate of five years for all businesses existing in 1999	65%		62%	

Source: The BETA Model

This activity largely takes place without direct public intervention, and there is only a limited amount of specific activity taking place to support economic development in rural parts of the Borough. At present, the Council does not have a rural economic strategy. Our focus, in line with the findings from consultation, is on business development in urban areas and the two strategic economic zones (the Dearne Valley and MI Technology Corridor), with the benefits of these developments reaching across the Borough. The Employment and Workforce Development Plan regards employment inactivity as essentially an urban issue, particularly in the neighbourhood renewal areas.

There is a potential for growth around the tourism sector. For instance the YES Project, the South West of the Borough will generate employment opportunities in the surrounding area. An eco-tourism study will assess the opportunities for tourism related employment in the south of the Borough, while the development of the Chesterfield Canal has the potential to create tourism, hospitality and boat maintenance related employment.

New visitor accommodation in the rural areas should complement the surroundings, preferably utilising existing buildings, of high quality assessment ratings of 4 star or higher for self catering or serviced facilities. Travel style accommodation in rural areas is to be avoided. Niche attractions and accommodation in Rotherham's rural area should be welcomed. However, it should be ensured that existing services are not adversely affected.

Another potential area for economic development in rural areas is the Renaissance Market Town Initiative. In addressing the development of market towns, Yorkshire Forward established the RMT initiative in January 2003 as a ten year plan to support sustainable small towns by ensuring that they are places where people want and are able to live, work, invest and visit. The objective of RMT is to generate sustainable development through the development of an ambitious town vision that is translated into an action plans with prioritised projects. There are a number of settlements in the Rotherham Borough area that potentially qualify for RMT status, and RMBC is engaged in on-going discussions with Yorkshire Forward over the potential for a RMT in the Borough.

Transport infrastructure is an issue in some rural parts of the Borough, with key routes such as the A57 facing increased congestion from commercial traffic and people commuting from rural villages/dispersed settlements to urban industrial/business centres. This is a potential disincentive to investors, as well as having an impact on quality of life of local people.

Our achievements:

The Council has taken/is taking steps to support business in rural areas. Examples include:

- The development of industrial parks in dispersed parts of the Borough, which provide employment opportunities for local communities
- The Tourism Strategy promotes tourism, and generates business, in south Rotherham and other rural areas of the Borough. For example, the Rotherham Walking Festival and the Churches Tourism Initiative including the five churches walk in the south of the Borough and the six churches walk featuring the north of the Borough
- The Yorkshire Entertainment Sensation (YES) project at Rother Valley Country Park could generate 2,700 jobs. Although classed as urban fringe, it is of an altogether different scale of magnitude to the type of project that normally takes place in the countryside. Planning permission has been granted by RMBC, and the 'call in' to the Secretary of State is being actively supported by RMBC for the perceived economic benefits that it would bring to the Borough
- Ongoing work to restore the Chesterfield Canal will create leisure related employment opportunities in the south of the Borough. Yorkshire Forward have supported a study to investigate the potential of connecting the last part of the Chesterfield Canal, through the Rotherham area from Killamarsh
- All community libraries offer support to local businesses via the Business Information Service, based in the Central Library, supplemented by specialist collections where appropriate.

Summary Objectives

- To create a sustainable and robust local economy that creates wealth and employment for rural communities in the Borough
- To increase the employment rate of people living in rural areas
- To increase the number of small and medium sized enterprises in rural Rotherham

5.4 Addressing rural deprivation

Why rural deprivation is important to the Rural Strategy:

- Deprivation in rural areas can be more isolating due to its dispersed nature and the fact that it can be found in the midst of affluence
- Some rural villages and dispersed settlements have lost their traditional focus of coal mining, and consequently face high levels of unemployment. This is a particular issue for older men
- A lack of opportunity in rural areas can lead to anti-social behaviour, crime and substance misuse amongst younger people
- Access to health and other key services can be problematic for deprived individuals and families, due to the lack of transport

Affluence and quality of life are generally higher in the rural parts of the Borough, with people experiencing better health, a lower fear of crime and better educational qualifications than their urban counterparts (see sections below). Unlike some parts of the country, housing affordability is not currently a significant issue in Rural Rotherham. In addition, the quality of life in Rural Rotherham continues to attract people, as evidenced by the move of population from the urban to the more rural parts of the Borough. Overall, the index of multiple deprivation 2004 shows the rural parts of the Borough are less deprived than the Borough as a whole, and are near to the England average.

However, there are pockets of acute deprivation in rural Rotherham. For example, Treeton West falls in the top 20% most deprived areas nationally. In part, these pockets of deprivation reflect the fact that some of Rotherham's rural villages and dispersed settlements have lost their traditional focus – the pit – and have struggled to find a new role. Older men, in particular, have faced and continue to face higher levels of unemployment in these communities, while young men have lost a traditional source of work, and a focus of social activity.

Furthermore, deprivation can be found in the midst of affluence – within a single household in a rural village – and can, therefore, be more isolating. The fact that there is a significant level of deprivation across the Rural Rotherham, can be illustrated in the table below (classifications are based on the Government's new rural/urban definition).

Table 4: Indicators of disadvantage by rural-urban classification

Classification	Income Deprived	Employment Deprived	Limiting Long Term Illness	No Qualifications
	%	%	%	%
Urban	18.4	14.9	22.5	42.2
Town & Fringe	11.5	11.1	21.3	37.7
Village, Hamlet & Isolated Dwelling	7.0	9.6	21.7	36.4

Source: OCSI 2005 (from ODPM 2004, Census 2001, ONS 2005)

Whilst it is clear that higher levels of deprivation are found in urban and fringe areas, rural Rotherham still has significant deprivation, with levels of 'limiting long-term illness' and 'no

qualifications' only just below those in the more urban areas. Levels of employment deprivation are also around two-thirds of that found in urban areas.

As indicated above, deprivation can also be masked by apparent affluence. For example, people living in 85% of households in Anston & Woodsetts have access to a car, but this means that **15%** do not, and have to rely on public transport to access services/jobs. This is particularly an issue for young people, older people, people with disabilities and families on low incomes.

Our achievements:

The Council has taken/is taking steps address deprivation in rural areas. Examples include:

- the Council and its partners, through the Community Strategy, share a common, high-level commitment to minimising inequalities in all parts of Rotherham
- the refreshed Neighbourhood Renewal Strategy sets out strategic actions to address deprivation in key communities of interest, including those living in rural areas
- Other major plans are directed at addressing specific areas of deprivation. For example, the Council and its partners have plans to address the needs of children and young people, older people and public health
- the Council has an enviable record in attracting inward investment into the Borough, and reducing deprivation through job creation
- unemployment in the Borough is at its lowest rate in many years
- schemes, such as the Wheels to Work initiative, help young people in rural areas access employment

Summary Objectives

- To reduce overall deprivation for those living in rural areas, particularly for those most disadvantaged

5.5 Access to services

Why access to services is important to the Rural Strategy:

- The Council has a duty to ensure equitable access to services
- An inability to access services can lead to isolation and social exclusion for key groups identified in the Neighbourhood Renewal Strategy
- Local services, such as pubs, post offices and shops, provide rural villages with a sense of identity and cohesion
- Perceived isolation from services and the urban core can lead to disconnection with the democratic process and create problems of community cohesion.

Over the last two decades, the way in which people access services has changed considerably, with people travelling greater distances on the one hand and accessing services electronically, at home, on the other. Historically, dispersed settlements, and even larger rural villages, were able to operate independently. However, in recent years many service and retail businesses have closed down or moved away from rural communities. Nationally, there has been a loss of post offices, pubs, petrol stations, banks and local shops in rural areas, as local people increasingly travel to supermarkets and out of town shopping centres, or bank electronically or by telephone. This trend – from access by proximity to access by mobility – has had several impacts. It has increased reliance on private transport, increased isolation for people without private transport or access to ICT, broken the link between locally produced goods and the consumer, and undermined the sustainability of local communities.

