

## ROTHERHAM CULTURAL CONSORTIUM

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

**Date:** Wednesday, 13<sup>th</sup>  
September, 2006

**Time:** 2.00 p.m.

### A G E N D A

1. Apologies for absence
2. Welcome to new Chair and Introductions
3. To approve the minutes of the meeting held on 22nd February, 2006 (copy herewith). (Pages 1 - 5)
4. Matters arising from the minutes
5. Cultural Services Inspection July 2006, including DVD, and service development over the last six months (Phil Rogers, Head of Culture & Leisure)
6. Rotherham Alive Partnership: (Phil Rogers.David Rowley).
7. The Big Screen (Bernadette Burbridge, Town Centre Management Team)
8. Rotherham Show and Cultural Diversity Festival 2006 (Phil Rogers/Marie Hayes, Commercial & Promotional Services Manager)
9. Cultural Conference 2006 (Jackie Thornhill, Manager, Sports and Physical Activity)
10. Cultural Strategy Action Plan - Draft 3rd edition (Tony Preston, Project Development Manager) (copy herewith) (Pages 6 - 57)
11. Representation of black and ethnic minority communities on the Cultural Consortium (Tony Preston)
12. Any other Business
13. Date of Next Meeting

**ROTHERHAM CULTURAL CONSORTIUM  
WEDNESDAY, 22ND FEBRUARY, 2006**

Present:- Councillor Boyes (in the Chair); Councillor R. S. Russell, Brian Beeley, Noreen Brown, Mr. R. Bye, Mr. T. Clabby, Ms. C. Cox, Ms. E. Hyland, Mr. L. Johnson, Stuart Lister, Mr. R. Newman, Margaret Sides, Mr. D. Rowley, Esme Temple and Mrs. J. Williams.

R.M.B.C. Officer:-

Tony Preston	Project Development Officer, Culture & Leisure
Phil Gill	Green Spaces Manager, Culture & Leisure
Steve Hallsworth	Business Manager, Leisure & Green Spaces
Joanne Edley	Tourism Officer
Sarah Wickham	Principal Officer, Archives & Local Studies Service

**63. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Austen, Littleboy and Swift, Marie Hayes, Val Allen, Phil Rogers, Guy Kilminster and Michael Bishop.

**64. MINUTES OF THE PREVIOUS MEETING HELD ON 7TH DECEMBER, 2005**

The minutes of the previous meeting held on the 7<sup>th</sup> December 2005 were received as a correct record.

**65. MATTERS ARISING**

a) Reference List of Listed Buildings

Further to Minute No. 57 of the previous meeting, a reference list of listed buildings in the Borough was submitted.

Councillor R. Russell pointed out that some of the information was incorrect regarding the address/parish of a building.

Agreed:- That the list of buildings be received but checked and corrected as appropriate.

b) Rotherham Alive Partnership

Further to Minute No. 61 of the previous meeting, four members of the Cultural Consortium expressed an interest in being nominated to the Rotherham Alive Partnership. A ballot was therefore held.

Agreed:- That David Rowley represent the Cultural Consortium on the Rotherham Alive Partnership.

**66. CULTURAL SERVICE DEVELOPMENT OVER THE LAST THREE MONTHS**

In the absence of Phil Rogers, this item was deferred until the next meeting.

**67. TOURISM UPDATE**

Joanne Edley, Tourism Officer, reported in respect of the following:-

- the figures for the Visitors Centre which had improved
- the footfall figures for the Town Centre which were on target
- ways of promoting and increasing sales of local products (crisps produced locally were sent round for members of the Cultural Consortium to try)
- a gardening weekly leaflet was distributed
- the present situation on the Regeneration Project
- work with Sheffield University
- work with South Yorkshire Tourism Managers
- packages for business overnight stays in the area
- the Walking Festival which would again be held in July
- work on Economic Impact Study and implications for jobs in the area; RIDO and MAGNA were attracting funding
- work with Fitzwilliam Estates on various issues
- other projects such as involvement with the Dublin College Show, courses and work experience projects, contributions to Access for All

Subsequent comments on the above included reference to:-

- a) the crisps which were handed round which did not have ingredients listed;
- b) maintenance of the gateway to MAGNA;
- c) the authority's policy on monitoring of accommodation;
- d) the Town Trail, notice boards being out of date and in poor condition;
- e) the historic milestones around the Borough and who was responsible for maintaining them

Agreed:- That the report be received and information noted.

**68. REPORTS FROM WORKING GROUPS**

Phil Gill, Green Spaces Manager, and Steve Hallsworth, Business Manager, reported on the following:-

- the future and way forward on green spaces;
- strategy plans being developed by the Sports Advisory Working

- Group; a final document on this would be available shortly;
- the up to date situation of Leisure PFI;
- work being undertaken by the new Football Development Officer;
- proposals for the Community Sports Network

Subsequent comments were in respect of:-

- a) the Football Development Officer and whether the appointment for a two year period was long enough to achieve required objectives.

Funding streams for extending the contract were being explored.

- b) The Urban Park Rangers and their future resourcing.

It was confirmed that there would continue to be a team of Rangers. The present structure was outlined and their future working arrangements.

- c) The situation in respect of Ulley Park.

The allocation of resources was being reviewed and redistributed, with some staff being used differently.

Agreed:- That the report be received.

## **69. ROLLING OUT THE ARCHIVES**

Sarah Wickham, Archives and Local Studies Officer, gave a presentation which included reference to:-

- the background to the Archives Service;
- use of the archives, main subject queries and majority of customer enquiries from outside the Borough;
- cataloguing of archives and grants available for this;
- the use of Heritage Lottery Funding for projects;
- the extent of outreach work;
- the amount of information available on the Internet for which there was a large demand;
- the long term presentation and protection of material

The comments/queries which followed related to:-

- a) research issues and charges involved (basically charges were only for photocopying)
- b) gaps in the service such as local businesses but proactive work was in hand to fill the gaps
- c) information from schools; it was forthcoming but it was a slow

- process
- d) the obtaining of information from Urban District Councils
- e) Access to Information Regulations, which were clarified.

Agreed:- That the presentation and information be received.

**70. WALKER MAUSOLEUM**

The meeting was informed of the up to date situation in that an access agreement had been reached which the neighbouring landowner was currently being invited to accept.

Reference was made to ownership issues and it was hoped to clarify this in the near future.

**71. GREEN SPACES STRATEGY AND REVIEW**

Phil Gill and Steve Hallsworth outlined the work being done to ensure that green spaces were cared for and protected/improved.

Information was provided in respect of:-

- Access to green spaces for recreation
- The need to maintain good standards and responsibility for green spaces
- The Asset Management Strategy which included green spaces
- Increased community involvement, such as “Friends of” Groups particular regard being taken of sustainability issues
- Other relevant strategies being undertaken and areas considered to be priorities for improvement
- the availability of green spaces to each community (some communities do not have easy access to any)
- Green Flag Award bids

With regard to the future, work was ongoing in respect of:-

- the grading of the various types of green space
- accessibility and quality, standards and investment issues
- ownership matters
- partnership and stakeholder issues

Subsequent comments from members made reference to:-

- a) the management and use of green spaces and the need for a variety of types of play areas;
- b) development of facilities at Herringthorpe Playing Fields, particularly pitch and pavilion provision. Discussion took place on the lease situation and partnership issues. Strategic support from officers was requested.
- c) Issues surrounding the gift of sites and quality of sites concerned.

The Council's objective was to provide a formula/criteria for developers.

- d) Action required to alleviate problems arising due to the growth of Japanese Knotweed. The Environment Agency was to be made aware of problems in the area.
- e) Concerns arising from off road bikes using Borough owned land. It was confirmed that where this occurred, it was not being done legally.

**72. CULTURAL CONFERENCE 2006**

Jackie Thornhill, Sports and Physical Activity Manager, outlined the programme for the above conference and the possible impact for Rotherham of the 2012 Olympics. Local venues were being looked at for consideration.

**73. CULTURAL STRATEGY ACTION PLAN**

Tony Preston, Project Development Manager, informed the meeting that the action plan was now complete and would be published shortly.

**74. ARCHAEOLOGICAL WORK ON THE SITE OF THE OLD MARKET**

Councillor Boyes informed the meeting of likely developments on this site.

**75. TOWN CENTRE RENAISSANCE**

A timescale for this was to be given at the next meeting.

**76. DATE OF NEXT MEETING**

This would be in early September, but the exact date would need to be set in accordance with the cycle of meetings for the new municipal year in due course.

# FUTURE PERFECT

## Planning our Cultural Futures

A Cultural Strategy for Rotherham May 2003

### VOLUME 3: The Detailed Action Plans. Draft third edition September 2006

This is the second major revision of the Cultural Strategy Action Plan, first published in May 2003. It realigned the Action Plan with the Council's strategic priorities, the Community Strategy, the Culture & Leisure Service Plan 2005 – 2008, and the Rotherham Tourism Plan 2005-08. It includes the suite of performance indicators by which the success of the Service Plan (and of the Cultural Strategy) is being measured, along with their definitions (pp 48-52). It includes some of the agreed priorities of the Culture & Leisure Service in the first two years of its Service Plan. (These are spelt out in more detail in the Team Plans for the Libraries Museums & Arts Service and the Leisure & Green Spaces Service). It also includes some of the priorities which have been identified through community planning and other processes where these are not already included in our own service and team plans. Finally, the Council's own strategic priorities are aligned with the Cultural Charter agreed by the Cultural Consortium and the Council in 1998.

Service achievements for 2006 and shown here for the first time are printed in **bold type**.

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

**empower** and resource local communities to participate in the preservation and development of their cultural identity and creative aspirations.  
**attract** inward investment into, and regeneration of, the borough through cultural initiatives.  
**define** and develop the cultural distinctiveness of the borough and its communities.  
**encourage** the preservation, development, interpretation of and access to, the borough's cultural heritage in its widest sense  
**improve** provision for, and access to, quality cultural and sporting activity across the borough.  
**provide** and facilitate a range of cultural and sporting activities through the development and support of an infrastructure of professional, amateur and voluntary organisations and venues.  
**maximise** the use of, and provide opportunity to develop to the highest possible levels artistic, creative, sporting and intellectual skills and talent.  
**ensure** education, training, learning, development, work experience and employment opportunities in cultural industries to enable the growth of a dynamic, cultural economy.

