

CABINET MEMBER FOR ECONOMIC REGENERATION AND DEVELOPMENT SERVICES

Venue: Bailey House, Rawmarsh Road, Rotherham. **Date:** Monday, 19 March 2007

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested, in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of previous meetings of the Cabinet Member for Economic Regeneration and Development Services held on:-
 - 8th January, 2007
 - 22nd January, 2007
 - 1st February, 2007
 - for signature by the Cabinet Member
(see Orange Book – Schedule of Delegated Powers – 23rd December, 2006 to 17th February, 2007)
4. Minutes of a meeting of the Town Centre Management Group held on Monday, 5th February, 2007 (copy herewith) (Pages 1 - 6)
Please note that a copy of the Action Plan is provided separately for Members.
5. Minutes of a meeting of the Local Development Framework Members' Steering Group held on 23rd February, 2007 (copy herewith) (Pages 7 - 12)
 - to note the minutes and emerging issues.
6. Petition - Road Safety Measures - Aughton (report attached) (Pages 13 - 14)
 - to receive the petition.
7. Petition - Traffic Island - Grange Lane, Maltby (report attached) (Pages 15 - 16)
 - to receive the petition.
8. Rotherham Town Centre Events 2007/08 (report herewith) (Pages 17 - 28)
Assistant Town Centre Manager to report.
 - to report on the year's programme for Town Centre events.

9. APSE Performance Networks 2005/06 Survey (report herewith) (Pages 29 - 36)
Streetpride Principal Network Engineer to report.
 - to summarise Rotherham's performance in providing street lighting, highway maintenance, winter maintenance and street cleansing services.
10. Planning Policy Statement 3: Housing (report herewith) (Pages 37 - 43)
Planner to report.
 - to consider the policies and requirements of the PPS and discuss the implications.
11. Parking Charges 2007/08 (report herewith) (Pages 44 - 48)
Network Regulation Engineer to report.
 - to propose an increase in long term parking charges, but to maintain the current charges for short term parking.
12. Steadfolds Lane, Thurcroft - Layby (report herewith) (Pages 49 - 51)
Transportation Unit Manager to report.
 - to consider the proposal to provide a layby on Steadfolds Lane, Thurcroft.
13. Conferences/Seminars. (Page 52)
 - to consider attendance.
14. Exclusion of the Press and Public
The following items are likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (information relates to the financial or business affairs).
15. Business Incubation and the Brampton Centre (report herewith) (Pages 53 - 64)
Business Development Manager to report.
 - to review the role for the Brampton Business Centre within the Business Incubation Strategy and the implications this has on future lease arrangements.
16. Penalty Charge Notices – Outcome of Judicial Review (London Borough of Barnet) (report attached) (Pages 65 - 68)
Parking Services Manager to report.
 - to note the report and confirm cancellation of an non-compliant Penalty Charge Notices.

TOWN CENTRE MANAGEMENT GROUP
Monday, 5th February, 2007

Present:-

Julie Roberts	Town Centre & Markets Manager (in the Chair)
Bernadette Rushton	Assistant Town Centre Manager
Phil Ashton	Renaissance South Yorkshire
Peter Thornborrow	Conservation & Urban Design Officer
Dave Potts	Project Officer

1. APOLOGIES FOR ABSENCE

Apologies were received from:-

Jeff Wharfe	Local Economic Development Partnership Manager
Eric Stowe	Access Officer
P.C. Andy Poppleton	South Yorkshire Police
Colin Knight	Streetpride Area Manager (Rotherham Town)
Chris Hayes	Streetpride Area Co-ordinator
Ryan Shepherd	Senior Planner
Michelle Musgrave	Director of Neighbourhood Development

2. MINUTES OF THE PREVIOUS MEETING HELD ON 4TH DECEMBER, 2006

Consideration was given to the minutes of the previous meeting held on 4th December, 2006.

The following amendment was made:- Page 2; Min. No. 41 should read:- Rotherham's 800th (not 80th) anniversary as a market town

Agreed:- That the minutes, with the above amendment, be approved as a correct record.

3. MATTERS ARISING FROM THE PREVIOUS MINUTES

Town Centre Action Group (Crime)

It was reported that this was still under consideration by Neighbourhoods and had not yet been implemented. The proposal would be going out for further consultation.

4. ROTHERHAM TOWN CENTRE CRIME STUDY

The Town Centre and Markets Manager gave a presentation in respect of the above study which had recommended a new policing model based on seven geographic areas for the creation of Safer Neighbourhood Teams.

The Town Centre would be covered by the Rotherham South Safer Neighbourhood Team (Broom, Broom Valley, Eastwood, East Dene, Moorgate)

The Teams would be resourced as follows:-

- 1 x Police Constable
- 2 x Community Support Officers (to be increased to 4 by April)
- Neighbourhood Wardens (now located within the Interchange)
- Public Order Van operating within the town centre on Friday and Saturday nights

Due to the size of the area, the Town Centre now had a Neighbourhood Action Group (NAG) to look at issues in the town centre, with priority being given to ASBO's, business crime (e.g. shop lifting and theft); alcohol and drugs; violent crime; bus station hotspot.