Rotherham's dispersed settlements and rural villages continue to contain many local businesses. However, they trade in an increasingly competitive market place, and face particular market pressures from supermarkets.

The public sector, including parish councils, plays an important role in the provision of services in rural areas. Many public services are located in rural service centres and dispersed settlements, with a smaller number in rural villages. These include libraries, community centres, residential homes, sheltered housing, neighbourhood offices, health centres and GPs, local police station/police houses, parks and recreation grounds. Other services are delivered to people living in rural areas. These are either services where there is an assessed need, such as home care, or universal services, such as household refuse collection. At a national level the Government has introduced Rural Service Standards, which set out the details of the minimum services that people in rural areas can expect to receive, covering issues as diverse as education, support for older people, access to ICT, rural post offices, healthcare and public transport. It has also introduced Rural Proofing to ensure that policy decisions take account of rural circumstances and needs. If carried out effectively, policy makers should systematically:

- consider whether the policy is likely to have a different impact in rural areas, because of particular rural circumstances or needs
- make proper assessment of those impacts
- adjust policy, where appropriate, so solutions to meet rural needs

Both Rural Service Standards and Rural Proofing are initiative that could be applied in Rotherham.

The Countryside Agency conducts a Rural Services Survey (where only rural households are surveyed), regarding accessibility to a number of local services. These results are based on map point location of services and rural households. The table below shows access to commonly used local services, in comparison to our South Yorkshire neighbours. In general, Rotherham compares favourably with our neighbours. However, it can be seen that over 20% of households live more than 2 km from a GP, almost two-thirds of households are more than 2 km from a secondary school, and that almost half of rural households live over 2 km from a library:

Table 5: Access to service - % of rural households under 2 km from local services

	GP	Cash machine	Bank	Job Centre	Library	Petrol Station	Post Office	Primary School	Secondary School	Super market
Barnsley	60	75	47	19	56	76	97	97	42	78
Doncaster	78	88	59	3	55	76	91	92	26	47
Rotherham	79	83	55	3	53	85	97	96	37	63
Sheffield	81	74	13	9	12	17	91	89	61	16

Source: Yorkshire & Humber Rural Evidence Base, 2005

Ensuring equitable access to public services is a challenge in rural areas, and there is a particular issue around the cost of providing services in the more remote parts of the Borough. Accessing many Council services, such as those available from council offices and leisure facilities, can be problematic for people living in rural Rotherham, particularly those who rely on public transport. This group includes people who are disadvantaged through disability, low income and family circumstances. However, the issue of access can be compounded for people in the rural north and south of the Borough who may personally relate more closely (and have easier public transport access) to rural service centres in neighbouring local authorities. For example, many people in the south of the Borough travel to work and shop in Sheffield, north Nottinghamshire and north Derbyshire, and unlikely to regularly visit Rotherham town centre. By way of example, although it is only four miles away (and the nearest large settlement in Rotherham), there is no direct bus route from Thorpe Salvin to Dinnington. The journey involves a change of buses and takes one hour, while a direct bus to Worksop takes 20 minutes.

This is a challenge for the Council and our partners, as perceived isolation from services and the urban core can lead to disconnection with the democratic process and create problems of community cohesion. Findings from *Rotherham Reachout* highlight that many people feel that the Council and its partners marginalise the needs and priorities of rural Rotherham and overstate those of urban Rotherham.

There is, therefore, a need for public service providers to work collaboratively and innovatively to ensure all individuals and communities can access services. This may include co-location, widening access to ICT and broadening the range of electronically available services, providing a wider range of peripatetic/visiting services, improving transport links and working with neighbouring authorities.

Our achievements:

The Council has taken/is taking steps to improve access to services. Examples include:

- Developing the provision of peripatetic services, such as mobile libraries and sport and physical activity outreach work
- The aim of the Library Service is to provide a static library within 2 miles of every resident. Where that is not possible, the supplementary aim is to provide a mobile library halt within 1 mile
- Establishing a network of customer service centres across the Borough through the use of new and existing facilities, and exploring access to service through other organisations
- Ensuring a wider range of services available through ICT
- Offering free access to the internet and e-mail through community libraries
- Developing customer service standards, and considering the introduction of rural service standards
- Exploring Rural Proofing, as means of ensuring that rural communities are not disproportionately affected by changes to services

Summary Objectives

- To improve access to key services in rural areas
- To improve satisfaction with key services in rural areas

5.6 Education & Skills

Why education and skills are important to the Rural Strategy:

- An overall improvement in education and skills attainment is important for the Borough as a whole as it provides the basis for social and economic well-being
- People living in many rural communities (former pit villages and agricultural based villages) face new skill challenges as traditional industries disappear and face significant change
- Access to further education can be difficult for people without transport in rural areas
- ICT and broadband presents new opportunities for home working
- Developing entrepreneurial skills will allow farmers to diversify and ensure the success of their business
- Traditional agricultural skills need to be preserved, while farmers need to acquire new skills in environmental stewardship

Rotherham has an extensive network of schools and colleges, which serve urban and rural areas. As illustrated in the section on *Access to Services*, 96% of rural households live within 2 km of a primary school, while 37% of households live within 2 km of a secondary school. Many of the secondary schools that serve the rural villages and dispersed settlements also have sixth form provision.

The north of the Borough is served by Dearne Valley College at Wath, and the south by Rother Valley College Annexe at Dinnington, both of which offer a range of vocational and academic courses. Rural areas of Rotherham are also well served by libraries and community centre/parish halls, which all provide a basis for access to education and training in rural areas.

Overall, provision of education in the rural parts of the Borough is good, and this is reflected in higher than Borough average levels of attainment, with the percentage of people with 'Level 4 and 5 qualifications' significantly higher than the Borough average and the percentage with 'no qualifications' significantly lower, as illustrated in the table below.

Table 6: Educational and skills attainment showing rural areas compared to whole Borough:

	No qualifications	Level 1 qualifications	Level 2 qualifications	Level 3	Level 4 / 5 qualifications	Other qualifications level unknown
% Rural Rotherham: All People (16-74)	30.1	17.6	18.5	6.1	19.0	8.7
% Rotherham: All People (16-74)	36.8	19.2	18.8	5.5	11.5	8.2

Source: 2001 Census

However, overall qualification levels in Rotherham are below the national average, and the Council is working with its partners, through Rotherham Partnership, to address general attainment levels. In particular, there are dispersed settlements and rural villages in rural Rotherham where the traditional source of employment and skills development – the pit – has disappeared. In these areas there is a generation of older men, with outdated skills, and young men who have to look to new sources of employment. Skilling up both of these groups for the new economic realities is key to ensuring the continued vibrancy of these communities.

Another issue for the adult population in rural areas relates to access to further education, with people having to travel to Dinnington, Wath or Rotherham Town Centre to access the wide-range of courses on offer. As we have seen in the section on *Access to Services*, this can be problematic for people without access to transport – one of the groups that are most likely to have few or no qualifications.

Other issues relating to education and skills in rural Rotherham include:

- Promoting the development of ICT skills and the availability of broadband in rural areas, which could open up possibilities for greater home working, with a consequent positive environmental impact
- Developing business and entrepreneurial skills for people who work the land to enable them to successfully diversify and develop their businesses. This should include skills for women whose partners work the land
- Ensuring that traditional skills, which have been passed down from generation to generation, associated with traditional crafts, animal husbandry, environmental maintenance, etc, are not lost to future generations
- Supporting farmers to gain a greater understanding of new approaches to biodiversity and environmental stewardship, funding and regulations

Our achievements

The Council has taken/is taking steps to improve education and skills in rural areas.