## **Rotherham Learning**

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

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

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

### **Cultural Charter Links:**

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

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



**Objective 1: Increase the number of people completing cultural programmes of learning, training and skill development**  
Performance indicators: CSPI 1 CSPI 2 CSPI 7 – 10 CSPI 33 (see pages 48 onwards for definitions)

<p><b>Service priorities 2005-08</b></p> <p><b>Priority 1</b> Offer opportunities for individuals to develop and learn skills in drama, event management and /or production management.</p>	<p><b>Major achievements to date</b></p> <p>Arts Development Unit work with SCOPE to devise and act in an interactive drama to teach Key Stage 1 and 2 pupils about disability issues, followed by the inauguration of Cake House theatre group for adults with physical disabilities, 2005</p> <p>RMBC Theatre Service ran technical workshops for 150 students under 16 at Clifton Comprehensive School September and November 2005</p> <p>Drama summer schools – 35 under 18s developed skills, ability and confidence in drama and production management at Rotherham Arts Centre, August 2005</p> <p><b>22 schools with Artsmark status by June 2006, with a further eight due to apply before the end of the year.</b></p> <p><b>Rotherham Youth Theatre worked in the first half of 2006 to develop a production <i>Highway Robbery and Murder</i> based on research that members conducted in the Local Studies Library; performed in the Arts Centre in July 2006.</b></p> <p><b>Weekly meetings with the Upstarts Theatre Group during 2006, working towards a performance in the Arts Centre in November 2006.</b></p>	<p><b>Community group priorities 2005-08</b></p> <p><b>Harthill Morris:</b> provide a progressive, sustainable learning process to develop the potential of individuals in Morris Dancing techniques.</p> <p><b>Blackburn Community Partnership:</b> obtain funding to refurbish Drop-in Centre and extend training opportunities for local people</p> <p><b>Wales Parish Council:</b> proposed provision of new multi-use community hall on the recreation ground, Kiveton Park, 2006 onwards</p>
<p><b>Priority 2</b> Work with Community and Cultural groups from target communities to develop training on project development, bidding or funds etc</p>	<p>Joint working between Sports Development Unit, Kimberworth Park Community Partnership, the Primary Care Trust and Young People's Services to support a £60,000 funding bid to deliver a health and wellbeing project in 2006</p> <p>Event management sessions with culturally diverse groups 2004 and 2005.</p> <p>Training Day in 2005 with volunteers and providers associated with Early Years groups.</p> <p><b>Annual May Heritage Fairs continuing, with an additional fair in February 2006 in conjunction with the BBC's <i>Who Do You Think You Are?</i> Series.</b></p> <p><b>Continuing work through 2006 by Community Arts Unit with groups such as Scope and Maple House with physical and/or mental health needs to create formally constituted groups that are able to apply for external funding.</b></p> <p><b>£30,000 award from central government achieved by Community Arts Unit to support training in life and ICT skills for asylum seekers; programme running August 2006 to September 2007.</b></p>	

<p><b>Priority 3</b> Contribute to the delivery of a programme of professional development opportunities in PE and School Sport</p> <p><b>Priority 4</b> Develop and deliver a programme of activities that will raise awareness of local environmental and biodiversity issues</p>	<p><b>Sheffield &amp; Hallamshire County FA:</b> support the Council's sports development team on football issues generally, and work to set up and develop a local football development group.</p>
<p>Continuous Professional Sports Development. programme for teachers and adults other than teachers 2004 onwards</p> <p>Leadership, Coach Education &amp; Continuous Professional Development for clubs and coaches.2004 onwards.</p> <p>Launch of full specialist local website to access information about courses, November 2005: <a href="http://www.rotherham.gov.uk/PESS">www.rotherham.gov.uk/PESS</a></p> <p><b>81 primary school teachers undertook CPD courses in PE and School Sport in 2005-06.</b></p> <p>Allotments education programme in partnership with seven schools and Dearne Valley College since 2004</p> <p>Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005</p> <p><b>Between January and June 2006 217 participants attended nine successful community-based events specifically intended to raise awareness of environmental issues, including an insect safari in Rawmarsh, hedge planting in Ravenfield, and tree planting in Dalton.</b></p> <p><b>Dinnington Colliery Band:</b> promotion from Section 4 to Section 2, and representing Yorkshire in the national brass band finals in Dundee in 2003</p> <p><b>Dinnington Colliery Band:</b> successful development of a training arm, teaching almost 60 young people brass skills up to Grade 5 standard since 2002.</p> <p><b>Rotherham Family History Society:</b> longstanding programme of educational opportunities including help with research.</p> <p><b>Dinnington Town Cricket Club:</b> trained a level 1 coach and four candidates in an introductory course, entered its under-11 team in the Bassetlaw Kwik Cricket League in 2004 and 2005, and an under-11 hard ball side in the Bassetlaw league in 2005, all with the support of the Yorkshire and Nottinghamshire Cricket Associations.</p> <p><b>Dinnington Town Cricket Club:</b> organised weekly practice sessions for young people.</p> <p><b>Sheffield &amp; Hallamshire County Football Association:</b> offered active support for local coach education programmes, organised and delivered football TOPS programmes in Rotherham schools, and supported successful bids by Dearne Valley College, Millmoor Juniors and Canklow Crusaders into the Football Foundation Facility Strategy.</p>	

<b>Objective 2</b> Performance Indicators:		<b>Increase the number of people engaging in informal learning opportunities through Cultural Services</b> CSPI1 CSPI 2 CSPI10 CSP 18 CSPI 43 CSPI 46 (see pages 48 onwards for definitions)
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	<b>Community group priorities 2005-08</b>
<b>Priority 1</b> Implementation of outreach programme including quarterly displays, work with Museum and external bodies (eg. Magna)	Teachers consulted in relation to curriculum needs from the new displays at Clifton Park Museum Community exhibitions during museum closure to inform re-display proposals Ongoing development work with local heritage groups, such as discussions with Catcliffe Parish Council about potential development projects centred on the Catcliffe Glass Cone, and with the Friends of the Walker Mausoleum on the Walker Mausoleum <b>Library service cultural outreach services refocused early 2006 to encourage wider take-up of services, including the home delivery service, among ethnic minority communities</b>	<b>Rotherham Rep:</b> to encourage young people of all backgrounds to become involved in worthwhile performing arts activity.
<b>Priority 2</b> Develop programme of high quality educational events to include drama, dance and music, to contribute to learning opportunities	Colourscape, 2005: major event in Clifton Park to offer opportunities for workshops in visual and expressive arts with nearly 2000 young people participating. St Anns Performing Arts Centre: open since 2004 and was a major factor in the formation of the Clifton Academy of Performing Arts, performing a major musical each year (Les Miserables 2004, Barnum 2005, West Side Story 2006). Civic Theatre and Arts Centre staff developed learning outcomes for all drama-based children's shows, including the pantomime, in 2005 and evaluated questionnaires received. <b>Second successful nine-day Colourscape Festival in Clifton Park, June 2006</b> <b>Making Waves project: £17,000 awarded by Arts Council to develop and stage, in partnership with seven artists and seven schools, a water-themed performance in Montgomery Hall, Wath, Spring 2006.</b> <b>Civic Theatre pantomime Snow White in December 2005/January 2006 attracted the largest audience in its history, representing a 96% increase since 2001. Record box office receipts, with 94% audience capacity over the five week run. Customers were offered healthy refreshment options in addition to ice cream for the first time.</b> <b>Series of youth theatre drama workshops for young people of Asian origin culminated in two sell-out evening performances in the Arts Centre in May 2006.</b>	<b>Rotherham Family History Society:</b> to republish the hits try of Aston "The Eight Shilling Manor" with new material by 2006. <b>Woodsetts Local History Society:</b> to open and run and continue to raise funds for its new local study centre, providing access to information and research facilities.

**Priority 3**  
 Re-establish programme of informal learning activities and events based on the Museums, Galleries and Heritage collections, historic sites and venues

Work on *Rolling out the Archives* programme to widen access to the Borough's rich archives legacy commenced October 2005  
 Funding achieved to deliver heritage-based Family Fun activities from October 2005 to Summer 2006  
 Displays on aspects of local history in community libraries during 2005 brought new audiences into Archives & Local Studies Service.  
 Programme of organised group visits to Archives & Local Studies in 2004 and 2005, including blind users and customers with mental health problems

**!50 participants in the first half of 2006 in a new programme of workshops on using archive sources, including around a third with learning disabilities.**  
**Successful Big Stuff exhibition in Rotherham Art Gallery, December 2005, with 90 visitors to an exhibition of large archive items celebrated as part of the *Rolling Out the Archives* programme.**  
 The HLF-funded Remember Us project engaged 72 vulnerable people, many from deprived backgrounds, and from a range of ages (18 months - 97 years). The project was a pilot in the use of museums libraries and archives resources to engage and stimulate informal learning. A fifth of participants obtained a formal qualification as a direct result of the project.  
 New programme of regular Art Gallery events since January 2006 (eight between January and August), including *The Insatiable Teapot*, programmed to accompany complementary events at Clifton Park Museum, and one of only four projects shortlisted for the Museums and Galleries Month Commendation.

**Successful early years dance programme operating on Space for Sport & Arts sites, Summer 2006.**

**Priority 4**  
 Provide Bookstart service from January 2006

Bookstart Co-ordinator recruited December 2005  
 Commenced in January 2006 with funding from Primary Care Trust, Library Service and Early Years Service.

**Delivery schedule of Bookstart packs at all three intervention stages (9 months, 12-18 months, and 3 years) to all children in the Borough completed by summer 2006.**

**Priority 5**  
 To improve the quality of teaching and learning in courses run by Leisure & Green Spaces Service

Young People Activity Providers Forum established 2004 brings together many internal and external partners to look at sport, physical activity and recreational provision for children and young people, Leadership Coach Education programme enhanced from 2004; 30 courses and nearly 500 participants in 2004-05

**Three Shires Clog and Garland Dancers:** to promote opportunities to increase skills in music together with benefits of socialising; and to encourage young people to participate.

Structured allotments education programme from 2004 in partnership with schools and Dearne Valley College.

£144,000 award from central government for Community Sports Coach programme to deliver fundamental skills programmes.

**4% increase in customer base at sports centres in 2005-06 over 2004-05, reversing a long decline in participation.**

**Aquamark application submitted in respect of all Rotherham pools July 2006 with a decision expected in September.**

**Accredited education status (Amateur Swimming Association) for Maltby, Wath and Aston Pools awarded for the first time, July 2006.**

**Rotherham swimming pools re-awarded Institute of Qualified Lifeguard Centre approved status August 2006**

#### Community group achievements

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

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

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

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

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

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

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

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

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

**Friends of Rotherham Archives:** to support Archives & Local Studies Service in implementing the *Rolling Out the Archives* programme

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

**Friends of Rotherham Archives:** successful grant application for funding to help purchase portable display unit for Archives & Local Studies Service.