A map illustrating the area covered by the NAG was shown – this was identical to the alcohol exclusion zone and the Dispersal Order area (when approved).

A Crime Study and Action Plan was being formulated between February and the end of April and Holden McAllister had been commissioned due to their knowledge and expertise.

Re: staffing:- a BIP had been submitted for funding for Town Centre Wardens; Recruitment was taking place to appoint a Town Centre Safety Manager.

Business Crime Intelligence System:- funding had been received from the Safer Stronger Communities fund to purchase this system in March, which would provide information about offenders or nuisance.

Current Issues included:-

- Identification of hotspots
- Trends of criminal activity
- High incidence of anti-social behaviour, including graffiti and damage to property
- Non-recorded crime
- Resourcing and funding – reference was made to the number of people passing through the town centre. Therefore there was a need to focus resources e.g on the rail and bus stations; college etc
- Alcohol related incidents
- Location of the Westgate Demonstrator next to Westgate Chambers
- Parts of the town centre not covered by CCTV e.g. Vicarage Lane
- Re-alignment of taxi ranks

- Benefits of public realm works e.g. safety lighting
- Late night Public transport out of the town centre
- Evening economy

The key elements of the Study and Action Plan would include:-

- Summary of legislation and statutory powers
- Best practice/Business Improvement Districts
- Analysis of the past 5 years of recorded crime statistics
- Review of arrest trends and ASBO's
- Review of local initiatives
- Review of the current structures, resources and task groups
- Review of visitor and business surveys, consultation with Area Assemblies and other groups.
- Review of likely retail, leisure and residential development
- Review of current and future transport
- Public realm improvements

The information would be drawn together to produce a Performance Management Framework/Action Plan for the next 3 years.

Those present discussed the following:-

- Composition of the multi-agency partnership:- Police, Council, Neighbourhoods, ASBO Unit
- Evidence of the influence on reduction in crime through people living in the town centre
- Planning and design to "design out crime"(it was noted that the Police had indicated they would assign an architectural liaison officer to work with the Planners)
- Public perception
- Feedback from 24 hour licensing
- Impact of Streetpride/Town Centre Ambassadors
- Funding for Town Centre Wardens
- Measures within Objective 1
- Responsibilities of individual retailers

Agreed:- That Julie be thanked for her informative presentation.

5. PHYSICAL REGENERATION - UPDATE

(i) General:-

The Assistant Town Centre Manager (on behalf of Paul Smith) reported that work was currently on-going regarding the procurement of new town centre Council and Civic accommodation and the development of vacant sites under the OJEU process. Tenders had been received for all 3 Lots (with the same developer submitting for Lots 2 & 3).

The latest position in respect of bids received for each Lot was reported,

together with a brief outline of the anticipated timescale.

Reference was made to the listed buildings in the proposals.

Agreed:- (1) That Paul Smith, Design Consultancy Manager, be invited to give a presentation to the next meeting of the Group.

(ii) Westgate Demonstrator Project:-

Dave Potts, Project Officer, gave an overview presentation in respect of the progress on the above project.

Site 3 work had commenced on;

Site 5 was scheduled to start at the beginning of March;

Site 1 (listed building) was scheduled to start in April with completion date of end of March 2008.

Reference was made to the involvement of Yorkshire Forward in respect of All Saints Building. It was intended to engage designers by March 2007.

It was noted that links with the Townscape Heritage Initiative needed to be explored with the relevant officers.

An explanation was given of the site layouts and programming for Sites 2, 3, 4 and 5, together with Imperial Building, All Saints Building and Main Street road junction.

It was pointed out that Site 4 would be developed later following a review of the area.

Those present referred to mixed use, building standards, eco-design; complexity and ambition of the proposals; resourcing; delivery.

Work was continuing to co-ordinate the programme and liaison was taking place with town centre stakeholders.

Agreed:- (2) That Peter Thornborrow, Charles Hammersley and Dave Potts discuss the Townscape Heritage Initiative.

(iii) OJEU Process

A brief explanation was given of the above process.

(iv) Townscape Heritage Bid

It was reported that a Stage 2 bid had been made to the Heritage Lottery Fund in Sept/October 2006, and a decision was anticipated at the end of February/early March 2007. The money would be used to identify and

restore historical buildings and to lift the public realm.

The Conservation Office explained how the funding worked

Agreed:- (3) That Peter Thornborrow update the Group at the next meeting in respect of the Townscape Heritage Bid.

6. TOWN CENTRE MANAGEMENT GROUP - REVIEW

The Assistant Town Centre Manager gave a presentation about the way in which groups associated with the town centre related to each other, with reference to the role of this Group.

It was noted that currently eight separate groups linked to the Town Centre Strategy Group in a hub and spoke arrangement.