Examples include:

- Learning is a one of the five core themes of the Community Strategy. It is supported by all key agencies – public, private and voluntary – and is underpinned by a set of shared priorities which aim to improve overall educational and skills attainment
- The Community Strategy includes a commitment to create specific initiatives to maximise the engagement and participation of particular targeted groups or disadvantaged geographical areas
- Rotherham's Corporate Plan reflects the need to increase skills and develop opportunities across the Borough's workforce
- Overall educational attainment is improving across the Borough, and this is reflected in schools in rural areas

Summary Objectives

- To increase access to information, support and learning opportunities in rural areas, especially for those in the agriculture sector and former pit villages
- To improve educational attainment for children in rural areas

- To improve transport links in rural areas to primary and secondary schools

5.7 Health and well-being in rural Rotherham

Why health is important to the Rural Strategy

- The countryside provide a resource which can be promoted to improve general health and well-being through informal recreation
- Former mining villages in rural have high incidences of industrial related disease and higher levels of a male unemployment
- Older people and people with disabilities without transport can face difficulties accessing health services
- The changing nature of agriculture has the potential to create health related difficulties for the farming community

As with educational attainment, people living in rural villages generally have a better standard of health than their urban counterparts. This is illustrated in the table below, which compares the percentage of people with a long-term limiting illness.

Table 7: percentage of people with Long Term Limiting Illness

	% with Long Term Limiting Illness	% without Long Term Limiting Illness
Rural Rotherham	21.3	78.7
Rotherham: all areas	22.4	77.6

Source: Census 2001

This position reflects the overall lower levels of deprivation in rural villages, and the higher quality of life with, for example, lower levels of air pollution and greater access to informal countryside recreation. Rural areas also provide plentiful opportunities for the wider population to access informal recreation, such as walking, and thereby improve their overall health and well-being. The Council's Cultural Strategy sets out actions that promote positive healthy lifestyles through this kind of activity.

RMBC does not have a specific approach to addressing health and well-being in rural areas. Instead, the Council and its partners have developed/are developing a number of key strategies aimed at improving health and well-being across the Borough. These are particularly aimed at vulnerable groups, and include:

- **Older People's Wellbeing Strategy** – promotes a better quality of life for Rotherham's increasing population of people who are over 50
- **Public Health Strategy** – raises the profile of public health and sets out an action plan to improve, promote and protect health
- **Children & Young People's Wellbeing Strategy** – sets out Rotherham's approach to the Every Child Matters agenda of being healthy, staying safe, making a positive contribution, and achieving economic well-being
- **Green Spaces Strategy** – seeking to establish equitable provision of green space sites and service across the Borough.

- **Sport & Active Recreation Plan** – aims to increase the numbers of people actively involved in sport and physical activity because of the proven associated benefits to health and well being. It has specific targets for priority groups including older people, young people, disabled people, BME communities and women

These and other plans have established partnership priorities, with action led by RMBC's Children & Young People's Service and Adult Social Services, and Rotherham Primary Care Trust. Other partners, such as the Police and the voluntary and community sector are also heavily engaged in developing, delivering and supporting these priorities across the Borough.

The actual delivery of services in rural areas takes a number of forms. Vulnerable adults receive assessed need services in their homes, or through day care and residential provision. GP surgeries and health centres are generally available in larger villages, dispersed settlements and rural service centres, with seventy-nine percent of rural households living within 2 km of a GP surgery. However, this means that over one in five households have to travel over 2 km to see their doctor. This is particularly problematic for older people or people with disabilities, who are less likely to have access to private transport, and more likely to need to see a doctor. In addition, as the population of rural villages changes, with younger people leaving, older people and people with health related difficulties face the risk of greater isolation. The Council is working with other partners, particularly the Rotherham PCT, to develop a network of customer service centres, which will included access to health related information and services. It also works with the voluntary and community sector to ensure support is available to vulnerable groups and has a number of Culture and Leisure outreach services that target rural communities.

There are specific health issues that are particularly prevalent in some of Rotherham's rural communities. For example, rural villages/dispersed settlements in former mining areas, have an inheritance of industrial related disease and higher levels of unemployment amongst men. In addressing this, Rotherham is at the forefront of tackling respiratory disease, with the new Breathing Space centre pioneering this work.

In addition, in recent years there has been a steady decline in farming, with many farmers over 55 years and younger people leaving the industry. Traditional farming has also faced market pressures, regular crises and has become less profitable. Nationally this has led to increased levels of 'rural stress', and a rise in the number of farmers taking their own lives. The extent of this problem is unknown in Rotherham, and developing a farmers' forum may present a means of determining the extent of the issue, as well as providing general support to farmers and their families.

Our achievements:

The Council has taken/is taking steps to improve health and well-being in rural areas. Examples include:

- Development and delivery of key health and well-being strategies, including Older People's Strategy, Public Health Strategy and Children & Young People's Wellbeing Strategy, Green Spaces Strategy and Sport & Active Recreation Plan.
- Partnership work with Rotherham PCT to develop network of customer service centres

- Addressing respiratory disease through the groundbreaking Breathing Space Centre

Summary Objectives

- To improve health and wellbeing in rural areas
- To improve access to health services in rural areas
- To ensure the needs of rural areas are embedded into key policies and strategies addressing health and wellbeing

5.8 Ensuring community safety in rural areas

Why community safety is important to the Rural Strategy

- Crime and anti-social behaviour has a major detrimental impact on the quality of life of local people wherever it occurs
- Fly tipping and off-road vehicle nuisance are increasing problems in rural areas, and pose a threat to wildlife, biodiversity and public safety
- Speeding vehicles have a serious negative impact on quality of life and pose a danger to other road users in rural villages

In addressing crime and anti-social behaviour across the Borough, RMBC works closely with the Police and other partners. The key document is the Community Safety Strategy, which was developed by the Safer Rotherham Partnership. The Strategy identifies eight priorities:

1. Illegal drugs
2. Preventing offending and re-offending
3. Victims, witnesses and vulnerable people
4. Violent crime and licensed premises
5. Domestic burglary, vehicle and business crime
6. Anti-social behaviour
7. The fear of crime
8. Young people as victims and offenders

The Community Safety Strategy sets out a series of challenging targets to reduce crime and anti-social behaviour, and key to achieving these is the development of Safer Neighbourhood Teams across the Borough. SNTs are multi-agency teams that are able to work together on the basis of shared information and a commitment to tackle local crime, grime and disorder issues. Teams will consist of local Police Officers (Police Constables, Special Constables and Police Community Support Officers (PCSOs)); a Neighbourhood Manager and Neighbourhood Champions; Rotherham Wardens; Neighbourhood Enforcement, Streetpride staff; Anti-Social Behaviour specialists and Young People's Service staff, and will have good local links to the communities they serve.

In addition, in rural areas the Rangers' and Wardens' services also have a significant role to play in addressing enviro-crime and anti-social behaviour, such as off-road vehicle nuisance. Parish Councils also have a key role to play in their local area.

In actual fact, overall levels of reported crime and anti-social behaviour in rural villages are below the Borough average, which reflects the higher quality of associated with rural Rotherham. In particular, rates of violent crime and rowdy/nuisance behaviour are significantly lower than the Borough average. Furthermore, Rotherham Reachout has highlighted that people living in the Area Assemblies covering the rural parts of the Borough are least concerned about crime.

That said, there are particular issues that affect community safety in rural areas, with the table below comparing Rotherham's rural villages with urban areas in terms of some of the major types of reported crime and anti-social behaviour.

The table highlights the number of reported crimes/incidents for 2005/06, with a converted rate per 1000 population (per 1000 households for burglary dwelling). The table shows that in rural areas there was an overall reported crime rate of 71.0 per 1,000 population, compared to 114.9 per 1,000 population in urban areas. The 'difference' column calculates the difference in rate between rural and urban areas.

The figures suggest that fly tipping and off-road vehicle nuisance are the biggest crime and anti-social behaviour issues affecting rural areas (NB: the figure for 'theft from vehicle' is strongly influenced by Woodall Services being located in a rural area and hence the 'real' difference is probably much higher than 16%).