**Open Minds Theatre Group:** £38,000 award from the Arts Council April 2006 to help fund the *Rotherham Colourscape Festival* in 2006

**Kiveton Park & Wales Community Development Trust:** £49,700 award from the Heritage Lottery Fund April 2006 to fund the *Kiveton Park History Project*

## Rotherham Tourism Plan

### Objective 6 Increase the skills base in tourism-associated areas

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

#### Priority 1

Actively promote courses of study to people in the industry

**Working in partnership with Dearne Valley College to promote training opportunities for tourism related business that are subsidised or free especially including customer care and up to NVQ level 2 for employees in the area**

**Undertaken presentation on Rotherham and the value of tourism to students at Thomas Rotherham College and RCAT,**

**Work Placements in the tourism service have included a HND Travel and Tourism Student placement from Dearne Valley College**

**GCSE Leisure and Tourism Students from Thrybergh Comprehensive School and Wingfield Comprehensive School**

**BTEC Leisure and Tourism student at Dearne Valley College**

**Discussions have taken place to offer assistance for the application for external funding for a guiding course for volunteers to be based at Clifton Park Museum, training provided by Dearne Valley College and involving other areas of the borough as part of the course. Lead Officer Steve Blackburn with assistance from Tourism Services.**

#### Priority 2

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

## **Rotherham Achieving**

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

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

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

### **Cultural Charter Links:**

**Principle 2:**

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

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

<b>Objective 1</b> Performance Indicators:	<b>Contribute to the revitalisation of Town Centre and other communities by investment in new cultural facilities</b> CSPI 4 CSPI 5 CSPI 6 CSPI 29 CSPI 37 (see pages 48 onwards for definitions)	
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	<b>Community group priorities 2005-08</b>
<b>Priority 1</b> Plan for replacement of Central Library & Arts Centre, and	Publication of agreed town centre masterplan 2005 Embedding of town centre cultural facilities within the Urban Renaissance programme £3m investment in Clifton Park Museum substantially from National Lottery sources	<b>Friends of Clifton Park:</b> to continue to support the Council on park development issues, particularly supporting work on any National Lottery bid in respect of the park.
implementation of sports facilities regeneration programme	<b>£25m Living Landmarks bid submitted to Big Lottery Fund early 2006 in respect of a new cultural centre; bid rejected August 2006, Culture &amp; Leisure now in discussion with Arts Council Yorkshire for fallback funding.</b>	<b>Friends of Boston Castle and Parklands:</b> aims to continue to champion Boston Park, Boston Castle and Moorgate Cemetery.
<b>Priority 2</b> Plan for documentation of changes to town centre to record an important period of development	<b>Invitation to private sector partners for expressions of interest in delivering the Cultural Centre within the context of the Urban Renaissance programme issued June 2006.</b> <b>Submission of detailed planning application in respect of the St Anns Leisure Centre planned for the end of August 2006.</b>	<b>Rotherham &amp; District Ornithological Society:</b> to make a successful Lottery grant for equipment to ensure the future of indoor meetings.
<b>Priority 3</b> Consult on and agree Community Libraries Strategy identifying options for new/ or relocated facilities to meet Public Library Standards	Initial scoping work undertaken by Archives & Local Studies Service in Autumn 2005; plans to discuss with Civic Society in early New Year <b>Work ongoing during 2006</b>	
	Mapping and Initial option appraisal for static library network undertaken 2005. Review of mobile library provision commenced Autumn 2005.	
	<b>Partnerships in place by Summer 2006 to build and open new libraries at Wickersley (Wickersley Parish Council) and Thorpe Hesley (Holy Trinity Church) by 2007.</b> <b>Feasibility study into the relocation of Aston Library under way, Autumn 2006.</b> <b>Rationalisation of container library and library services in Herringthorpe from September 2006.</b> <b>Improved and more responsive home delivery service scheduled for 2007.</b> <b>Replacement of a mobile library scheduled for 2007.</b>	



<p><b>Community group achievements</b></p>	<p><b>Dinnington Colliery Band:</b> Grant aid obtained to improve existing rehearsal premises, and to complete a feasibility study and planning application for replacement premises</p> <p><b>Friends of Clifton Park:</b> acquired new seating for the park, achieved sponsorship for firework displays in 2003, 2004 and 2005, and contributed to the purchase of a bicycle for the Community Constable</p> <p><b>Friends of Boston Castle and Parklands:</b> awarded Awards for All funding to develop projects in Boston Park and Moorgate Cemetery.</p> <p><b>Friends of Bradgate Park:</b> have worked in partnership with the Council to achieve major external funding for park improvements from a variety of sources.</p> <p><b>Woodsetts Local History Society:</b> successful application to Heritage Lottery Fund for grant aid to purchase and convert former chapel to a library and study centre.</p>
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<p><b>Objective 2:</b> Performance Indicators: <b>Service priorities 2005-08</b> <b>Priority 1</b> Develop partnerships with local community, heritage and arts groups in priority communities to support and/or develop applications for funding</p>	<p><b>Contribute to regeneration of priority communities through increased external investment in cultural activity</b> CSPI 4 CSPI 5 CSPI 6 CSPI 29 CSPI 37 (see pages 48 onwards for definitions)</p> <p><b>Major achievements to date</b></p> <p><b>Completion of public access sports hall at Wath Pope Pius High School April 2006.</b></p> <p><b>Completion of new Maltby Skateboard Park September 2006.</b></p> <p><b>Award of additional PFI credits to build a new sports hall in Maltby, summer 2006.</b></p> <p><b>Contract signature on PFI-led sports facilities regeneration programme anticipated late autumn 2006, with start on site immediately afterwards.</b></p> <p><b>Construction of new Thrybergh play area Summer 2006 in partnership with Thrybergh Parish Council and other partners</b></p> <p><b>Development of £15m regional bid into the Big Lottery Fund Wellbeing Programme for submission in July 2006.</b></p> <p><b>Sports Development Team worked with Rotherham West Central Community Partnership and United Multicultural Centre to achieve funding for a three month community coach programme, January to April 2006.</b></p> <p><b>Ferham Familes project developed during 2006 by Clifton Park Museum in partnership with both Sheffield universities and Pakistani and Kashmiri families in Ferham to refresh the permanent</b></p>
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**Community group priorities 2005-08**

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

**Chesterfield Canal**

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

displays at Clifton Park Museum from early 2007.

**Award to Clifton Park Museum in August 2006 of £65,000 from central government to fund Art for Identity**, a community-based 5-year visual arts programme to create art forms which draw inspiration from Rotherham's permanent fine art collection, for eventual exhibition in community venues and which will form part of the consultation in preparation for the proposed new art gallery in Rotherham town centre.

**£3,000 awarded to Museums Service by MLA Yorkshire to bring in Infinite Terms of Reference from Cartwright Hall, Bradford and Inside Story from the British Library, early 2006.**

**£355,000 generated by Community Arts Unit from external funding sources in 2005-06 in partnership with 29 groups and projects.**

**Early discussions held 2006 with Kings Bowls Club to develop possible scheme for synthetic bowling green at Wath Sports Centre.**

**Work with Friends of Valley Park during 2006 to secure Our Heritage grants for footpath work and associated activities.**

**Support for Swinton Partnership during 2006 for masterplanning, new pavilion and pitch drainage in Swinton, and for Wath Cricket Club to secure funding for improvements to Wath Sports Centre pavilion.**

**Initiation of Public Arts project in partnership with Economic & Development Services from 2004/05 onwards, focusing initially on Aldwarke Pocket Park and Canklow Roundabout.**

**£45,000 brought in for public art project in Kiveton Park 2005**

**Commissioning of community artist to work in Coronation Park, Maltby September 2005**

**It's Alive project: Heritage Lottery Funding achieved for four sculptures developed with young people in Kimberworth, Dinnington and Wath**

**Appointment within Community Arts Team of Public Arts Officer, Summer 2006, to manage Laughton Common Sculpture Trail and Desire Housing Estate (Kiveton Park) Sculpture Trail public art projects.**

**Canklow Public Arts Project well under way during 2006, supported by additional funding through the Housing Market Renewal Pathfinder gateway scheme; due for completion by the end of 2006.**

**Swinton Public Art Project well under way during 2006; due for completion by the end of 2006.**

Park to Killamarsh.

**Rotherham Family History Society:** to seek funding to further the group's aim of increasing public awareness of the richness of the local and family history material available in Rotherham.

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

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

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

**Community Arts Team now represented on the both Building Learning Communities and Transform Schools to facilitate investigating the possibility of incorporating public art into entrances of new Rotherham PFI schools. The team has also assumed an advocacy role in the Parkway Iconic Bridge project.**

**New entrance features at Coronation Park complete 2006**

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

**Legal discussions still ongoing August/September 2006.**

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

**Priority 4**  
Hold quarterly workshops for theatre/arts centre users, to discuss and provide advice on funding and joint working/audience development

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

**Occasional meetings with Rotherham Rep and Third Nail Theatre continuing through 2006.**

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

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

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

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

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

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

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

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

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

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

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

**Rawmarsh and Parkgate Partnership: start of work on major refurbishment of Rosehill Hall, June 2006.**

**Kimberworth Park Community Partnership: worked with Borough Council’s Sports Development Team to achieve funding for a three-year community coach appointment.**

**Kimberworth Park 50+ Club: worked with Borough Council’s Sports Development Team to achieve funding for a three month physical activity programme from January to April 2006.**

**On the Road Again Productions: £25,000 award from Heritage Lottery Fund for the Weave Your Banner project.**

**Objective 3: Develop and pursue a prioritised programme of green space improvements**

Performance Indicators:

CSPI 16 CSPI 36 CSPI 38 CSPI 47 (see pages 48 onwards for definitions)

**Service priorities 2005-08**

**Major achievements to date**

**Priority 1**  
Develop, complete and publish the Green Spaces Strategy

Initial discussions on scoping and resourcing issues with Rotherham Environment Partnership and Planning service, Autumn 2005  
 £160,000 investment in Bradgate Park 2004-05 from SRB4 and Housing Market Renewal Pathfinder programme  
 Big Lottery Fund investment packages in Coronation Park / Cherry Tree Park, Maltby, 2004 and 2005

**Community group priorities 2005-08**

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

£1.6m award from Housing Market Renewal Pathfinder programme for infrastructure improvements in ten parks and other spaces.

**Options for progressing the completion of the Strategy to be considered by relevant Cabinet Member September/October 2006**

#### **Priority 2**

Establish list of potential sites for redesignation to support green space improvement programme

Green Space audit undertaken during 2005 as preparation for Green Spaces Strategy

Longlist of potential sites to be developed by Spring 2006, followed by development of methodology to filter longlist to produce an achievable shortlist.

**Options still being considered Autumn 2006 in the context of the overall Green Spaces Strategy.**

Acquisition of Canklow Wood with financial support from the Heritage Lottery Fund, together with restoration and interpretative work in other local woodlands

Heritage Lottery Fund funding for Clifton/ Boston Park feasibility work completed Autumn 2005

Outsourcing of Grange Park Golf Course in 2005, generating revenue savings

**£225,000 Capital Programme allocation as partnership funding for external investment in priority green spaces, 2006-08.**

**Major scheme for the regeneration of Clifton Park submitted to Heritage Lottery Fund, with a Stage 1 decision expected by October 2006.**

**Scope and timetable for a similar scheme in respect of Boston Park to be discussed with heritage Lottery Fund following decision on Clifton Park.**

#### **Priority 4**

Produce design briefs/ schemes for priority green spaces as identified in the Green Space Strategy, and complete schemes

Organisation since 2003 of annual cultural conference by Rotherham Cultural Consortium, with 2005 *Heritage Matters* conference focused on green space issues

Masterplans produced for Boston and Clifton Parks during 2005 in partnership with Friends Groups and through wider public consultation

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

**Planning consent and funding secured to implement new pavilion, play area, access improvements and health centre at Greenlands Park, 2006; funding explored to create a park masterplan, Summer 2006.**

Moorgate Cemetery.

#### **Friends of Clifton Park:**

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

#### **Friends of Boston Castle and Parklands:**

is planning a Gala in 2006 with an American theme to celebrate the American connection, and has made an initial funding application.

#### **Friends of Barkers Park:**

aiming to work towards a new pavilion in the park in order to help improve the infrastructure to a point at which significantly increased usage can be achieved.