A brief outline was given of the role, responsibilities and terms of reference of the following:-

- Town Centre Strategy Team
- PR and Marketing Group
- Town Team
- Achieving Board
- Town Centre NAG (ref: previous presentation)
- Townscape Heritage Initiative
- Planning Group
- RMBC Regeneration Core Group

The Group considered the following issues:-

- Were any other groups operating?
- Was this Group duplicating the work of any of these other groups?
- Were there any gaps which the groups did not cover e.g. transport/accessibility?
- How in practice did the group relate to each other and share information?

The opinion was expressed that this Group had lost its sharpness, and that there were too many groups.

Reference was also made to the format of agendas, frequency of meetings and their duration.

It was noted that the minutes of the Group's meetings were fed into the Cabinet Member for Economic Regeneration and Development Services rather than to the Town Centre Strategy Group.

It was suggested that a more hierarchical/pyramidal structure may work better.

Agreed:- That Bernadette email the findings and suggestions to other members of this Group asking them to identify any further groups involved in the town centre.

Once that information had been received this could be cross-referenced with this Group's Action Plan, and recommendations drawn up for the Group to consider.

7. TOWN CENTRE ACTION PLAN UPDATE

Agreed:- That Julie update the Action Plan prior to the next meeting.

8. DATE, TIME AND VENUE FOR THE NEXT MEETING

Agreed:- That the next meeting of the Town Centre Management Group be held on MONDAY, 5TH MARCH, 2007 at 3.30 p.m. to 5.15 p.m. at the Town Hall, Moorgate Street, Rotherham.

**ROTHERHAM LOCAL DEVELOPMENT FRAMEWORK STEERING GROUP
Friday, 23rd February, 2007**

Present:- Councillor Smith (in the Chair); Councillors Hall, Pickering, Robinson, Hall, Wardle, Wyatt, Walker, Pickering and Whelbourn and Wyatt.

together with:-

Phil Turnidge	Local Development Framework Manager
Helen Sleith	Senior Planner
Joanne Wehrle	Partnership Officer
Gordon Smith	Special Support Manager, HMR Team
Ken Macdonald	Solicitor for EDS, Legal Services
Jenny Barnes	Observer (accompanying Ken Macdonald)
Andy Duncan	Strategic Policy Team Leader

204. APOLOGIES

Apologies were received from:-

Councillor S. Ellis	Cabinet Member, Neighbourhoods
Councillor I. St. John	Cabinet Member, Lifelong Learning, Culture & Leisure
Michelle Musgrave	Director of Neighbourhood Development

205. MINUTES OF THE PREVIOUS MEETING HELD ON 26TH JANUARY, 2007

Consideration was given to the minutes of the previous meeting held on 26th January, 2007.

Resolved:- That the minutes be approved as a correct record.

206. MATTERS ARISING

Minute No. 198 – Draft Revisions to the Local Development Framework Members' Steering Group Constitution and Scheme of Delegation

It was reported that the draft revisions had been considered by the Cabinet on 21st February, 2007.

The Steering Group noted the following resolution of Cabinet (Minute No. 198(2)):-

“That the proposed revisions to the Local Development Framework Constitution and Delegation Scheme be considered by the Director of Legal and Democratic Services as part of his review of delegated powers generally.”

207. LOCAL DEVELOPMENT SCHEME 2007

The Steering Group was reminded that the LDS was the project plan for the Local Development Framework which set out what documents would be produced, within what timescale and with what resources.

Consideration was given to a working draft of the Revised LDS Timetable (March 07).

Members were asked to note that the timeframe was already slipping and that the timetable now included work on a Joint Strategic Waste Sites and Proposals Map DPD. It was reported that a joint strategy was being discussed by the South Yorkshire Local Authorities, which hopefully included resources for a dedicated post with expertise in waste management, PFI procurement, waste regulation etc.

It was noted that Government Office wrote to local authorities in Nov/Dec 06 expressing concern about slippage and the need for this LDS to be realistic.

It was also pointed out that in due course it would be necessary to prepare additional DPD's e.g. Action Plans for Rotherham Town Centre and Waverley.

Members referred to the current discussions about the 2007/2008 Council budget setting process.

Resolved:- That a revised LDS Timetable – Final position be reported to the next meeting of the Steering Group.

208. PROPOSED SAVED POLICIES FROM THE UNITARY DEVELOPMENT PLAN

It was reported that the Council had until 1st April to submit to Government Office a list of UDP policies it wished to save and the ones it wished to delete. Under the Planning and Compulsory Purchase Act 2004 the policies of Rotherham's UDP are due to expire on 27th September, 2007 unless the Secretary of State extends them beyond that date.

The significance of this work in terms of the work of the Planning Regulatory Board in applying these policies was emphasised. It was therefore considered vital that Members of the Planning Board be asked for their input into the final document. The current proposals had been previously discussed with the Planning and Transportation Services Development Control Team. Reference was made to the template which Government Office required completing.