Table 8: Crimes / Anti Social Behaviour Incidents 2005/06

Crimes	No			Rate			
	Rural	Urban	All	Rural	Urban	All	Difference
All Crimes	1089	27141	28230	71.0	114.9	112.2	-38%
Burglary Dwelling	59	1316	1375	8.3	12.9	12.6	-36%
Burglary Other	100	2048	2148	6.5	8.7	8.5	-25%
Theft of Vehicle	65	1271	1336	4.2	5.4	5.3	-21%
Theft from Vehicle	120	2191	2311	7.8	9.3	9.2	-16%
Violent Crime	125	5008	5133	8.1	21.2	20.4	-62%
Criminal Damage	224	7264	7488	14.6	30.8	29.8	-53%

Anti Social Behaviour	No			Rate			
	Rural	Urban	All	Rural	Urban	All	Diff
Rowdy/Nuisance Behaviour	264	7399	7663	17.2	31.3	30.5	-45%
Off-Road Vehicle Nuisance	157	2011	2168	10.2	8.5	8.6	20%
Arson	104	1939	2043	6.8	8.2	8.1	-17%
Fly Tipping	830	3409	4239	54.1	14.4	16.9	275%

Traffic issues also have an impact on community safety in rural areas. This is particularly an issue with speeding on rural lanes and through rural villages.

The Council's Speed Management Strategy contains the framework for managing speed throughout the Borough. The aim is to create a safer road environment for all users, whilst allowing journeys to be conducted in a way which meets the needs of the travelling public and businesses. Both the Government's Rural White Paper and Rural Speed Management Strategy state that 30 mph should be the normal speed limit in rural villages. It is the Council's aim to make residential roads in villages 20 mph and distributor roads through villages 30 mph. In the case of strategic roads through villages, the Council aims to provide a 30 mph limit where possible. In terms of the Borough's rural roads that are outside villages, the Council believes that strategic and distributor roads should be unrestricted and residential roads should be 20 or 30 mph.

Our achievements

The Council has taken/is taking steps to improve community safety in rural areas. Examples include:

- Addressing speeding and road safety issues in rural areas through the Countryside Traffic Management Strategy and Speed Management Strategy
- Lower levels of crime, anti-social behaviour and fear of crime in rural areas
- Effective partnership working with Police and others through the Safer Rotherham Partnership, leading to the development of a Community Safety Strategy
- Implementation of multi-agency Safer Neighbourhood Teams across the Borough
- General reductions in all forms of crime and anti-social behaviour
- Developing the role of warden's rangers to address anti-social behaviour in rural areas

Summary Objectives

- To reduce levels of crime and anti-social behaviour in rural areas, particularly fly-tipping, motor vehicle nuisance and speeding vehicles

5.9 Housing in Rural Rotherham

Why housing is important to the Rural Strategy:

- Appropriate and affordable housing underpins the sustainability of rural communities, and wider objectives
- Insufficient supply of owner-occupied housing can lead to high demand and inflated prices, particularly where there is pressure from second home/holiday buyers and commuters
- 'Local people', especially young people, on low incomes find it difficult to get onto/move up the housing ladder in areas of high housing demand
- A limited supply of socially rented housing is a further barrier for 'local people' looking for housing in rural areas
- At the same time, a limited choice of housing in rural areas has the potential to act as a disincentive to people with skills moving into the area
- Properties in remote rural areas can have poorer access to mains gas/electricity supplies, and are more likely to be solid stone built, with the result that residents have higher heating and running costs

Rotherham's approach to housing investment and development is set out in the Housing Strategy and Action Plan 2005-2010. This describes how investment in housing can help reduce deprivation and tackle a range of quality of life issues within neighbourhoods.

The Housing Strategy focuses on four key themes:

- **Developing neighbourhoods** – by delivering investment, neighbourhood management and partnership working to support neighbourhood regeneration
- **Ensuring decent homes** – by meeting the Decent Home Standard for social housing by 2010, and supporting the most vulnerable households in the private sector to achieve the same standard
- **Renewing the housing market** – by working through the Housing Market Renewal pathfinder to address areas of housing that are suffering from weak housing market conditions
- **Providing fair access and choice** – by building on the Supporting People programme, ensuring that there is choice of suitable housing and support available to those that need it

A Rural Housing Strategy, which is aligned to the Borough's Rural Strategy, has been drafted, but is subject to further development and consultation.

At a national level, several reports and initiatives have underscored the links between affordable housing in rural areas and sustainable rural communities. For example, the Commission for Rural Communities has recently published *The Housing and Support Needs of Older People in Rural Areas*, which states that:

enabling choices around meeting housing needs in rural areas is not just about housing, but about making critical links with other key features of rural living, such as transport and access to a range of services

In Rotherham, the position in relation to rural housing remains to be determined, and a key component of future development of the Rural Housing Strategy is a Housing Needs Assessment, which will include a Rural Housing Assessment, Housing Needs and Affordability Survey. This assessment of housing needs is core to the delivery of the wider Housing Strategy for Rotherham, and will provide a clear understanding of supply and demand for housing in rural areas.

Some factors are, however, already known. For instance, across the region there has been an outward migration from urban areas to rural areas, and this has been mirrored in Rotherham. For example, between 1991 and 2001 there was a 1.5% increase in population in rural/semi-rural areas of Rotherham, compared to a 2.6% fall in urban/sub-urban areas over the same period. Furthermore, between the 2001 Census and the 2004 mid-year estimates, there was an increase in the overall Borough population of 1.7%, but in rural areas the population grew by 2.8%.

In South Yorkshire, there was an increase in overall house prices in the period December 2004 to December 2005 of 5.5%. This compares to the national average for England and Wales in the same period of 4.29%. Lower mortgage rates and the under supply of new houses have fuelled the demand. Unemployment in the Borough is around the national average, but gross salaries are only 84% of the national average, which can create difficulties for people entering the housing market, particularly in areas where there is limited choice and availability.

Average earnings increases in England and Wales have been well below the rate for house price increases for several years, which has resulted in a large rise in the ratio of house prices to earnings. In Rotherham, earnings rose at a similar rate to house prices between 1999 and 2000, with house price inflation only beginning to outstrip wage inflation from 2001. Between 2000 and 2004 the ratio rose from 4.7 to 6.5 in England and Wales, while in Rotherham the ratio rose from 2.9 to 4.6 over the same period. As a result, housing remains far more affordable for first-time buyers or those looking to move up the property ladder in Rotherham than nationally, though in terms of actual wealth generation, Rotherham has become relatively less wealthy.

Although Rotherham is not recognised as a significant tourist area, any purchasing of second homes by the more affluent does preclude local people from accessing affordable housing. This alone prevents disadvantaged groups from having sufficient choice for decent affordable housing. Furthermore, there is evidence of people moving into Rotherham's rural villages, because of the higher quality of life, and commuting to jobs in Rotherham's urban areas and other parts of the sub-region.