<p><b>Priority 5</b> Develop Rother Valley Country Park as part of the YES Project development</p>	<p>Guidelines for a future vision for Rother Valley Country Park discussed with potential site developers Autumn 2005. <b>Decision by the Department for Communities and Local Government not to intervene in the YES Project planning application in June 2006 clears the way for the project to progress.</b></p>
<p><b>Community group achievements</b></p>	<p><b>Friends of Clifton Park:</b> acquired new seating for the park, achieved sponsorship for firework displays in 2003, 2004 and 2005, and contributed to the purchase of a bicycle for the Community Constable</p> <p><b>Friends of Boston Castle and Parklands:</b> formed in 2002 to support the Council in its bid for Heritage Lottery funding; since developed websites for both the park and Moorgate Cemetery.</p> <p><b>Friends of Boston Castle and Parklands:</b> in partnership with park rangers organised a gala in the park in 2005.</p> <p><b>Friends of Boston Castle and Parklands:</b> have collected stone to rebuild a section of the boundary wall between the park and cemetery which has previously suffered from theft and vandalism.</p> <p><b>Friends of Boston Castle and Parklands:</b> working with community service programme and private sector sponsors since 2003 to restore the old Moorgate Cemetery offices.</p> <p><b>Friends of Barkers Park:</b> have worked in partnership with the Council to commission a feasibility study and master plan for the park in readiness for a funding opportunity.</p> <p><b>Friends of Bradgate Park:</b> have worked in partnership with the Council to achieve major external funding for park improvements from a variety of sources.</p> <p><b>United Multicultural Centre:</b> Partnership working with Council, and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005</p> <p><b>Friends of Maltby Parks: £10,000 from Awards for All towards fencing bowling greens, Spring 2006</b></p>
<p><b>Objective 4</b> Performance Indicators:</p>	<p><b>Pursue a prioritised programme of pitch improvements to meet existing demand and projected growth</b> CSPI 16 CSPI 36 CSPI 39/40 CSPI 47 (see pages 48 onwards for definitions)</p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p>
<p><b>Priority 1</b> Establish a 5 year action plan aimed at improving</p>	<p>Initial work to develop a Playing Pitch Strategy commenced Autumn 2005. £386,000 funding package for perimeter and pathwork to safeguard and improve Herringthorpe Playing</p>
<p><b>Community group priorities 2005-08</b> <b>Friends of Barkers Park:</b> working towards a new pavilion to</p>	

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<p>football pitch provision and ancillary provision and linked to the general green spaces improvement programme</p>	<p>Fields approved by Housing Market Renewal Pathfinder programme in Autumn 2005 for implementation by March 2006.</p>	<p>support sporting activities in the park</p>
<p><b>Priority 2</b> Develop masterplan for regeneration of Herringthorpe Playing Fields as 'Sports Hub' site</p>	<p><b>Five key hub sites now identified across the Borough, with a masterplan to be developed at Bramley and partnership emerging with a local group in Swinton. Consultation to be undertaken over Autumn 2006.</b></p> <p><b>Joint proposal with Rotherham Titans to develop part of Herringthorpe Playing Fields will not now proceed.</b></p> <p><b>£200,000 Sport England Community Investment Bid awarded 2006 for the development of a sport &amp; physical activity hub in the Herringthorpe/Clifton area of Rotherham.</b></p> <p><b>Appointment of a sports hub co-ordinator Summer 2006.</b></p> <p><b>Favoured option chosen by the Council for the development of Herringthorpe Playing Fields, Summer 2006 following consultancy work undertaken by Strategic Leisure.</b></p>	<p><b>Dinnington Town Cricket Club:</b> aiming to maintain a safe playing surface, bringing the ground up to its former standard, and including provision of an all-weather wicket. In partnership with the Football Club, to improve spectator and public areas.</p>

<p><b>Objective 5</b> Performance indicators:</p>	<p><b>To develop and pursue a prioritised programme of allotments improvements</b> CSPI 7 CSPI 16 CSPI 18 CSPI 47 (see pages 48 onwards for definitions)</p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Priority 1</b> Establish minimum quality allotment standards through consultation</p>	<p>Working group established 2005 to review tenancy agreements and develop Allotments Strategy by 2007.</p> <p><b>Strategy development ongoing during 2006.</b></p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Priority 2</b> Audit existing provision to identify priority sites for improvement or disposal, and extent of work needed to achieve minimum standards</p>	<p>Audit work begun Autumn 2005.</p> <p><b>Audit work ongoing throughout 2006.</b></p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Priority 3</b> Begin development of a costed prioritised work programme for</p>	<p>£100,000 from Housing Market Renewal Pathfinder programme for improvements at two allotments sites in 2005-06, completed in February 2006.</p>	<p><b>Community group priorities 2005-08</b></p>

allotments and seek major funding from allotments disposals

**£25,000 of work funded by Single Regeneration Budget to fence Kimberworth Park allotments complete February 2006.**  
**£5,000 secured from Pioneer Fund to install 25 steel doors and frames on sheds at Kimberworth Park allotments complete February 2006.**

**Objective 6:**

Performance indicators:

**To develop and pursue a prioritised programme of play area improvements**  
 CSPI 4 CSPI 6 CSPI 11 CSPI 16 CSPI 18 CSPI 36 (see pages 48 onwards for definitions)

**Service priorities 2005-08**

**Major achievements to date**

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

Canklow play area completed 2004

New improved play areas in Greasbrough, Bradgate Park, Valley and the Walk completed by 2005.  
**Brampton Bierlow completed in 2005 and Thrybergh scheduled for completion by October 2006.**

**Priority 2**  
 Development of Big Lottery Fund Children's Play programme

Mapping and other preparatory work undertaken in 2005 in preparation for accessing new programme in first half of 2006.

**Rotherham Play Strategy under development over the second half of 2006**

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

Play schemes withdrawn from 2005 submission on advice of Housing Market Renewal Pathfinder management board, but may be able to resubmit in 2007.

**Community group priorities 2005-08**

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

**Laughton-en-le-**

**Morthen Parish Council:** to develop a new children's playground on the recreation ground by the end of 2006 subject to completion of the funding package.



## Tourism Plan

### Objective 1 To improve the quality standards of Rotherham's tourism offer

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

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

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

Workshop held in January 2006 for the accommodation providers to be briefed on the new inspection grading from 2006 by Yorkshire Tourist Board in Rotherham. Two new establishments for 2006 have been visited by offers of the tourism service to explain the inspected only policy.

**Currently accommodation that is assessed in the borough is 54%**

**Workshop held in January 2006 for the accommodation providers to be briefed on the new inspection grading from 2006 by Yorkshire Tourist Board in Rotherham. Two new establishments for 2006 have been visited by offers of the Tourism Service to explain the inspected only policy.**

**Grants have been provided to 2 new establishments: Self Catering Whiston Annex, Moorgate, and Guest Accommodation Throapham House, Throapham**

**Offered grants to new establishment Oasis, Welcome Inn, Kimberworth – opening September 2006**

**Offered grants to existing non-assessed properties, none have taken up the offer at present**

**South Yorkshire Destination Management Partnership set up 2005.**

**Chief Executive of the partnership was appointed June 2006 and is investigating the best options for a sub regional ICT new technology Destination Management System**

Review the introduction of a nationally networked Destination Management System

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

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

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

**Visitor Centre / TIC Business Plan is now complete and being implemented to improve the services and products provided by the service**

<p>Development of Rotherham's tourism infrastructure</p>	<p>Canalside improvements on the Chesterfield Canal          Completion of Transpennine Trail southern link  <b>YES project planning application progressed 2006</b>  <b>Whiston Annex self catering establishment opened January 2006</b>  <b>Oasis, Welcome Inn, Kimberworth to be completed for September 2006</b>  <b>Throapham House, Guest accommodation receive first guests beginning September 2006</b>  <b>A number of enquiries from prospective businesses to set up new tourism-related businesses in the area</b></p>
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**Objective 3**

**To improve the effectiveness of partnership working**

<p><b>Service priorities 2005-08</b></p> <p>Widen participation and establish sector groups within the Tourism Forum to provide advice and guidance on various issues to the industry</p> <p>Develop initiatives with neighbouring local authorities and attractions, when appropriate, on development and promotion of tourism</p>	<p><b>Major achievements to date</b></p> <p>Development and publication of Rotherham Tourism Plan 2005-2008          Workshops organised for tourism businesses January 2006 on access issues and accommodation inspection scheme  <b>Establishment of Tourism Forum meetings held twice a year in April and October</b>  <b>Workshops organised for tourism businesses January 2006 on access issues and accommodation inspection scheme</b>  <b>New sub group initial meeting arranged July 2006 for marketing of the area. Meetings to be held every 6 weeks to progress work in the area in partnership.</b>          Marketing research being undertaken with businesses to identify partnership opportunities November 2005  <b>Assistance given to the set up of a South Yorkshire Tourism Destination Management Partnership for April 2006. Chief Executive and Board members appointed June 2006</b>  <b>Advertising in Yorkshire Tourist Board Make Yorkshire Yours Campaign organised in conjunction with the SYDMP</b>  <b>Participation at Dublin Holiday World Exhibition and Belfast Holiday Shows Ireland in partnership with public and private sectors in South Yorkshire.</b></p>
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Conference business is being promoted through partnership working at *Confex* and *National Venue Show*, *Yorkshire Corporate Hospitality Show*, advertising through BACD and Yorkshire Tourist Board  
**Outlook newsletter** been produced quarterly

**Objective 5 To attract investment to the local area, increasing job creation and ensuring sustainable development**

Performance Indicators:

- 10% increase in the value of tourism in Rotherham to at least £258.5m by 2007
- 5% increase in the number of full time jobs equivalent in tourism to at least 4,507 by 2007
- Five new tourism businesses established 2005 - 2008

**Service priorities 2005-08**

**Major achievements to date**

To commission regular economic impact assessments

2004 Economic Impact Assessment study draft summary produced by consultants GTS 2005.  
 The value of tourism in Rotherham 2004 £250.93 million  
 Number of full time jobs equivalent 4,404

**Four new conference venues are being promoted through the venue guide Swindon House, Moorgate, Action Meeting and Training Centre, RSPB Old Moor Farm House Meeting Rooms and Moorgate Crofts**

**Three new accommodation establishments opened in 2006, one self catering, one guest accommodation and one travel accommodation**

To monitor and identify demand for coach parking facilities

Group Travel Campaign started with advertising in Group Travel Media  
 Serviced with Group Travel Folder including map with coach parking and bookings indicated  
 Operators starting to pre book coach parking in advance of their visit

**Bolton Great Days Out Show attended in February 2006**

**South Yorkshire sub regional group travel guide being planned at present**

**Attending meetings of the Churches Tourism Initiative**

**Talking to Rotherham Churches Tourism Initiative re future funding of post September 2006**

**Support given to Culture & Leisure Services for Heritage Lottery Funding Applications as required**

To support the development of funding applications for All Saints Minster, Clifton Park Museum and Boston Castle

## **Rotherham Alive**

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

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

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

### **Cultural Charter Links:**

- Principle 5:** improve provision for, and access to, quality cultural and sporting activity across the borough.  
**Principle 6:** provide and facilitate a range of cultural and sporting activities through the development and support of an infrastructure of professional, amateur and voluntary organisations and venues.