Members of the Steering Group referred to the following:-

RET.1.3 –limiting amusements
T6.1 – obsolete parking standards
HG2 – improving stock/HMR

Resolved:- (1) That more information and explanation be added to the draft report on the saved UDP Policies Protocol and it be sent out to all members of both this Steering Group and the Planning Board seeking views/input on which policies should be saved and which might be deleted.

(2) That the information received be collated and presented to the March meeting of the Steering Group, with a view to the proposals being forwarded to the Cabinet for consideration.

(NB: a copy of the Unitary Development Plan was available at the meeting.)

**209. CORE STRATEGY PREFERRED OPTIONS - POLICY DIRECTIONS -
OPEN DISCUSSION**

Reference sets of the Key Diagram and other maps relating to this item were made available.

Consideration was given to the report (presented at Minute No. 201 of the meeting held on 26th January, 2007) setting out broad policy directions within the Core Strategy Preferred Options (representing how the Council might develop over the next 15/20 years).

Reference was made to:-

- a sustainable settlements hierarchy (being the principal building block in the Borough's Core Strategy)
- accompanying Key Diagram

It was noted that the policy and spatial directions of the Core Strategy Preferred Options Document would be determined in more detail in the submission of the Core Strategy and the supporting Policies and Allocations Development Plan Documents.

Members considered the following, and gave their views using the following:-

Green = unreserved support
Amber = support with reservations
Red = not supported

Industry and Commerce:- (Policy Direction 3) - reference was made to:-

- the land ownerships in the Aldwarke area, and changing fortunes

- of the industries based in that area
- jobs being located close to housing
 - limited development opportunities in Maltby/Hellaby
 - the work of RiDO
 - Greenbelt, Greenspace, Greenfield, Urban Greenspace definitions (with reference to specific areas in Brampton/West Melton and Thorpe Hesley)
 - Biodiversity issues
 - Potential in the Kiveton/Wales, Rother Valley Park and Beighton areas
 - Use of canals in terms of freight (ref: South Yorkshire Navigation) vs. leisure and tourism (ref: Chesterfield Canal/ Barnsley Dearne and Dove Canal)

The six broad components of the policy direction were afforded GREEN status.

Retail and Leisure:- (it was pointed out that this was based on a retail centre hierarchy – illustrated on a Map made available at the meeting)

It was noted that the current UDP gave most settlements town centre status for retail purposes, whereas it was proposed that in future the LDF should promote Rotherham town centre with a supporting hierarchy of town, district and local centres.

Members commented that there may be conflict between initiatives promoted by RiDO and this Policy Direction (e.g. at Dinnington, and at Manvers). The Solicitor emphasised that development would be judged on (i) demonstrated need and (ii) sequential test (in line with PPS6).

The four broad components of this policy direction were afforded GREEN status.

Waste Management:-

Reference was made to the previously mentioned proposed joint South Yorkshire Waste DPD.

The two broad components of this policy direction were afforded GREEN status.

Transportation:-

Those present thought that the biggest challenge would be rural transport. Reference was also made to issues with the bus operators; rapid transit; euro-style ticketing; rail and heavy freight; government policy on parking; road pricing: the statement in the South Yorkshire Local Transport Plan giving pedestrians priority.

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The two broad components of this policy direction were afforded GREEN status.

Local Heritage:-

It was reported that a workshop had already been held with partners and the BioDiversity Forum. This had highlighted concern about the management of greenspace. There was also concern that habitats were not being taken seriously by the Council, planners and developers and there was a need to raise their awareness to mitigate impact.

Reference was made to Rotherham's built historic environment.

It was also mentioned that a report was being drafted about reviewing Conservation Area Boundaries and designating new ones. This would be submitted to the Cabinet Member for Economic Regeneration and Development Services Delegated Powers meeting shortly.

It was pointed out that biodiversity issues also need considering in respect of town centres and brownfield sites. Regard also needed to be given to the translocation of species.

The five broad components of this policy direction were afforded GREEN status.

Efficient use of Resources:-

It was pointed out that the Government wanted to fast track low carbon development and adaptation and mitigation of climate change.

Reference was made to the need to keep the local context in mind when looking to increase densities.

Those present discussed:- good design but still high density; household wind turbines; willow coppicing; food production on locally poor land; value of agricultural land; use of secondary aggregates; take up of existing capacity by statutory undertakers; sustainable homes with zero CO₂ rating

The eight broad components of this policy direction were afforded GREEN status.

Community Safety and Well Being:-

Reference was made to the Flood Risk Study which had been undertaken and to the proposed sequential test to reduce flood risk in new development.

Pockets of current poor air quality were highlighted.

Members commented on design vs security and closed developments vs permeability.

The three broad components of this policy direction were afforded GREEN status.

210. ANY OTHER BUSINESS

The Local Development Framework Manager reported on the recent good publicity about the LDF Core Strategy consultations in the local newspaper.