The outcome of the Housing Needs Assessment will underpin a Rural Housing Strategy by providing information that will determine the affordable housing policy within the Local Development Framework. It will also provide key information about the need to build affordable housing to benefit the groups identified as at risk of exclusion. However, the draft Rural Housing Strategy identifies a number of potential actions. These include:

- Develop and implement range of options to make better use of existing stock
- Develop and implement Affordable Warmth Strategy in rural areas, leading to a reduction in the number of people suffering from fuel poverty
- Establish a consistent approach to developing affordable housing in rural areas
- Maximise the supply of affordable housing in rural areas through s106 agreements
- Review effectiveness of existing s106 agreements and those currently in the pipeline, to establish future targets
- Review funding sources to build or acquire properties in rural areas
- Deliver affordable housing through partnership mechanisms
- Stimulate the private sector in rural areas of Rotherham
- Impede the sale of council owned properties in specific rural areas
- Stimulate the choice of housing options to encourage choice within the affordable housing portfolio

Our achievements

The Council has taken/is taking steps to improve housing in rural areas. Examples include:

- Rotherham 2010 Ltd, our housing Arms Length Management Organisation, achieved a 'good' 2-star rating from the Audit Commission in autumn 2005, which means that £330 million can be invested into the Council's housing stock to ensure that it meets the Decent Homes Standard by 2010
- Working with our partners in the other South Yorkshire councils to deliver the Housing Market Renewal Pathfinder
- Working with the private sector to develop the Private Landlord Accreditation Scheme, with the aim of improving accommodation in the private rented sector
- Developed a Strategic Housing Partnership to oversee the development and implementation of the Rotherham Housing Strategy
- Introduced the Affordable Warmth Strategy, which aims to eradicate fuel poverty by 2015
- Commissioned a Housing Market Needs Assessment, which includes a Rural Housing Assessment, Housing Needs and Affordability Survey
- Began work on formulating a Rural Housing Strategy for the Borough

Summary Objectives

- To improve the quality, choice and affordability of housing in rural Rotherham

5.10 Transport and travel

Why transport and travel are important to the Rural Strategy

- Access to transport in rural areas is key to accessing jobs and services and is core to the wider social inclusion agenda
- Rural areas face a number of transport challenges, including excessive speeds on country roads and traffic growth affecting businesses and communities, with congestion affecting business profitability and investment, as well as the overall quality of life and road safety
- Some rural communities live with heavy traffic passing through their village that has no connection with the community, but which causes noise, pollution and road safety concerns.
- Bus patronage is falling, with rural services dependant on public subsidy
- Access to transport links can increase commuting and affect local housing markets, leading to competition for local housing from more affluent households who can choose to live in perceived attractive locations

Access to transport in rural areas, be it public or private, is the key to accessing jobs, services and leisure and, as such, is core to the wider social inclusion agenda. As set out in the section on *Access to Services*, increased access to private transport has been linked to a decline in rural shops and services, with people travelling greater distances to larger towns and out of town shopping centres. However, those without cars in rural villages and dispersed settlements (15% of households in the relatively affluent Anston & Woodsetts area) have to rely on public transport to access jobs and services, and, as we have seen, it takes one hour and a change of bus to travel the four miles from Thorpe Salvin to Dinnington.

In fact, rural areas of Rotherham currently face a number of transport challenges, including excessive speeds on country roads and traffic growth affecting businesses and communities, with congestion affecting business profitability and investment, as well as the overall quality of life and road safety. Generally, the Borough is very well served with motorways and trunk roads, but this major network places pressure on surrounding roads. This is particularly evident on the A57, which runs through the rural south of the Borough. Furthermore, some rural communities, for example Nether Hague, live with heavy traffic passing through their village that has no connection with the community, but which causes noise, pollution and road safety concerns.

To address these issues, the Council has developed a Countryside Traffic Management Strategy (CTMS), linked to the Local Transport Plan. It was formulated by a working group consisting of representatives South Yorkshire's local authorities, South Yorkshire Police, the Countryside Agency and the Campaign to Protect Rural England.

A substantial Action Plan sets out how the CTMS will be implemented. For example:

- Investigation of possible sites for Quiet Lanes
- More appropriate speed limits and traffic calming on country roads

- Routing of Heavy Goods Vehicles

As well as tackling traffic issues, the CTMS explains how the Council will work towards improving public transport, conditions for cyclists, pedestrians, horse riders, motorcyclists and people with disabilities. A number of existing and new initiatives support these aims, for instance:

- Safer roadside verges
- Improved cycling and horse riding facilities

Public transport is core to the CTMS; although in recent years there has been a steady decline in bus patronage in South Yorkshire, with the majority of rural bus services increasingly dependant on public subsidy. RMBC works closely with South Yorkshire Passenger Transport Executive (SYPTe) to develop public transport in rural areas, and is actively involved in the South Rotherham Rural Transport Group. It is also an active supporter of Rotherham Community Transport, which provides vital links to people in rural Rotherham.

A significant success for RMBC and SYPTe is the development of the Quality Bus Corridor between Worksop and Rotherham and the new Dinnington Interchange. Another successful initiative impacting on rural areas is the Wheels to Work scheme, which is supported by Objective 1 and the Local Transport Plan, and provides motor scooters to help young people access employment.

Access to transport links can also affect local housing markets, with commuting increasingly common. This can lead to competition for local housing from more affluent households who can choose to live in perceived attractive locations. Although not at the same level as some in parts of the country, a lack of affordable housing, at a price that reflects local wage levels, has the potential to become an issue in parts of the Borough. The table below illustrates the way in which people in rural areas travel to work, compared to the Borough as a whole. Key differences are that people in rural areas are more likely to work from home and travel to work by private car/van, but less likely to use the bus or walk.

Table 9: Travel to work

	Number	Work mainly at or from home	Under ground metro, light rail or tram	Train	Bus, mini-bus or coach	Taxi or mini-cab	Driving a car or van	Passenger in a car or van	Motor-cycle, scooter or moped	Bi-cycle	On foot	Other
All People (16-74)	106,489	7391	501	724	12747	331	64948	8821	944	1007	8751	324
	%	6.9	0.5	0.7	12	0.3	61	8.3	0.9	0.9	8.2	0.3
Rural All People	7,071	842	42	41	425	12	4817	451	87	61	284	9
	%	11.9	0.6	0.7	6.0	0.2	68	6.4	1.2	0.9	4.0	0.1

Source: 2001 Census

As well as extensive road networks, the Borough is also served by the national rail network. For rural Rotherham, the main rail line is from Worksop to Sheffield, travelling through the Kiveton Park-Wales-Aston area. The services on this line compete with journey times on the adjacent A57. Rail lines also pass through the north of the Borough heading out to Doncaster and Wakefield, though these are predominantly urban. Rural areas in the north

and east of the Borough are poorly served by heavy rail. To promote better integration of cycling and rail services the Council is working towards the provision for the carriage of cycles on train services, cycle routes to stations and more secure cycle parking. A possible improvement to the rail network in the Borough include a new station near Swallownest and in the vicinity of the Waverley/Orgreave development area

The CTMS is being reviewed as part of the development of the Local Transport Plan in 2006.

Our achievements:

The Council has taken/is taking steps to improve transport and travel in rural areas.

Examples include:

- Developed and implemented Countryside Traffic Management Strategy to address a wide-range of rural transport and travel issues, including traffic reduction, reallocate road space, increase use of walking, cycling and public transport facilities, and implement appropriate routing of vehicles.
- Secured Rural Bus Challenge funding to develop the Worksop to Rotherham Quality Bus Corridor and the Dinnington Interchange in partnership with SYPTE
- Wheels to Work scheme to help young people in rural areas access employment

Summary Objectives

- To provide and promote affordable transport links
- To increase the number of people using public transport

5.11 Developing community involvement, inclusion and community cohesion in rural Rotherham

Why community involvement, inclusion and community cohesion is important to the Rural Strategy

- The Government's agenda of 'double devolution' is placing increased emphasis on transferring powers to the sub-local authority level
- Parish Councils, which largely cover the rural areas of Rotherham, are perceived as having an important role in service delivery and the democratic process
- Minority groups in rural areas lack support networks, and face higher levels of isolation
- Perceived isolation from services and the urban core can lead to disconnection with the democratic process and create problems of community cohesion.

The Council works closely with its partners, including the voluntary and community sector, to support and develop community involvement, social inclusion and community cohesion in rural Rotherham. A number of high level strategies set out the Council's approach at a borough wide level. For instance, the refreshed Neighbourhood Renewal Strategy prioritises the active involvement of identified communities of interest, while the Corporate Community Involvement & Consultation Framework and the Social Inclusion Strategy underpin the Council's approach to involvement and inclusion. In addition, Rotherham Partnership's Community Cohesion Action Plan addresses community cohesion issues across the Borough.