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

<p><b>Objective 1</b> Performance Indicators:</p>	<p><b>Increase overall use of cultural services based on identified customer and potential customer needs</b> CSPI 2 CSPI 10 CSPI 11-13 CSPI 31 CSPI 32 CSPI 36 CSPI 44 CSPI 45 (see pages 48 onwards for definitions)</p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p>
<p><b>Priority 1</b> Establish minimum level of cultural service provision</p>	<p>Consultation with Cultural Consortium on Statement of Cultural Entitlement, Autumn 2005 Development of cultural services charter early 2006 <b>Adoption of Cultural Entitlement June 2006</b></p>
<p><b>Priority 2</b> Complete and publish Sport and Active Recreation Plan</p>	<p>Intensive work with Sheffield Hallam University to realign Plan in 2004-05 <b>Realigned plan completed and published in March 2006.</b></p>
<p><b>Priority 3</b> Develop Digitisation Strategy prioritising content creation within Libraries, Museum &amp; Arts Services</p>	<p>Working Group created Summer 2005, with first draft of strategy available by end of December 2005. Initial consideration of plans during 2005 to incorporate ViewFinder digital photographic archive into Archives &amp; Local Studies on-line catalogue. <b>Digitisation Strategy developed, completed, consulted and adopted, June 2006.</b></p>
<p><b>Priority 4</b> Develop the professional and community programming of performing arts venues to reflect a range of cultural needs and arts forms</p>	<p>Regular signed performances and blind commentary at professional performances at the Civic Theatre Upstarts (learning difficulties) Theatre Group devised and performed script –based drama in November 2005 Arts Development Unit work with SCOPE to devise and act in an interactive drama to teach Key Stage 1 and 2 pupils about disability issues, followed by the inauguration of Cake House theatre group for adults with physical disabilities, 2005 Open Minds Theatre Company – drama workshops for under 16s in the local Asian community, October 2005 to February 2006, to culminate in three performances at the Arts Centre in March 2006. <i>Bloodhand</i> (storytelling using Indian music and dance, myths and legend ) in November 2005. <i>Curry Tales</i> commissioned for performance in February 2006. <b>Series of youth theatre drama workshops for young people of Asian origin culminated in two sell-out evening performances in the Arts Centre in May 2006.</b></p>
<p><b>Community group priorities 2005-08</b></p> <p><b>Harthill Morris:</b> proactive work in developing new audiences and contacts while maintaining existing contacts</p> <p><b>Friends of Rawmarsh Carnegie Library:</b> to contribute to an increase in the numbers of local people using the facilities</p> <p><b>Rotherham Rep:</b> To continue to provide first class entertainment to the community of Rotherham.</p> <p><b>Anston Male Voice Choir:</b> development and production of CD as an audience development tool</p> <p><b>Anston Male Voice Choir:</b> membership development strategy to increase participation</p> <p><b>Anston Male Voice Choir:</b> extension of</p>	

**Well-attended performance of *Curry Tales* in the Arts Centre February 2006, together with a successful evening of African Dance in the same month.**

**Culture & Leisure support for a day of seminars and meetings followed by a film presentation in the Arts Centre by members of the Lesbian, Gay, Bisexual and Transsexual (LGBT) communities, February 2006.**

**Three sellout performances by Open Minds Theatre Company of the *Faultlines 2* production, Spring 2006.**

Extension of some community library opening hours every year since 2001 as a result of consultation with customers, with an overall 25% increase since 2000.

Opening hours at several libraries adjusted since 2001 to reflect local usage patterns and aspirations..

**Consultation on opening hours at Wath and Central Libraries under way Summer 2006, including the investigation of feasibility of Sunday opening at Wath.**

**Opening hours for the proposed Thorpe Hesley Library suggested by local residents via Holy Trinity Church under consideration Summer 2006.**

**Community consultation day on proposed opening hours for new Wickersley Library scheduled for mid-September 2006.**

**Priority 5**

Increase access to library services by amending/extending opening hours

repertoire to include more modern forms of music as part of audience development strategy

**Anston Male Voice Choir:** participation in Massed Choir and Band Concert at the Albert Hall in November 2006

**Rotherham Family**

**History Society:** to apply for charitable status in 2006/07

**Friends of Boston**

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

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

**Community group achievements**

**Rotherham Rep:** consistent programme of five plays a year at the Civic Theatre and Arts Centre.

**Friends of Rotherham Central Library:** campaigning work to retain staff and extend opening hours, and contributions in cash and in kind to the Rotherham Children's Book Festival.

**Anston Male Voice Choir:** 12 – 15% increase in membership since 2002, with a programme of ten concerts a year maintained, and successful audience development work in respect of major annual concert in Dinnington.

**Rotherham Family History Society:** increased membership to more than 400 by 2005.

**Friends of Boston Castle and Parklands:** developed websites for both the park and Moorgate Cemetery.

**Woodsetts Local History Group:** have set up a website and catalogued gravestones in Woodsetts Churchyard giving details of graves and inscriptions. Increased its membership to 176.

**Dinnington Reading Group:** £3,600 grant from Awards for All in 2004 to buy books, create a web site and commission author visits

**Objective 2** To increase use of cultural services by priority groups in priority communities  
 Performance indicators: CSPI 6 CSPI 7 CSPI 17 CSPI 19 CSPI 34 CSPI 41 (see pages 48 onwards for definitions)

<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Priority 1</b></p>	<p>Comprehensive audit of existing activity undertaken 2005.</p> <p><b>Integrated hip hop dance sessions held in Thurcroft, Ferham, Rawmarsh, Herringthorpe and Eastwood, July and August 2006.</b></p> <p><b>Multisport and circus skills day in Eastwood, July 2006.</b></p> <p><b>Integrated holiday dance and sport sessions in Clifton, July and August 2006.</b></p> <p><b>Joint working between Borough Council and YMCA Summer 2006 to run ability programmes for young people with disabilities at venues across the Borough.</b></p> <p><b>Community Arts Unit worked with Scope during Spring 2006 to develop and present a play about disability to be shown to Key Stage 1 and Key Stage 2 children. The participants have now formed <i>Cakehouse Theatre</i> as an independent theatre group.</b></p> <p><b>On going work during 2006 by Cultural Diversity Officer with several BME community groups to produce and publish <i>Palaver</i>, a book of traditional stories from their countries of origin.</b></p> <p><b>The Community Arts Unit operated the Fair Grants scheme to build capacity in 17 community groups to develop projects which would lever further, external, funds into their groups and into Rotherham in 2005-06.</b></p>	<p><b>Dinnington Town Cricket Club:</b> aiming for teams at adult, under-17, under-15, under-13, under-11 and under-9 levels by 2010, strengthening and encouraging parental support and participation.</p> <p><b>Rotherham &amp; District Ornithological Society:</b> to broaden membership and increase members from 80 to 100</p>
<p><b>Priority 2</b></p>	<p>Space for Sports &amp; Arts provides Sport &amp; Physical Activity Opportunities within a sports hall in a school/community setting. These have included Freddy Fit, Mega Active, Fit n Fun, Multi-Sports, Cardio Kick etc. Over 350 participants in 2004/05.</p> <p>Disability Sport &amp; Physical Activity Forum set up in October 2004, and is already increasing access to existing opportunities such as the Inclusive Fitness Initiative and creating the Skills Academy after school programme.</p> <p>Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, 2005</p> <p>Football Development Programme commenced in April 2005, already providing opportunities for young people to participate and enjoy football related opportunities.</p> <p><b>Targets set in all one-year team plans across Culture &amp; Leisure in 2005-06.</b></p>	

**Priority 3**  
Support the development of the Rotherham Heritage Association and Rotherham Arts

Officer attendance at meetings of RHA, advice to individual groups on projects and funding applications: Friends of Boston Castle & Parklands and Friends of Clifton Park Museum and Friends of Clifton Park.

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

**Regular officer attendance at monthly meetings of the Rotherham Heritage Association during 2006 to broker relationships and offer funding advice.**

**Ongoing support work with Rotherham Arts during 2006 to develop better relationships with the Council and to prepare for the fourth Rotherham Arts Festival in September 2006, with a budget of £100,000 from a variety of sources.**

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

Phase 1 work (focus groups of BME under-16 non users) completed 2004. Phase 2 under way with Open Minds Theatre Company will result in three performances in the Arts Centre in March 2006. To be followed in 2006 by Phase 3.

**Phase 3 work to be progressed Autumn 2006.**

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

Formation of Rotherham Skateboard Partnership, 2004, and completion of four skateboard parks strategically sited across the Borough.  
Mega Active Summer Holiday programme resulting in more than 4,000 opportunities taken up by young people in the 2005 summer holidays

**Significant increase in participation in Mega Active summer holiday activity programme, with 2,941 participants in 2005. Sports development unit outputs alone increased from 209 participants in 2004 to 1,386 in 2005; with 2006 figures expected by October.**

**Quadrupling of participation in Space for Sport & Arts holiday activity programmes (552 participants in 2004-05, 2,277 in 2005-06).**

**Successful football-based Hotshots programmes held at targeted sites (Canklow, Ferham, High Greave, Millmoor and Thurcroft during Easter school holidays 2006, with 130 participants.**

**Significant increase in take-up of the Summer Reading Challenge operated by all community libraries during Summer 2006, with confirmation figures expected by September.**

**Summer schools organised by the Library Service and hosted at Rother Valley Country Park took place successfully in both 2005 and 2006.**



<p><b>Community group achievements</b></p>	<p><b>Blackburn Community Partnership:</b> securing Objective 1 and other funding to provide sports activities in local schools and in school holidays</p> <p><b>Friends of Rawmarsh Carnegie Library:</b> focussed activity, including organisation of centenary celebrations, to open up the library to many new customers</p> <p><b>Rotherham Rep:</b> entertainment to community groups who find it difficult to attend formal venues</p> <p><b>Wales Parish Council:</b> financial and other support for the development and completion of Wales Skateboard Park.</p> <p><b>Outside the Box Theatre:</b> £4,990 grant from Awards for All in 2004 to run a summer scheme for disadvantaged young people in Rotherham</p> <p><b>Wath Festival and Dearne Valley Trust: £5,500 award from the Arts Council February 2006 for the Wath World Music Festival</b></p>	<p>Community group priorities 2005-08</p>
<p><b>Objective 3</b></p>	<p><b>To develop and implement a 3 year Marketing Strategy</b></p> <p>Performance indicators : CSPI 36 (see pages 48 onwards for definition)</p>	<p>Community group priorities 2005-08</p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p> <p>Appointment of DIVA as marketing consultants 2005. User and non-user surveys undertaken October/November 2005 focusing on target groups and communities; <b>Marketing Strategy completed, approved and published May 2006.</b></p>	<p>Community group priorities 2005-08</p>
<p><b>Priority 1</b></p> <p>Complete work with marketing consultants to develop strategy</p>	<p>Mega Active Summer Holiday brochure, posters, bookmarks and direct mail produced in partnership with other local organisations and distributed widely in summer 2005 resulting in more than 4,000 opportunities taken up by young people in the summer holidays. Close working between Culture &amp; Leisure and Corporate Communications and Marketing Team to ensure alignment of strategies.</p> <p><b>Marketing Strategy aligned with the Council's Corporate Plan 2005-2010, Culture and Leisure's Service Plan 2006-2007, Culture and Leisure's Pricing Policy, Cultural Entitlement, Rotherham Tourism Strategy, Education Culture and Leisure Services' Information and Communication Technology Strategy 2005-2010, the Corporate Equality Strategy and Action Plan and the Race Equality Scheme 2.</b></p>	<p>Community group priorities 2005-08</p>
<p><b>Priority 2</b></p> <p>Ensure links with appropriate, national, regional, local and corporate marketing strategies and other appropriate plans</p>	<p>£14,000 secured from partner organisations to fund production of Mega Active Brochure 2005, and more than £11,000 in 2006.</p>	<p>Community group priorities 2005-08</p>
<p><b>Priority 3</b></p> <p>Identify marketing</p>	<p></p>	<p>Community group priorities 2005-08</p>

budget

Advertising covered full costs of Rotherham Show programme in 2003, 2004, 2005 and 2006.

**No overall budget yet identified.**

**Priority 4**

Increase awareness and use of cultural services through high profile events such as Rotherham Show

Continuing high profile Green Spaces, Libraries, Museums and Arts (with partners) presence at Rotherham Show

Clifton Park bonfire and fireworks in partnership with Friends of Clifton Park attracted more than 5,000 spectators in 2005

Developing programme of major events at Rother Valley Country Park, including Battle in the Park and The Games Summer 2004, Family Fun Weekend July 2005.