211. DATE, TIME AND VENUE OF NEXT MEETING

Resolved:- That the next meeting be held on FRIDAY, 16th MARCH, 2007 at 10.00 a.m. at the Town Hall, Rotherham.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	CABINET MEMBER FOR ECONOMIC REGENERATION AND DEVELOPMENT SERVICES
2.	Date:	19TH MARCH, 2007
3.	Title:	PETITION – AUGHTON ROAD SAFETY
4.	Programme Area:	ENVIRONMENT AND DEVELOPMENT SERVICES

5. Summary

A petition has been received from residents in the Aughton area in respect of road safety issues.

6. Recommendation

- (1) That the petition be acknowledged and receipt of the petition be noted.**
- (2) That it be noted that the petition has been referred to the Transportation Unit Manager for investigation, with a view to a further report being submitted for consideration at a future meeting of the Cabinet Member for Economic Regeneration and Development Services.**

7. Proposals and Details

A petition has been received from residents in Aughton in respect of road safety issues. This petition was received by the Environment and Development Services Directorate and has been referred, on 14th February, 2007, to the Transportation Unit Manager to investigate the issues raised.

It is proposed that a further report be submitted to a future meeting of the Cabinet Member following that investigation.

8. Finance

Financial implications if any works are deemed necessary following the investigation.

9. Risks and Uncertainties

Expectation to respond to the petition in accordance with Council policy.

10. Policy and Performance Agenda Implications

To note that the Transport and the Local Transport Plan Delivery Report 'score' are crucial to the Council's CPA and CA assessments.

11. Background Papers and Consultation

Petition – received by Environment and Development Services.

Contact Name :
Democratic Services
janet.cromack@rotherham.gov.uk
ext 2055

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	CABINET MEMBER FOR ECONOMIC REGENERATION AND DEVELOPMENT SERVICES
2.	Date:	19TH MARCH, 2007
3.	Title:	PETITION – TRAFFIC ISLAND – GRANGE LANE, MALTBY
4.	Programme Area:	ENVIRONMENT AND DEVELOPMENT SERVICES

5. Summary

A 110 name petition and related photographs has been received from residents in the Maltby area in respect of the traffic island that had been installed on Grange Lane, Maltby.

6. Recommendation

- (1) That the petition be acknowledged and receipt of the petition be noted.**
- (2) That it be noted that the petition has been referred to the Transportation Unit Manager for investigation, with a view to a further report being submitted for consideration at a future meeting of the Cabinet Member for Economic Regeneration and Development Services.**

7. Proposals and Details

A petition has been received from residents in Maltby in respect of a traffic island installation on Grange Lane, Maltby. This petition was received by the Chief Executive's Department and has been referred, on 9th March, 2007, to the Transportation Unit Manager to investigate the issues raised.

It is proposed that a further report be submitted to a future meeting of the Cabinet Member following that investigation.

8. Finance

Financial implications if any works are deemed necessary following the investigation.

9. Risks and Uncertainties

Expectation to respond to the petition in accordance with Council policy.

10. Policy and Performance Agenda Implications

None.

11. Background Papers and Consultation

Petition – received by Chief Executive's Department.

Contact Name:
Democratic Services
janet.cromack@rotherham.gov.uk
ext 2055

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Delegated Powers
2.	Date:	19th March 2007
3.	Title:	Rotherham Town Centre Events – 2007/08
4.	Programme Area:	Environment & Development Services

5. Summary

Various teams within Environment & Development Services continue to deliver a diverse range of events within Rotherham Town Centre; the 2006/07 event programme was no exception.

This report provides details of the key benefits to the Town Centre and the wider communities through hosting events and sets out the considerations made when planning this years' programme. The report concludes with providing details of the proposed events to be held on 2007/08.

6. Recommendations

That Members support the proposed events programme outlined in Appendix 2.

7. Proposals and Details

Events bring a broad range of benefits to the Town Centre and to the wider community. Although these benefits can be difficult to measure and quantify given that there are no industry indicators to neither draw conclusion from nor benchmark against, we can assess events based on a number of factors relevant to Rotherham itself including their ability to:

- Showcase the Town Centre in order to raise its profile
- Drive Town Centre footfall
- Generate positive media coverage
- Create an atmosphere of vibrancy, fun and excitement
- Celebrates a diverse mix of cultures
- Assist in the promotion and marketing of the Town Centre, building on the visitor experience
- Instill community pride, encourage participation and inclusion
- Support local businesses and increase expenditure as a means of investing in the local economy
- Stimulate partnership working – consolidating resources and creating additional marketing activity

In order to identify and define what next years events priorities should be consideration has been given to:

- The success of previous events –
The success of events is measured through the results of evaluation forms, satisfaction surveys; debrief notes and other feedback, anecdotal evidence, footfall figures etc. All of which help to build a picture of the relative success of the event, particularly where historical information is available for comparison.
- The staffing and financial commitments required for each proposed event –
The budget for events continues to be limited and as such each event needs to be considered in terms of the perceived value of money.
- The proposed events programme in the wider Borough, South Yorkshire and beyond –
It is important that the calendar for events is considered with regard to agreeing the schedule for Rotherham, this is particular importance when similar events are held elsewhere in the area e.g. Farmers' Markets. Local networks and contacts are used to ensure the suitable co-ordination of events.
- Best practice and experience from elsewhere –
Links to the Association of Town Centre Management and other industry networks allows towns and cities across the country to share ideas and knowledge about the implications of particular events and the likely popularity or otherwise.