There is other activity taking place that specifically addresses involvement, inclusion and cohesion in Rotherham's rural communities. For example, involvement in the decision-making process is being encouraged through Area Assemblies, Community Planning and the Parish Planning process.

Seven Area Assemblies operate across the Borough, with those in the north and south taking in significant rural areas. In addition, twenty of the Borough's forty community-planning areas, including those in rural areas, have developed community plans, which provide local people with an opportunity to influence priorities in their area. The role of Area Assemblies and community planning is currently being reviewed by the Council and its partners. However, the Government's focus on 'double devolution' means that more power to make decisions is likely to be transferred to the local level.

In addition, Rotherham has a network of 29 Parish and Town councils (most of which cover rural areas). The councils vary greatly in size and resource, but all deliver local services. In particular, the majority operate or financially assist village/community halls and green spaces, which support a wide range of cultural activity, and make a significant contribution to strong, sustainable and cohesive communities.

The Government believes that Parish and Town Councils can provide strong local leadership, and should work in partnership with principal authorities to improve the quality and range of services available. In 2005, a conference between RMBC and all Parish and Town Councils in Rotherham looked at how to improve joint working. Twenty-four Parish and Town Councils confirmed their commitment to developing a joint Parish Charter, which

was subsequently developed through a joint working group. A Charter Signing Ceremony was held in April 2006, with the Charter:

- Setting out a basic statement of mutual rights and responsibilities
- Promoting and embedding joined-up working between the two tiers that will underpin public confidence in local democracy
- Providing a framework for service devolution and financial arrangements

Alongside this work, RMBC is also supporting work on the Quality Parish Council initiative, with a number of parishes already achieving quality status.

In addition to Parish Councils, the RMBC works closely with a wide range of interest groups that represent 'rural voices', these include environmental protection groups, such as the Council to Protect Rural England, wildlife organisations and landowners groups. During the Foot and Mouth outbreak in 2001, the Council was instrumental in establishing a Farmers' Forum to ensure an effective local response to the crisis. However, the Forum has since stopped meeting, and there isn't currently a Borough wide forum to address rural issues/

RMBC has a strong commitment to equalities, with the Corporate Equality Strategy and Action Plan (CESAP) setting out the broad framework that the Council uses to address equality and diversity. In particular, it sets out what the Council will do in its role as a community leader and service provider.

Although the CESAP identifies communities of interest that face disadvantage, it does not directly refer to discrimination and disadvantage in rural communities. This is important, because nationally, for example, there is evidence that Black and Minority Ethnic people living in rural areas face high levels of racism, but because of small populations has limited access to support networks. For example, only 0.4% of the rural population is from Black, Asian or Chinese background. Furthermore, other communities of interest can face disadvantage and discrimination in rural areas due to isolation, and difficulties accessing services.

Many people in the rural north and south of the Borough personally relate more closely to areas outside Rotherham. This is especially apparent in the south of the Borough, from where people are unlikely to regularly visit Rotherham Town Centre. This is a problem for the Council, as perceived isolation from services and the urban core can lead to disconnection with the democratic process and create problems of community cohesion. Findings from *Rotherham Reachout* highlight that many people feel that the Council and its partners marginalise the needs and priorities of Rural Rotherham and overstate those of urban Rotherham

Key to ensuring that the needs of rural communities are addressed in policy making is the concept of rural proofing. At a national level, the Government made a commitment to rural proof policy in the Rural White Paper to ensure that it takes account of rural circumstances and needs. If carried out effectively, policy makers should systematically:

- Consider whether the policy is likely to have a different impact in rural areas, because of particular rural circumstances or needs

- Make proper assessment of those impacts
- Adjust policy, where appropriate, so solutions to meet rural needs

Our achievements:

The Council has taken/is taking steps to develop community involvement, inclusion and community cohesion in rural areas. Examples include:

- Refreshed Neighbourhood Renewal Strategy prioritises the active involvement of key communities of interest
- Development of Consultation & Community Involvement Framework to ensure a corporate approach to consultation and community involvement
- Development of Social Inclusion Framework and Community Cohesion Action Plan
- Reviewing role of Area assemblies and community planning to ensure that local communities are involved in decision-making
- Joint work with Parish Councils to develop a Parish Charter, which has been signed by almost all parish councils
- Supporting Parish Councils to achieve Quality Parish status
- Establishing a Farmers' Forum during Foot & Mouth crisis

Summary Objectives

- To ensure that the local community is involved in decision making
- To support Parish Councils in attaining Quality Parish and Town Council Status
- To improve access to support networks and mechanisms

5.12 Rural Rotherham – a place of culture and leisure

Why culture and leisure are important to the Rural Strategy

- Culture and leisure in rural areas provides opportunities for employment in tourism, sport, active recreation, hospitality and associated trades
- Country parks and other facilities provide educational opportunities for children and young people and promote a greater understanding of environmental and biodiversity issues
- Access to sport and recreation in the countryside contributes to healthy lifestyles
- In particular, culture and leisure opportunities in rural areas generate a sense of pride, community involvement and inclusion and community well-being amongst people living in rural areas and the wider Borough

Rotherham is blessed with a rich cultural heritage, which is built on a mixed industrial and agricultural past. Rural areas continue to contribute much to the Borough's present day cultural inheritance, and provide leisure opportunities for residents and visitors alike. Within the Borough there are large areas of attractive landscape and a long tradition of farming. Many of Rotherham's rural villages have Norman or earlier heritages, while other settlements in the rural parts of the Borough developed as a result of the boom in coal mining during the Industrial Revolution, and benefit from the cultural heritage that this brought about. Notable attractions in rural areas of Rotherham include:

- Roche Abbey
- Chesterfield Canal
- Wentworth village and Woodhouse
- Country Parks at Rother Valley, Thrybergh and Ulley
- Local Nature Reserves
- Accessible network of footpaths
- Sites of Special Scientific Interest
- Woodlands
- Cultural landmarks such as Keppel's Column and the Waterloo Kiln at Swinton

Rotherham's approach to culture and leisure is set out in Rotherham's Cultural Strategy: Future Perfect, which highlights how culture contributes to the Council's wider social, economic and environmental well-being objectives. It addresses the contribution that culture makes to rural areas through, for example, tourism related employment and access to active recreation. The Cultural Strategy also identifies perceived strengths, weaknesses, opportunities and threats associated with Rotherham's countryside.

A detailed action plan published in April 2006 aligns the Cultural Strategy to the priorities in Rotherham's Community Strategy, Tourism Strategy and, as well as a range of Borough-wide priorities, it identifies a number of priorities that are particularly relevant to rural areas. For example:

- Develop and deliver a programme of activities that will raise awareness of local environmental and biodiversity issues
- Develop, complete and publish the Green Spaces Strategy

In taking forward key priorities in the Cultural Strategy, RMBC provides or supports a range of culture and leisure facilities in rural areas for the benefit of local residents and visitors. These include branch and mobile libraries, parks, swimming/sports facilities, outreach work and community halls. Some are found in rural villages, but are more often found in nearby dispersed settlements and rural service centres. Rural areas also include Rotherham's three country parks at Thrybergh, Ulley and Rother Valley, as well as other woodlands and open spaces, play areas and playing pitches maintained by the Council, which provide formal and informal recreation. Through actions set out in the Cultural Strategy, the Council aims to improve these resources, as well as improving access to them.

However, resources are limited, and external funding is often unavailable to the local authority. The Council, therefore, works with a wide-range of external organisations groups from the Voluntary, Community and Faith sector, such as Friends Groups, to ensure that rural areas benefit from improvements to culture and leisure facilities.