**Major events in 2006 included Colourscape in June, Rotherham's first Sports Conference in July, the Rotherham Walking Festival in July, the Rotherham Show in September in which all Culture & Leisure services were showcased for the first time in a single marquee, and the highly commended Rotherham Diversity Festival in September.**

**Tourism Plan**

**Objective 4**

Performance indicators:

**To promote Rotherham as a visitor location**

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

**Service priorities 2005-08**

**Major achievements to date**

Produce and implement a tourism marketing plan for Rotherham

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

**Visitor Centre footfall 2005 / 2006 increased in Rotherham to 70,040 (nationally the TIC / Visitor Centre footfall figures have decreased by at least 3% annually)**

Develop group and business visitor overnight packages

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

**Team building packages are being developed with Rother Valley Country Park and the conference facilities with overnight accommodation to increase the length of stay and spend in the area.**

## Rotherham Safe

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

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

### Cultural Charter Links:

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

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

<p><b>Objective 1</b> Performance Indicators:</p>	<p><b>Establish projects aimed at contributing to reductions in crime and disorder</b> CSPI 17 (see pages 48 onwards for definition)</p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p> <p>More than 3,500 young people taking part in the Mega Active Summer Holiday Programme 2005, funded from a package of external funding opportunities.</p> <p>Safe surfing sessions for parents and children at all community libraries all year round as a result of funding for People's Network</p> <p>Establishment of <i>Remember Us</i> project aimed at victims of crime, and using local and family history to engage with vulnerable/isolated individuals in partnership with Victim Support, GROW and Archway.</p> <p>Use of young offenders to undertake tidying up of historic remains in Roman Granary at Clifton Park, 2004 and 2005</p> <p>Work with young (and older) offenders to rebuild boundary wall at Clifton Park and to redecorate games pavilion at Rosehill Victoria Park in 2005.</p> <p><b>Kids and Kops multisports programme continuing to run at Green Arbour School, Thurcroft, in partnership with South Yorkshire Policy ABC Fund and Thurcroft Action Group Partnership, with average Wednesday evening attendances of 15-20.</b></p> <p><b>Futsal (non-contact Brazilian football) League established at Wath Pope Plus sports hall in partnership with Football Association and local community police officer; numbers of disaffected young people increased from seven in May to 25 by August, and scheduled to continue through autumn and winter 2006.</b></p> <p><b>ParkActive operating in Rosehill Park during summer holidays and half terms, 2006.</b></p> <p><b>Community Payback schemes operating in Rother Valley Country Park and Rosehill Park, 2006.</b></p>
<p><b>Priority 1</b> Explore possible funding opportunities to facilitate project development (diversionary activities) for example at performance venues or heritage sites</p>	<p>Partnership with Friends of Bradgate Park to generate £160,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.</p> <p>Partnership with Friends of Rosehill Park to generate £300,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.</p> <p>Implementation of park ranger scheme based in Clifton Park from 2004 with strong support from Friends of Clifton Park.</p>
<p><b>Priority 2</b> Work in partnership with friends groups, Rotherham crime reduction and others to support projects aimed at improving safety</p>	<p>Partnership with Friends of Rosehill Park to generate £300,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.</p> <p>Implementation of park ranger scheme based in Clifton Park from 2004 with strong support from Friends of Clifton Park.</p>
<p><b>Community group priorities 2005-08</b></p> <p><b>Harthill Morris:</b> aim to provide a safe environment for all participants in Morris Dance sessions</p> <p><b>Blackburn Community Partnership:</b> continue working with other agencies to keep the estate cleaner and safer</p>	<p><b>Future Perfect: Action Plan Draft Third Edition September 2006</b></p>

£160,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures on Greasbrough Recreation Ground including CCTV.

£300,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures on Herringthorpe Playing Fields including pathway lighting **and fencing.**

Partnership with Friends of Clifton Park to generate £110,000 of investment from the Housing Market Renewal Pathfinder project for infrastructure measures including lighting and CCTV.

£300,000 of investment from the Housing Market Renewal Pathfinder project for fencing work on two key sites.

Joint working from early 2005 with Canklow Junior Football Club, Canklow Crusaders, School Sports Co-ordinators and local community development worker to develop informal football opportunities centred on the Canklow Pavilion, with financial support from the Football Foundation.

**Restructuring of Green Spaces team from June 2006 onwards to allow the more flexible deployment of resources across a wider range of green spaces.**

**Initial planning of Let's Get Together at Mowbray Gardens Library in partnership with the Youth Service complete, activity scheduled for Autumn 2006.**

**Operation of Park Active programme in Rosehill Park to encourage families to use the park, 2006, and successful Gra-fix confidential helpline initiative to eliminate graffiti in the park.**

People's Network completed in 2002, 175 PCs available free of charge in libraries across the Borough, generating 140,000 uses a year. Free e-mail address available to every Rotherham resident.

Implementation of Rolling Out the Archives programme to provide free on-line access to information on Archives & Local Studies holdings scheduled for completion by 2008.

**Successful launch in June 2006 of NetLibrary Digital Audio Books, allowing library customers to download audio books at community libraries or at home free of charge for a three week period.**

**Launch in Spring 2006 of the Safe Surfer CD, offered to all under-11s wishing to use library-based Internet services. X Safe Surfer cards issued by August 2006 to young people completing the CD.**

**The Opening the Doors to Family History project produced a CD-ROM resource pack a scheme of work for local tutors delivering skills for life opportunities. 60 packs piloted and distributed Summer 2006, with first courses scheduled to begin delivery in community venues during Autumn 2006.**

### Priority 3

Provide access to ICT based services, including socially/digitally excluded communities

<p><b>Priority 4</b> Plan and deliver targets and actions in football development project on crime reduction.</p>	<p>Successful £205,000 bid to the Football Foundation which has created two football development officers posts 1 x 5 year Rotherham wide, 1 x 2 year Kimberworth and surrounding area.</p> <p><b>Implementation of football-based Positive Activities for Young People programme during 2006 in conjunction with the Rotherham Community Safety Partnership, including regular sessions at Bradgate Park. Pilot work undertaken at East Dene in early 2006.</b></p> <p><b>Activity work organised for Thorpe Hesley young people in partnership with Millmoor Juniors at their ground in Kimberworth, and a project for 16 young people with challenging behaviour on the playing fields at Thrybergh Comprehensive School in partnership with Thrybergh Sports Centre, Rotherham Youth Service and the school during 2006.</b></p> <p>Access control measures installed at Canklow Recreation Ground, Sandhill Park, Highfield Park, Valley Park, Boston Park, Maltby Low Commons, Hudson's Rough and Bassingthorpe Spring woodlands.</p> <p><b>Installation of motor vehicle prevention measures at Herringthorpe Playing Fields, Rosehill Victoria Park and Valley Park, Spring 2006. Planning begun in 2006 for similar installations at Sandhill Park and Greenlands Park in Autumn 2006.</b></p>
<p><b>Priority 5</b> Implement off-road motor vehicle prevention schemes in priority areas</p>	<p>Access control measures installed at Canklow Recreation Ground, Sandhill Park, Highfield Park, Valley Park, Boston Park, Maltby Low Commons, Hudson's Rough and Bassingthorpe Spring woodlands.</p> <p><b>Installation of motor vehicle prevention measures at Herringthorpe Playing Fields, Rosehill Victoria Park and Valley Park, Spring 2006. Planning begun in 2006 for similar installations at Sandhill Park and Greenlands Park in Autumn 2006.</b></p>
<p><b>Community group achievements</b></p>	<p><b>Anston Male Voice Choir:</b> continuing support for local charities including Yorkshire Air Ambulance, Cancer Research and Bluebell Wood Hospice.</p> <p><b>Digital Art Group:</b> £38,000 Community Fund award in 2004 to help stimulate interest in learning and build confidence in disaffected young people through the use of computer training and digital imagery.</p> <p><b>Swinton Lock Activity Centre:</b> £141,500 award from Community Fund to provide disadvantaged and disaffected young people with the opportunity to take part in boating, fishing and environmental activities as an alternative to becoming involved in crime and drugs.</p>
<p><b>Objective 2</b></p>	<p><b>To establish and implement a monitored programme of health and safety measures at cultural facilities</b></p>
<p>Performance indicators:</p>	<p>CSPI 16 CSPI 20 CSPI 22 CSPI 26-28 CSPI 47 (see pages 48 onwards for definitions)</p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p> <p>Minimum safety standards agreed for all premises based on corporate health and safety criteria.</p> <p><b>Both normal and emergency operating procedures manuals are now in full operation in all sports facilities and have been incorporated as a model of good practice into corporate guidance.</b></p>
<p><b>Priority 1</b> Identify minimum safety standards for all cultural facilities/sites based on model guidance</p>	<p>Minimum safety standards agreed for all premises based on corporate health and safety criteria.</p> <p><b>Both normal and emergency operating procedures manuals are now in full operation in all sports facilities and have been incorporated as a model of good practice into corporate guidance.</b></p>
<p><b>Community group priorities 2005-08</b></p>	<p></p>

<p><b>Priority 2</b> Ensure appropriate risk assessments carried out at all facilities</p>	<p>All premises health and safety risk assessments up to date 2006, and managers made aware of risk assessment process. Health and safety requirements used as the basis of bids into the Premises Fund and capital programme, with Civic Theatre overhead bars replaced Autumn 2005.</p>	
<p><b>Community group achievements</b></p>	<p><b>Friends of Clifton Park:</b> contributed to the purchase of a bicycle for the Community Constable <b>Dinnington Town Cricket Club:</b> Adoption of child protection policy</p>	
<p><b>Objective 3</b> Performance indicators:</p>	<p><b>To achieve better standards of green space design, management and maintenance</b> CSPI 14 CSPI 16 CSPI 38 CSPI 47 (see pages 48 onwards for definitions)</p>	
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Priority 1</b> Plan and implement a restructuring of the Green Spaces team to better deliver the outcomes identified from Corporate Plans and Green Space Strategy.</p>	<p>Draft structure completed end of 2005, to undergo consultation with staff and unions early 2006 with a view to implementation from April 2006. <b>Restructuring 95% complete; completion anticipated before Christmas 2006.</b></p>	
<p><b>Priority 2</b> Pursue 'quick win' schemes to prevent further deterioration of assets and to improve appearance and variety within green spaces</p>	<p>Acquisition of Canklow Wood with financial support from the Heritage Lottery Fund, together with restoration and interpretative work in other local woodlands £1,600,000 award from Housing Market Renewal Pathfinder programme 2005/06 for physical improvements on 10 parks and other green spaces, following a £260,000 award in respect of Bradgate Park in 2004/05. <b>Completion in 2006 of wildflower meadow Doorstep Green project at Wickersley in partnership with Wickersley Parish Council; completion in 2006 of wildflower area in the curtilage of Clifton Park Museum; completion of Maltby Doorstep Green September 2006.</b></p>	

<b>Objective 4</b> <b>To improve perceptions of safety and customer care by developing staff presence on Green Space sites</b>	
<b>Performance indicators:</b> CSPI 16 CSPI 47 (see pages 48 onwards for definitions)	<b>Community group priorities 2005-08</b>
<b>Service priorities 2005-08</b> <b>Major achievements to date</b>	
<b>Priority 1</b> Increase the number of green space sites with a regular ranger presence	Appointment of externally funded park rangers in Rawmarsh and Maltby, 2004 Mainstreaming of Park Ranger Team 2005/06 based at Clifton Park but working across all urban green spaces. <b>Restructuring of Green Spaces team from June 2006 onwards to allow the more flexible deployment of resources across a wider range of green spaces.</b> <b>Reduced expenditure on vandalism in Clifton Park 2005-06 following introduction of ranger team.</b>
<b>Priority 2</b> Develop and implement joint community safety initiatives between green space rangers and others including neighbourhood wardens, Police and detached youth workers	Joint working with Safer Rotherham Partnership since 2002 to reduce the incidence of illegal off-road vehicles on publicly accessible land. Work with Friends Groups (eg Friends of Bradgate Park) to operate CCTV measures since 2003 Commissioning of detached youth workers to work with disaffected young people in Clifton Park and Coronation Park, 2004 and 2005. <b>Award to Paul Spriggs (Rosehill Park) for Parkforce Park Worker of the Year award, August 2006.</b> <b>Active pursuit during summer and early autumn of 2006 of a solution to issues of anti-social behaviour among young people at the play area at Leewood Close, Brampton Bierlow, in partnership with youth service and police.</b> <b>Pilot work at Rosehill Park, Clifton Park, Thrybergh and Ulley Country Parks in 2005 and 2006.</b>
<b>Priority 3</b> Investigate viability of a volunteer ranger scheme	
<b>Community group achievements</b>	<b>Friends of Clifton Park:</b> successfully supported and championed the increased ranger presence in Clifton Park.