- New opportunities which will contribute to a varied and diverse events programme –
This is particularly important for the 2007/08 events programme given the recent success of the Big Screen project and its significant contribution to last year's summer events schedule. The opportunities are not only linked to potential expansion of the popular cultural events (including live relays to the Royal Opera House), but also in utilizing the exciting new software which allows the screening of interactive games, sporting features, 'link' ups with other screens around the country.

Whilst the majority of events fall under the remit of Town Centre Management there are also other teams within Environment & Development Services and external groups and partnerships who contribute to the events programme. Commercial & Promotional Services currently deliver a range of cultural events across the Borough including the Town Centre. There are aspirations to further develop the cultural offering within Rotherham Town Centre through existing and new events. In addition Rotherham Renaissance PR and Marketing Group continue to look for new and exciting means of promoting the Renaissance programme and the potential benefits to the Town Centre through major events and activities. The Community and Voluntary sector also has a significant role to play in contributing to the events and activities programme and the success of last year's Arts Festival and Colourscape event are testament to that.

There is therefore an opportunity to work closely with other groups and organisations delivering events to secure a varied and exciting calendar of the events for the Town Centre and to ensure that where possible the events are co-ordinated and delivered effectively through partnership working.

The proposals for the events and activities programme for 2007/08 require careful consideration; given the success of established events in the Town Centre and the desire to cease the opportunities relating to the expansion of the current events programme. The proposed calendar of events for 2007/08 has been prepared based on what is achievable with financial resources available.

This year's events schedule provides a mix of favourite events such as the Festival Market, Rotherham Walking Festival, Rotherham by the Sea and the Aviemore Reindeer together with fresh and exciting events such as the 800th Anniversary Celebrations of the Royal Markets Charter, Farmers' Markets, Bollywood themed event as well as further Big Screen events.

In order to meaningfully celebrate the 800th Anniversary of the Royal Market Charter, events will be combined. The Festival Market, traditionally held in May, will be held in August which will compliment the planned week long festivities focussing on Markets. Indicative plans include the provision of a Medieval Market to launch the celebrations, followed by a week of themed one day markets, and finishing with the contemporary Festival Market on the second weekend.

In order to make best use of the resources available the events this year will be rationalised and Rotherham by the Sea & associated activities will be concentrated

during one week rather than being held over two weeks. It is proposed that the event will commence straight after the Markets celebrations providing an opportunity to advertise and promote the events together thus making use of limited resources. This scenario will mean that these two events will offer over two weeks of varied entertainment during the school holidays.

A direct benefit of the proposed extension to the contract between RMBC and the BBC is that it allows us to build on the success of the 2006/07 summer events programme and to expand the array of events delivered through the Big Screen.

Further detail regarding the content of each of the proposed events can be found in Appendix 1 of this report.

Appendix 2 sets out the proposed events programme along with details of the venue and organiser.

8. Finance

The proposed events outlined in Appendix 2 of this report which are highlighted as being organized by the Town Centre, Tourism & Markets Team will be met within the existing budgets. In order to offer further events in 2007/08 and to allow existing events to be offered on a grander scale, additional funding was sought. Unfortunately additional resources were not forthcoming and as such the proposed programme reflects the funding available.

Funding for some of the events shown in Appendix 2 has yet to be confirmed and other funding sources are currently being explored. An example is the potential Bollywood celebrations for which funding has been earmarked from within the Big Screen Partnership budget; these monies may part fund the proposed festivities, however in order to fully take advantage of the opportunity that such an occasion provides, additional resources will be required.

The proposed events will play a key role in maintaining footfall during the Renaissance physical building work and will contribute to the Town Centre offer during this disruptive period.

9. Risks and Uncertainties

The uncertainties are that the programmed events will attract a poor attendance and will not have the desired impact on Town Centre footfall and the local economy (due to a lack of information being available). For this reason a clear marketing plan for each event is developed to ensure that appropriate information is available about the events and activities taking place in the Town Centre.

To ensure that the proposed events are both appropriate and desired by the general public, event evaluations are undertaken and feedback is considered when developing new events or rerunning established events.

10. Policy and Performance Agenda Implications

The Town Centre, Tourism & Markets events programme supports and contributes to the Council's themes as identified in the Community Strategy – in particular Alive and Proud.

Events also contribute to the cross cutting issue of Regeneration particularly with reference to non-physical activity which supports Town Centre businesses in the short term whilst the Renaissance programme is implemented.