At an informal level, there is a wide range of activity taking place in rural villages, often led by parish councils and supported by RMBC. This ranges from village fairs and festivals, local history events and exhibitions, involvement in Rotherham in Bloom and local arts and sports groups. These activities and groups play an important role in building cohesion in local communities. This has been particularly important in those rural areas that have faced significant economic change, such as former mining villages

Culture and leisure play an increasingly important role in job creation. New employment opportunities have been created in the hospitality and tourism industries through an increase in the number of visitors to rural areas, although at present the impact in the Borough is small scale compared to traditional resorts the area is attracting higher amounts of income to the economy and employment than comparable areas to Rotherham Borough. Tourism was estimated to be worth over £250 million in 2004 and supported over 4,400 employment positions. The proposed YES development at Rother Valley, on the fringe of Rotherham's rural south, has the potential to create a significant number of jobs, as well as providing leisure opportunities for local people, and people from much further a field.

Our achievements:

The Council has taken/is taking steps to support and develop culture and leisure in rural areas. Examples include:

- Implementation of Cultural Strategy aligned to Community Strategy themes
- Development of Sport and Active Recreation and Green Spaces Strategy
- Provision of popular Country Parks at Rother Valley, Thyrbergh and Ulley
- Provision of targeted outreach work

Summary Objectives

- To improve access to culture, sport and leisure in rural areas
- To improve the quality of culture, sport, leisure and green spaces
- To increase job opportunities for local people through the provision of culture, sport and leisure services

5.13 Rural Rotherham: Strengths, Weaknesses, Opportunities and Threats

Taken from Cultural Strategy - countryside

Strengths:

- Strong sense of identity & community
- Designated country parks & nature reserves
- Established access to countryside & woodland resources
- Extensive network of footpaths and bridleways
- Rotherham Walking Festival
- Green belt status protects remaining countryside
- Traditional country estates still well represented
- Additional European funding up to 2006
- Existing wood fuel processing plant
- Good uptake & range of agri-environment schemes targeted to enhance key wildlife, historic features & habitats
- Strong cultural key wildlife, historic features & habitats
- Strong cultural identity represented through landscape character and settlement patterns
- Farming and other land management occupations still well represented in most rural communities
- Proximity to centres of population
- Wide range of historical features
- Strong delivery partnerships already in place
- Inexpensive commercial property
- Range of reasonably priced family attractions
- Good location in relation to motorway network, airports & railways
- Strong voluntary sector represented by a wide range of clubs & societies

Opportunities:

- To reverse negative aspects of modern agriculture, to ensure environmental sustainability
- Integrated, increased aid packages from Europe & UK Government
- Growing demand for access, sport, recreation & countryside pursuits, education, heritage and tourism (e.g. national cycle network)
- Key high-growth sectors such as tourism
- Opportunities for agricultural diversification, farm and forestry related tourism and of other on-farm businesses
- Improvements in public transport
- Integrate activity to achieve Biodiversity Action Plan & Character Area initiatives
- Market towns
- Scope for new woodlands to increase areas available for public access & recreation
- Scope for new woodlands to deliver biodiversity benefits, e.g. new native woods
- Consumer demands for animal welfare, food safety & landscape, nature conservation, environmental protection & clear provenance will increase

- Rural tourist accommodation & attractions in certain locations & niche markets
- Livestock and/or crop products for energy, industrial, medicinal uses
- Protection by European Directives
- Increase skills base through training
- Organic/low input/ integrated farming systems

Weaknesses:

- Some habitats degraded by recent period of intensification of land management & insufficient agri-environment funds
- Rural deprivation leading to social exclusion, poor health, poor housing & unemployment
- Many farmers & landowners have no experience of woodland management
- Average economic size of holdings is small
- Long-term unemployment
- Poor environment/derelict land
- Tenancy constraints for on-farm diversification & agri-environment uptake
- Fragmented wildlife habitats
- Below average earnings
- Poor access to capital to diversify
- Falling farm incomes
- Weak property market

Threats

- Climate change
- Declining & ageing communities
- Declining rural services, e.g. shops, schools & banks
- Falling farm asset values
- Failure to prepare for changes resulting from information revolution & uptake of new technology
- Negative attitudes to education & training
- Requirement to comply with new legislation, e.g. health & safety, animal welfare & accreditation schemes with associated costs.
- Species & habitat loss
- High dependency of agricultural businesses on farm subsidies
- Inability to maintain landscape infrastructure
- Inappropriate development
- Inappropriate recreational activities, e.g. motorcycling

Chapter 6: Consultation

To be developed following consultation – identifying key findings

Chapter 7. Action Plan

This chapter sets out the broad priorities of the Rural Strategy. These will be further developed through consultation with Members, partners and key groups. The priorities have been aligned to the Community Strategy themes and Corporate Plan priorities

Theme	Priority	Actions	How will we measure?	Resources	Lead Officer
Achieving	Support sustainable transport	<ul style="list-style-type: none"> Review Countryside Traffic Management Strategy Work with SYPTE to develop public transport provision in rural areas Work with SYPTE to develop transport packages (e.g. reduced travel cost for young people, linked to access to leisure facilities in summer holidays) 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
	Minimise Inequalities	<ul style="list-style-type: none"> Implement Neighbourhood Renewal Strategy, targeting action at vulnerable older people, BME communities, vulnerable children and young people and people with disabilities living in rural areas Develop Wheels to Work initiative 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

		<ul style="list-style-type: none"> • Additional support for young people in the rural areas who are not in education, employment or training • Develop network of customer service centres to serve rural areas • Work with partners to improve accessibility of services in rural areas • Explore potential for customers to access RMBC services through neighbouring local authorities • Continue to provide and develop outreach services 			
	<p>Revitalise rural areas</p>	<ul style="list-style-type: none"> • Utilise the good practice guide for planning for tourism as a guideline for future developments • Develop Rural Economic Strategy • Work with farming community to develop farmers' markets/farm shops 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Alive	People feel good	<ul style="list-style-type: none"> • Implement Cultural Strategy action plan, with focus on rural areas • Develop and deliver a programme of activities that raise awareness of local environmental issues • Work with Parish Councils and community groups to support community activity in rural areas 	•	•	•
Promote good health and healthy lives		<ul style="list-style-type: none"> • Promote informal and formal sport and active recreation in the countryside 	•	•	•