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

Performance indicators: CSPI 16 CSPI 47 (see pages 48 onwards for definitions)

### Service priorities

2005-08

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

Culture & Leisure actively working with 15 – 20 local farmers in 2005 to encourage take-up of agri-environment schemes focused on biodiversity support, such as Environmental Stewardship, England Woodland Grant Scheme and Objective 1. Interventions releasing up to £6,000 of Government or EU funding per holding at entry level, with potential for hundreds of thousands at higher levels.

Joint working with Anston Parish Council on Anston Stones Local Nature Reserve, and with Maltby Town Council, English Nature, Lord Scarborough, Yorkshire Wildlife Trust and Maltby Environment Group on Maltby Commons Local Nature Reserve.

Production of education packs for Wickersley Parish Council on Wickersley Gorse and Phoenix Sports & Social Club on Ravenfield Park, and introduction of rare breeds of sheep grazing on Ravenfield Park.

**Support undertaken during 2006 for a wide range of stakeholders including Anston Stones Wood Management Committee, Maltby Commons Management Committee, Common Farm, Dinnington, Linthwaite Farm, Maltby, Friends of Austen park, Friends of Keppel's Field, Wickersley Parish Council and Ravenfield Garden Society**

### Priority 2

Work with schools and community groups etc to raise awareness of biodiversity, the Biodiversity Action Plan and Rotherham's green spaces

Bat walks in Rosehill Park, Rawmarsh, and Thrybergh Country Park, September 2005

Wide range of other initiatives in 2005 including bird box building in Maltby, scarecrow building in Maltby, glow worm hunting in Woodsetts, willow workshop in Thrybergh, fungi walks in Rawmarsh. Wetland wildflower project in Swinton.

Extensive work with primary schools in 2004 and 2005, including biodiversity project at Aston Hall J & I School grounds, and native tree planting in St Bede's Roman Catholic Primary School grounds with a focus on trees for shade and skin cancer prevention..

Planting of oak tree in Clifton Park to celebrate Trafalgar Day bicentenary in 2005.

**Between January and June 2006 437 participants attended twenty successful school- and community-based events specifically intended to raise awareness of environmental issues, including tree planting at St Bede's School, seed sowing at Maltby Redwood Junior School, and bird-box building at Ravenfield School.**

Community group priorities 2005-08

### Rotherham & District Ornithological Society

to continue to support Council officers in raising the profile of wildlife conservation within the Borough.

**Priority 3**

Advise developers and Development Control on impact of planning proposals on biodiversity

Rotherham Biological Records Centre continuing in operation during 2005.

Ecologist appointed early 2005 to work in close liaison with Planning Service. Development during 2005 of alert maps to advise on the potentially ecologically adverse effects of planning applications.

**Ecologist offered advice in the first half of 2006 on around 20 planning applications in which biodiversity issues were evident, including major applications in respect of the Manvers Express Park and the YES Project at Pithouse West.**

**Initial planning undertaken for a training session for development control officers in respect of biodiversity policy and wildlife legislation, likely to be delivered in Autumn 2006.**

**Community Group achievements**

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

## Rotherham Proud

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

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

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

### Cultural Charter Links:

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

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

<p><b>Objective 1</b> Performance Indicators:</p>	<p><b>Improve customer and citizen consultation and involvement and ensure it is inclusive of all communities</b> CSPI 21 CSPI 15 (see pages 48 onwards for definitions)</p>
<p><b>Service priorities 2005-08</b></p>	<p><b>Community group priorities 2005-08</b></p>
<p><b>Priority 1</b> To produce and implement an annual plan for consultation</p>	<p><b>Major achievements to date</b> Disability Sport &amp; Physical Activity Questionnaire sent out as part of a masters degree student dissertation and in conjunction with Sports Development Unit. Over 300 replies have been received in this needs assessment survey. Young people's sports aspiration surveys completed for Swinton and Thurcroft communities.</p>
<p><b>Priority 2</b> Support community groups staging events and activities that celebrate local distinctiveness, civic pride and cultural diversity</p>	<p>Content of relevance to black and ethnic minority communities at Clifton Park Museum developed through consultation with those communities Partnership working between Council, United Multicultural Centre and Groundwork Dearne Valley for an under-14 project to grow fruit and vegetables at Eldon Road Allotments, <b>Sixth Rotherham Cultural Diversity Festival (September 2006) under development for most of the year, with an increasingly empowered Steering Group, supported by a £65,000 Lottery Arts Fund award to help create long term sustainability. The Festival was promoted by Sheffield Hallam University to the Arts Council in 2006 as representing good practice.</b> <b>Rotherham's first Sports Conference held at Thomas Rotherham College in July 2006 with more than 80 participants.</b></p>
<p><b>Priority 3</b> Maintain involvement and support for Friends Groups, including the production of a friends charter to clearly define roles and responsibilities</p>	<p><b>Support for Cabby Cup football tournament July 2006 organised by Asian taxi drivers and the Rotherham Ethnic Minority Alliance to counter a sedentary lifestyle.</b> Library Service now supporting and engaging with twelve Friends groups. Green Spaces Unit working with up to ten Friends of Parks groups, including Bradgate, Coronation, Rosehill, Clifton, Boston, Barkers and Valley. Heritage Service supporting Friends of Clifton Park Museum, Walker Mausoleum, Rotherham's Archives, Keppel's Column and Field. <b>Successful staging of first Green Spaces Friends Groups Conference May 2006, followed by finalisation of Friends Charter</b></p>
<p></p>	<p><b>Library Service continuing to support individual Friends of Libraries groups and the Rotherham Network of Library Support Groups, meeting four times a year.</b></p>

**Priority 4**  
 Increase the number of community leasing schemes for Green Space sites

Rosehill Hall leased to Rawmarsh & Parkgate Partnership 2004/05.  
 Proposals under development during 2005 to lease part of Canklow Pavilion to Canklow Community Partnership, and to lease Rosehill Park pavilion to Rawmarsh & Parkgate Partnership..  
 Continuation of successful leasing of Grange Park football field to Millmoor Juniors.

**Valley Park depot leased to Groundwork Dearne Valley as a training base, February 2006.**  
**Burgeoning demand by sports teams for site leases on specific sports pitches leads to service review during latter part of 2006 to ensure the retention of a sustainable network of pitches.**

**Community group achievements**

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

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

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

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

<b>Objective 2:</b> Performance Indicators : CSPI 15 (see pages 48 onwards for definition)	
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>
<b>Priority 1</b> Build on existing volunteer arrangements to develop quality of volunteer experience and effectiveness of work undertaken	Work commenced 2005 on developing Rotherham Sports Volunteer Programme to encourage local volunteers into sport. Sports Development Unit encouraging regular volunteer placements from schools, colleges and universities to follow up volunteering opportunities. Work in partnership since 2002 with Primary Care Trust to involve volunteer allotment gardeners for the cultivation of fresh fruit and vegetables at Valley Allotments site Volunteers celebration event held at Rotherham Town Hall in October as part of Community Service Volunteers' Volunteers Month 2005.
<b>Community group priorities 2005-08</b>	
<b>Woodsetts Local History Society:</b> restoration of the Troughs, a site formerly used as a local water supply.	

Development of the *Making a Connection* project in 2006 to link volunteers based in schools and colleges with local sports clubs.

Sports Development Unit continuing to offer high quality work experience programme providing a pathway to volunteering opportunities for school and college students through 2006.

Seven student volunteers involved backstage and front of house for the first time during the 2005-06 Civic Theatre pantomime *Snow White*.

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

*Kitchen Rangers* project running since April 2006 in partnership with Friends of Clifton Park Museum with the aim of using a pool of twenty volunteers to run at least one public cooking event every month.

£10,000 Awards for All application submitted by Friends Spring 2006, with support from Clifton Park Museum and in partnership with Magna Centre, to fund publicity and additional training for volunteer group members, including funding for City & Guilds Level Three qualification in tour guiding.

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

By August 2006 17 students from the Wickersley School Sports Partnership had attended the Step into Sport Volunteering Conference; 48 students had attended the *Making the Connection* Evening at Dearne Valley College in February 2006, with 23 expressing interest in further involvement; and three Rotherham students had signed up to the *Step into Sport Netball* programme, four into athletics, and 12 into Dinnington's Leadership Academy.

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

**Swinton Heritage:** publication of "Swinton Then and Now" calendar in 2003.

**Swinton Heritage:** commissioning of public plaques celebrating Tony Capstick, Arthur Morris and James Randerson and history board on Hattersley Building.