The events programme directly relates to actions/ priorities contained within:
RMBC's Corporate Plan
Rotherham Town Centre Marketing Plan.
Town Centre, Tourism & Markets Action Plans
Rotherham Tourism Plan 2005 – 2008

11. Background Papers and Consultation

Report to Tourism Panel on 30th October 2006

Consultation with:

Members of the public via event evaluations carried out throughout the year

RMBC Tourism Panel

Town Centre Management Group

Director of Rotherham Investment & Development Office

Contact Name: *Bernadette Rushton, Assistant Town Centre Manager, ext 6885.
E-mail: bernadette.rushton@rotherham.gov.uk*

Summary of Proposed Events 2007/08

Existing Events:

Rotherham Walking Festival

Since the introduction of Rotherham Walking Festival in 1999, the event has become an annual event held over a two week period. It has continued to grown in stature and now includes Access Walks (undertaken with the Wheel Chairs User group), a Faith to Faith walk, healthy heart stroll as well as heritage and wildlife walks. Last year the event engaged with 1,500 participants and offered 35 walks of which 17 were new.

Rotherham Walking Festival assists with engaging with the BME community and encourages participation through hosting a sacred Rotherham Walk organised through the Rotherham Churches Tourism Initiative and EDS Equalities Officer advice.

The Walking Festival is indebted to the volunteers walk leaders, Green Spaces Unit and Public Rights of Way, who all work closely to ensure the events success.

Finally, the 2006 event consultation results revealed that 97% of participants who completed the survey said they would attend this years event.

Rotherham in Bloom

The Rotherham in Bloom campaign has been delivered by Town Centre Management together with the Tourism department since 2005. It was previously operated by Streetpride.

The principle aims of the event are:

- To make businesses and the Town Centre more attractive through creating a pleasant environment for visitors, customers and staff.
- To showcase the horticulture creativity in the Borough, recognize floral achievements and reward hard work and effort.
- Assist in keeping the Borough environmentally active.
- Encourage residents/businesses to take pride in their local area.

The challenge of this event is to reach and even surpass past achievements – Rotherham has in the past won both the prestigious Britain in Bloom and Yorkshire in Bloom awards.

The event has diminished quite some way from the past glory days due to budgetary constraints. However, through support from companies such as the Chamber of Commerce the event can reach companies beyond our normal network and encourage participation.

It is intended that this year's event will expand to incorporate new categories, opening the event to a wider audience and encouraging greater participation.

The 2006 categories were: Town Centre Business; Tourism, Leisure and Hospitality Sector; Village and Special Commendation Award.

Rotherham by the Sea

Rotherham by the Sea remains a strong favourite event attracting families into Rotherham Town Centre during the school summer holidays. The event has been running since 2003 and continues to increase footfall throughout the Town Centre.

The event brings the fun of the sea-side to Rotherham town centre and provides activities for all ages including a sizeable sand pit and impressive sand sculptures, face painting, bingo, Punch & Judy shows, fun fair rides and much more.

This year it is necessary to concentrate the activities over a one week period. The event will commence after the Markets celebrations providing an opportunity to market and promote the events together.

The combination of the two events, 800th celebrations and Rotherham by the Sea provides approximately three weeks of action packed family orientated fun.

Rotherham Show

Rotherham Show is held in Clifton Park on the fringes of Rotherham Town Centre and is organised and managed by RMBC's Commercial & Promotional Services Team. Last years event saw 80,000 people attend over the weekend. People enjoyed the diversity festival, music tents, military displays, vintage vehicle rally, horticultural marquees and fairground shows.

Rotherham Markets once again supported the event by hosting a Craft and Produce Market building on the success of the previous year.

The response received from Rotherham traders was excellent (despite last year's appalling weather). In fact this year the event attracted 32 traders, an increase from last year. Traders reported it to be a great success and many had to hand make additional stock before the second day of the event.

The introduction of the new stalls (used on the Tuesday street market) assists in making the event more attractive and inviting for customers. They are clearly visible from a great distance, protect the traders and their stock from the elements, safe guard against thefts and are flexible for individual layouts.

This years event will be held on Saturday 8 and Sunday 9 September. Work is already underway to make this year's event even better with new additions including an Antiques Market and the creation of a central main arena which will boost a number of live professional entertainers.

Christmas: Christmas Lights Switch-on

The Christmas Lights Switch-on event held in November is organised by RMBC's Commercial & Promotional Services Team with input and support from the Christmas Carnival Working Group and Town Centre Management.

Last year the event included a performance by characters from 'Lazy Town' which proved very popular, attracting many young children and their families. This formed part of the traditional road show hosted by Hallam FM. A Lantern Parade which featured lanterns made and presented by Rotherham school children was included for the first time. Complimentary activities including Santa's Grotto take place on the same evening along with extended shop opening hours.

The above groups are due to meet to discuss the date for this year's event as well as the proposed entertainment. It is anticipated that this year's event will again include a Lantern Parade, subject to external funding.

Santa's Grotto

Unlike many towns and cities across the country that are abolishing their grottos, Rotherham continues to invite children to come and meet Santa. Due to popularity the grotto is included as part of the Christmas Lights Switch-on event before moving into the outdoor covered market where it will operate on a variety of days throughout the festive period.