Learning	Provide life-long learning opportunities for all Rotherham people	<ul style="list-style-type: none"> Promote the development of ICT skills and availability of broadband in rural area to encourage home working Support farmers to gain a greater understanding of new approaches to biodiversity, environmental stewardship, funding and regulations Develop business and entrepreneurial skill of farmers to enable them to diversify and develop their businesses Support the development of traditional skills, associated with traditional crafts, animal husbandry and environmental maintenance, to ensure they are not lost to future generations Possibility of offering a viewing area for visitors at traditional skills sites e.g. educational visits, tourists, corporate have a go days 	•	•	•
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Proud	Promote active citizenship and democracy	<ul style="list-style-type: none"> • Re-launch Rotherham Farmers' Forum • Develop Rural Forum • Support the training and development of volunteers to deliver sustainable culture and leisure opportunities • Work with Parish Councils to implement Parish Charter • Work with Parish Councils to achieve Quality Parish status • Children and young people are encouraged to participate in school councils and other Voice and Influence initiatives 	•	•	•
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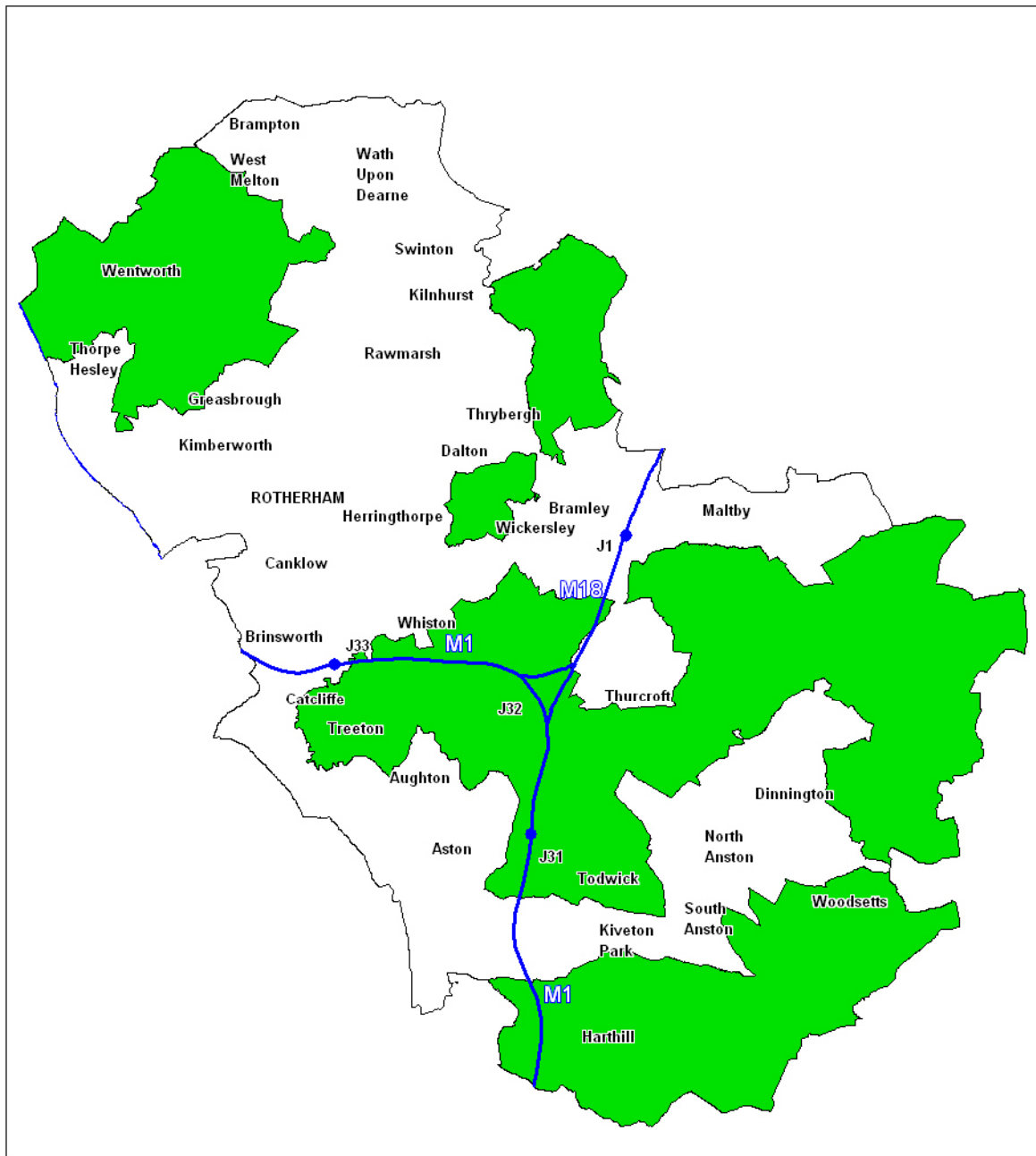
	<p>Promote pride in the Borough</p>	<ul style="list-style-type: none"> • Develop Rotherham eco-tourism strategy, and promote attractions in rural Rotherham to attract visitors?? – (to be discussed further with the Tourism Manager) • Utilise the information from the study on Chesterfield Canal funded by Yorkshire Forward to take the project to the next stage • Promote actions being taken through Rural Strategy to build cohesion between urban and rural areas 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
<p>Develop strong sustainable communities</p>		<ul style="list-style-type: none"> • Develop role of Areas Assemblies, by devolving powers to the local level in rural areas • Ensure that parish and community plans are fed into the service planning process 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Safe	Ensure clean, green and well-maintained neighbourhoods	<ul style="list-style-type: none"> Implement Green Space Strategy for Borough to make best use of rural parks, play areas, playing fields and woodlands Develop role of rangers in addressing active use of green spaces and environmental nuisance in rural areas 	•	•	•
	Provide Decent Homes for All	<ul style="list-style-type: none"> Implement Rural Housing Strategy 	•	•	•
	Protect people	<ul style="list-style-type: none"> Deliver full range of assessed need services to vulnerable adults and children & young people in rural areas Address speeding and road safety on rural roads through Countryside Traffic Management Strategy and Speed Management Strategy 	•	•	•

	<p>Ensure communities are free from anti-social behaviour, crime, drugs misuse and fear of crime</p>	<ul style="list-style-type: none"> • Targeted action to reduce negative use of countryside, e.g. develop positive action projects and reduce off-road vehicle use and fly-tipping • Develop Safer Neighbourhood Teams in rural areas 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
<p>Sustainable Development</p>	<p>Protect the environment</p>	<ul style="list-style-type: none"> • Co-ordinate the implementation of a Sustainability Appraisal for the Local Development Framework • Establish a Landscape Character Assessment as a tool guide the determination of planning applications, and inform other strategies • Review implementation of Biodiversity Action Plan • Work with farming community to promote agri-environment schemes and countryside stewardship • Work with farming community to explore alternative land uses, such as alternative energy 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Fairness	Tackle prejudice and discrimination	<ul style="list-style-type: none"> • Work with farming community to minimise impact of changes in land use, e.g., aesthetic appearance of fuel crops • Develop and implement a system of 'rural proofing' that cuts across all Programme Areas, and includes all services and policies • Develop and implement Rural Service Standards, setting out details of the minimum services that people can expect in rural areas • Explore scale and impact of discrimination and prejudice in rural areas 	•	•	•
Maintain social progress that recognises the needs of everyone	<ul style="list-style-type: none"> • Develop and implement a system of 'rural proofing' that cuts across all Programme Areas, and includes all services and policies • Develop and implement Rural Service Standards, setting out details of the minimum services that people can expect in rural areas 	•	•	•	

Appendix 1: Rural – Urban Classification of Rotherham



Green = Classified as Rural
White = Classified as Urban

APPENDIX 2**Rural Strategy Consultation Plan****Aim of the Consultation**

To help ensure that rural communities and other relevant stakeholders in Rotherham contribute to the development of a Rural Strategy that underpins and adds value to the Council's approach to rural communities.

We will draw upon the:

- the findings from previous consultation such as the Rural Position Statement, Quality of Life Survey, Reach out, the completed Community Plans undertaken in rural areas and other strategies that have addressed rural issues e.g. Rural Housing Strategy, Green spaces Strategy, Local development Framework, etc

Who should be involved in consultation?

- Elected Members, especially those representing rural areas
- Programme Areas
- Partners - LSP
- 2010 Rotherham Ltd
- Area Assemblies
- Campaign to Protect Rural England
- Community Partnerships
- Countryside Agency
- Countryside Landowners Association
- Department for Environment, Food and Rural Affairs
- Emergency Services
- Farmers Groups
- Groundwork
- Natural England
- Parish Councils
- Sheffield Wildlife Trust
- South Yorkshire Forest Partnership
- South Yorkshire Passenger Transport Executive Liaison Group
- South Yorkshire Rural Partnership
- Yorkshire and Humber Government Office
- Yorkshire Forward
- Yorkshire Rural County Council
- Yorkshire Wildlife Trust
- Other rural organisations

Approach

This will require a strategic approach spanning and drawing on the expertise held in all Programme Areas and partners.

- RMBC Chief Executive's Office to lead the work, with other Programme area support

- Members Seminars
- RMBC staff Seminar
- Partners Seminar
- Present Strategy to all Theme Boards of the LSP
- A half-day Rotherham Rural Conference (Rotherham North and Rotherham South) to ensure that relevant stakeholders are given the opportunity to highlight key rural issues and contribute to the development of the Rotherham Rural Strategy.
The agenda will encompass key speakers and organise relevant theme workshops e.g. Local Development Framework, Green Spaces Strategy, Rural Housing Strategy etc. Also align it with corporate priorities
- Disseminate to relevant stakeholders via email

Timescales

- Complete by end of October 2006

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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