**Swinton Heritage:** Completion of Swinton History Trail.

**Priority 2**

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

**Priority 3**

Use the Step into Sport Programme to support volunteer development

**Community group achievements**

## Tourism Plan

<b>Objective 2: Improve the image and perception of Rotherham</b>	
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>
<b>Priority 1</b> Review the provision of tourism/leisure and retail signage in the Borough	Assisting planning assess application for a brown sign at Thrybergh <b>Information on brown signage given to Clifton Park Museum to assist with their application.</b>
<b>Priority 2</b> Participate in the delivery of the Rotherham Gateways Initiative	Meetings with Economic & Development Services representatives have led to discussions with Magna and Rotherham Churches Tourism Initiative regarding future work. <b>Meetings with Economic &amp; Development Services representatives have led to discussions with Magna and Rotherham Churches Tourism Initiative regarding future work</b>
<b>Priority 3</b> Review and increase participation in Rotherham in Bloom	Participation by Town Centre Businesses and Tourism and Leisure Businesses in the borough increased in 2005. <b>Town Centre Management looking into ways to improve the profile of the competition for 2007</b>
<b>Community group achievements</b>	<b>Wales Parish Council:</b> provision of Christmas Illuminations

## **Sustainable Development**

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

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

### **Cultural Charter Links:**

**Principle 1:** empower and resource local communities to participate in the preservation and development of their cultural identity and creative aspirations

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



Objective 1: Performance indicators:	To improve the environmental performance and sustainability of Culture and Leisure facilities CSPI 16 CSPI 29 CSPI 47 (see pages 48 onwards for definitions)	Community group priorities 2005-08
<b>Service priorities 2005-08</b>	<b>Major achievements to date</b>	
<b>Priority 1</b> Introduce recycling targets at all facilities e.g paper, board.	Development of conservation and management plans for Clifton and Boston Parks, 2005 Completion of management plans at Thrybergh and Rother Valley Country Parks and Bradgate Park in preparation for Green Flag application. <b>Thrybergh Country Park awarded Green Flag status July 2006.</b> <b>Exploratory talks with a private sector firm to dispose of waste plastics at Herringthorpe Leisure Centre Spring 2006 inconclusive. Discussions ongoing with Economic &amp; Development Services on specific recyclables.</b> <b>All community libraries mapped current local provision for recycling in 2006.</b>	
<b>Priority 2</b> Reduce water, gas & electricity consumption by 10%	Aiming to produce baseline data for comparison by March 2006. Pilot scheme at Broom Valley Allotments in partnership with Broom Valley Allotments Society to recycle rainwater from adjacent roofs. Sun pipes installed at Canklow Pavilion to reduce the requirement for interior lighting. <b>Work across the whole service in partnership with the Council's Asset Management Service during 2006.</b> <b>Significantly reduced energy bill at Herringthorpe Stadium 2006 following better monitoring of use of floodlights.</b> <b>All fluorescent light tubes at Herringthorpe Leisure Centre are now energy-saving, and are being progressively installed at other sports centres as they are replaced.</b> <b>Sports hall activity during periods of low usage reprogrammed over Autumn 2006 to make more cost-effective use of lighting. Surplus light tubes removed where possible.</b> <b>Systemlight being trialled at all sports centres through 2006 to generate up to date energy consumption records. Weekly meter readings now being taken at all sports centres to help identify consumption anomalies.</b>	

<p><b>Priority 3</b> Raise staff awareness of sustainability issues (e.g. recycling) related to service delivery</p>	<p>Sustainable management principles embodied in site management plans at Rother Valley, Thrybergh and Bradgate Parks Library Service investigating options for recycling waste paper from Central Library <b>Staff training session for all sport and leisure staff Spring 2006 to raise energy awareness.</b></p>
<p><b>Objective 2: Minimise the use of private vehicles by encouraging the use of public transport, car sharing, cycling and walking (staff and customers)</b> Performance indicators: CSPI 30 (see pages 48 onwards for definition)</p>	
<p><b>Service priorities 2005-08</b></p>	<p><b>Major achievements to date</b></p>
<p><b>Priority 1</b> Safe cycle storage at sites / facilities</p>	<p>Cycle storage now available at Central and Kiveton Park libraries and Thrybergh Country Park <b>Cycle racks now available at Herringthorpe Leisure Centre (PA) and Wath Pool. Three more cycle storage units to be installed at Herringthorpe Stadium Autumn 2006.</b> <b>Bus timetables now available at sports centres and swimming pools, and public transport information incorporated into site-specific information and publicity leaflets.</b></p>
<p><b>Priority 2</b> Review staff and customer travel arrangements and monitor use of public transport.</p>	<p>Implementation of cycling mileage allowance for staff travelling on duty 2005 Three mountain bikes in use since October 2005 to enable urban park rangers to patrol more effectively and reduce carbon emissions. <b>Joint working between Culture &amp; Leisure and Rotherham Primary Care Trust to produce a travel plan for customers, 2006.</b> <b>Sustainability issues, travel times and distances taken into account in developing two-mile (static library) and one-mile (mobile library) travel plans for library services.</b></p>
<p><b>Community group priorities 2005-08</b></p>	

## **Fairness**

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

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

### **Cultural Charter Links:**

**Principle 3:** define and develop the cultural distinctiveness of the borough and its communities.

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

<p><b>Objective 1: To establish clear and effective user and non user communications at all levels of the service</b>                  Performance indicators: CSPI 10 CSPI 17 (see pages 48 onwards for definitions)</p>		<p>Community group priorities 2005-08</p>
<p><b>Service priorities 2005-08</b>                  Major achievements to date</p>	<p>Work begun Summer 2006 for completion before Christmas.</p>	
<p><b>Priority 1</b>                  Develop and implement Communications Plan</p>		
<p><b>Priority 2</b>                  Integrate corporate Communications Strategy into C &amp; L Marketing Strategy</p>	<p>Work complete</p>	
<p><b>Objective 2: To adopt the Equality Standard for Local Government and level reached</b>                  Performance indicators: CSPI 21 (see pages 48 onwards for definition)</p>		<p>Community group priorities 2005-08</p>
<p><b>Service priorities 2005-08</b>                  Major achievements to date</p>	<p>Evidence gathering 2005-06 to enable RMB's sports development team to apply for the Racial Equality Charter Standard                  Extension of some community library opening hours in 2004, with further ones planned for 2006-07, as a result of consultation with customers  <b>Equalities Impact Assessment for library services carried out in early 2006.</b>                  Extensive work by Library Service with asylum seekers and ethnic minorities praised during Charter Mark assessment in 2004                  Employment of Cultural Awareness Officer within the library service.  <b>Activity monitoring, including ethnic origin, embedded in new Culture &amp; Leisure performance management system during 2006.</b>  <b>Planning under way in 2006 for implementation in 2007 of a replacement Library Management System which will make provision for recording the ethnic origin of library customers.</b></p>	
<p><b>Priority 1</b>                  Carry out necessary actions to help achieve higher levels of Equality Standard</p>		
<p><b>Priority 2</b>                  Introduce appropriate monitoring of ethnic origins of participants in cultural activity</p>		

<p><b>Objective 3: To work towards all buildings/facilities being accessible to people with disabilities</b></p> <p>Performance indicators: CSPI 16 CSPI 20 (see pages 48 onwards for definitions)</p>		<p><b>Community group priorities 2005-08</b></p> <p><b>Dinnington Colliery Band:</b> obtain replacement rehearsal facilities in view of the condition of existing facilities</p>
<p><b>Service priorities 2005-08</b></p> <p><b>Priority 1</b> Work with Council Asset Management Team to establish costed action plan based on Disability Discrimination Act audit</p> <p><b>Priority 2</b> Undertake review of all buildings, sites and vehicles to ensure that layout/signage is appropriate</p>	<p><b>Major achievements to date</b></p> <p>Libraries prioritised in corporate Disability Discrimination strategy with support from customer the Access Liaison Group. Most libraries are now DDA-compliant. Remainder in plan.</p> <p>Clifton Park Museum fully DDA compliant since February 2005</p> <p>New Clifton Park Museum displays designed to suit different learning styles.</p> <p><b>Contract to be signed in Autumn 2006 for a new generation of sports centres offering full DDA compliance</b></p> <p>Establishment of Sport &amp; Physical Activity Forum from October 2004 to develop opportunities for people with disabilities.</p> <p>Layout reviewed in all libraries, both to promote usage and offer equality of access. Most counters replaced to achieve DDA compliance. Internal library signage now consistent, and external DDA-compliant signage installed in most libraries, with plans for the rest.</p> <p>Archives &amp; Local Studies signage and publicity basic skills initiatives as part of Skills for Life project, 2004 and 2005</p> <p><b>New signage at Coronation Park and Herringthorpe Playing Fields complete 2006.</b></p>	
<p><b>Objective 4: To ensure the cost of accessing cultural services is reasonable and managed in a more businesslike way</b></p> <p>Performance indicators: CSPI 31 CSPI 32 CSPI 42 (see pages 48 onwards for definitions)</p>		<p><b>Community group priorities 2005-08</b></p>
<p><b>Service priorities 2005-08</b></p> <p><b>Priority 1</b> Develop a clear pricing policy and strategy in relation to identified outcomes e.g. target groups and customer base increase</p>	<p><b>Major achievements to date</b></p> <p>Modified Fees &amp; Charges Schedule from April 2005</p> <p>Pricing Policy approved by Council November 2005, gearing target customer groups and pricing concessions to Council and Service priorities.</p>	

## Culture &amp; Leisure Service Key Performance Indicators 2006-07

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

CSPI 13	The number of visits to/usages of museums per 1000 population
CSPI 14	The % of residents satisfied with Cultural Services
CSPI 15	% of population involved in one hour volunteer work per week to support activity within the cultural sector
CSPI 16	% of parks and open spaces with relevant standards for safety and or environmental quality - BV199 (Input target)
CSPI 17	Numbers of young people involved in cultural activity with a specific objective to reduce the risk of crime and anti – social behaviour
CSPI 18	The % of satisfied a) adult and b) young people users of local authority cultural services
CSPI 19	The representativeness of users of cultural services compared to the local population profile.
CSPI 20	% of Cultural Services Buildings open to the public in which all public areas are suitable for and accessible to disabled people BVPI 156
CSPI 21	The Equality Standard for local Government to which Cultural services conform (BVPI 2a and 2b) 2a - The Equality Standard for Local Government 2b - Duty to promote race equality - Quality of RES % score
CSPI 22	The % of key partners and stakeholders who think Culture and Leisure Services have improved
CSPI 23	Compliance against Public Library Standards
CSPI 24	CPA score for the Cultural services block
CSPI 25	Improvement against TAES and QUEST quality award scores
CSPI 26	The % of risk assessment action plans completed to timescale with 100% target
CSPI 27	The number of slips, trips and falls with target of 10% reduction by 2008

CSPI 28	The number of manual handling injuries to staff with 20% reduction by 2008
CSPI 29	The energy consumption/m2 of local authority operational property
CSPI 30	Reduction by 10% in mileage claims made by staff by 2008
CSPI 31	Net Cost per museum visit/use
CSPI 32	Cost per physical visit to libraries
CSPI 33	The % of 16 – 19 year olds participating in at least 30 mins moderate intensity physical activity on 3 or more days a week
CSPI 34	The % of Socio economic group DE participating in moderate intensity physical activity on 3 or more days a week
CSPI 35	The % of 5 - 16 yr olds engaged in 2 hours a week minimum on high quality PE and School Sport within and beyond the curriculum
CSPI 36	Number of visits to Cultural Services
CSPI 37	% Residents who think Cultural Services has got better (BVP119)
CSPI 38	% of total length of footpaths and other rights of way which were easy to use by members of the public (BVP1178)
CSPI 39	% of pop in urban area that are within 20 minutes walk of a range of sports facilities of which 2 are quality assured
CSPI 40	% of pop in rural area within 20 minutes drive of a range of sports facilities of which 2 are quality assured
CSPI 41	Total Visits using Rothercard
CSPI 42	Other Efficiency Indicators for Sports Halls and Swimming Pools from Sport England Benchmarking Service Subsidy per Visit Annual Visits per sq/metre



CSPI 43	Number of and usage of publicly accessible internet points in the Borough (Community Strategy)
CSPI 44	The number of people who participate in or attend an arts activity (Community Strategy)
CSPI 45	Swimming Pools & sports centres: the number of swims and other visits per 1,000 population
CSPI 46	The % of library users who: a) found the book or information wanted, b) reserved the book or information wanted c) Were satisfied with the outcome
a,b,c	
CSPI 47	Number of Green Space sites with Green Flag award

Future Perfect Action Plan 3<sup>rd</sup> edition

To:

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Please add the following information to the next edition of the Cultural Strategy Action Plan:  
 (continue overleaf if necessary)

Name of organisation:	
Name and contact details of informant:	
Major achievement(s) in the last year	
Priorities for the next three years:	