Access to Shopping

The 2006 Access to Shopping event was a joint partnership between Town Centre Management, the joint DES Steering Group and Community Transport.

This was a new event which was geared towards Rotherham's elderly, impaired and disabled people to be able to enjoy a Christmas shopping spree without some of the usual stresses and strains.

The event was timed to coincide with late night shopping to support the Town Centre businesses as well as giving people the means to buy gifts outside the normal opening hours when the Town Centre is less crowded.

It is proposed to continue the event as part of the 2007 Christmas events programme. Community Transport and Facility Services have both indicated that they would be willing to support this year's event.

As part of the proposals, consideration are been given to extending the areas in which Community Transport can service to encourage greater participation, this however is subject to funding and resources.

Christmas Craft & Collectable Market

The Christmas Craft & Collectable Markets continues be as popular as ever. The 2006 event boosted an increase in traders as well as increasing the footfall in both the Markets and Town Centre – +21,000 and +26,500 respectively compared to the previous year's event. This event assists with raising the Town Centre profile, creates a lively and festive atmosphere and enhances the Town Centre's shopping offer.

Live Festive Entertainment

The playing of live festive music is enjoyed by many and has shown to be highly requested. The 2006 festive events programme included live traditional live musical performances on each Saturday throughout December, recorded music was played through a PA system and musical performances were broadcast through the Big Screen.

In addition, the Big Screen itself played an integral part of the celebrations through delivering a varied festive schedule which included:

- High quality programmes and classic festive films
- Content which supported the work of local community and voluntary organizations and promotion of local festive events.
- Footage which reflected life in Rotherham and included features on the local area and Rotherham residents (including school nativity plays, carol

Offering such a diverse musical mix appealed to people of all ages. No complaints were received to either Town Centre Management or Cultural and Leisure Service and Christmas events media coverage was positive. It is therefore anticipated that a similar events programme is developed for the 2007 celebrations.

Aviemore Reindeer

The Aviemore Reindeer event proves to be as popular as ever; the event has grown year on year and has a positive impact on the town centre and markets footfall. After completing a parade around the town centre, the reindeer are based in the markets for the remainder of the afternoon.

The event attracts great media coverage and Garnett Dickinson Publishing Group Ltd continue to support the event through running a free competition for a lucky child to ride with Santa in his sleigh on the parade through Rotherham Town Centre. An added benefit of this relationship is that they have also attended the event and have printed positive new features.

Proposed New Events:

800th Anniversary of Royal Market Charter

Rotherham is due to celebrate its 800th Anniversary as a Market Town; its original royal market charter being granted by King John in the year 1207. This provides a fantastic opportunity to develop an exciting events package linked to the celebrations. Proposals include; Medieval Market, Plant and Flower Market, Festival Market and Charities Markets.

In order to achieve full celebratory potential, it has been necessary to combine a number of events, specifically the Festival Market. The Festival Market has traditionally been held over three consecutive days in May. Moving the date of this year's event allows us to create a 'journey' for visitors to experience old markets up to modern markets of the present day. In addition, an added

benefit arising from this is it allows resources to be combined and an effective marketing campaign to be delivered.

Farmers' Markets

Members may be aware from a further report submitted to Delegated Powers on 5 March 2007, that Rotherham Markets department are seeking to operate monthly Farmers' Markets launching on April 25 trading on the last Wednesday of the month. In addition to local advertising, a partnership has been forged between Yorkshire and Humber Regional Food Group and Business Link South Yorkshire to promote South Yorkshire Farmers' Markets to a wider audience.

The key objectives of the market will be to combine an attractive balance of goods, finest quality produce, friendly customer service and the sourcing and bringing together of local farmers with the local community and visitors.

Bollywood

Sheffield will play host to the Eighth Annual International Indian Film Academy (IIFA) 2007 Awards Ceremony on Saturday 9th June. This is a star studded evening event and will attract a significant audience; drawing a considerable local audience as well as an anticipated 30,000 extra overseas visitors.

An opportunity therefore exists for Rotherham to become actively involved with the celebrations through hosting fringe style events and engage directly with the local BME community through developing appropriate themed events.

Meetings have commenced between Town Centre Management, Community Arts and Cultural and Leisure Services to consider Rotherham's role. Events such as Asian Markets, screening of Bollywood films on the Big Screen and community fringe events are currently being explored subject to availability and resources.

Community element

In addition to the above, there is an opportunity to work closely with other groups and organisations delivering events to secure a varied and exciting calendar of events for the Town Centre and to ensure that where possible the events are co-ordinated and delivered effectively through partnership working.

Following on from the success of both the Colourscape and Speigeltent events in All Saints' Square during 2006, Town Centre Management are continuing to work with the events organisers in the anticipation of repeating the events this year.

Where possible Appendix 3 of this report provides details of these events.

Appendix 2

Proposed Town Centre Events 2007/08

Date	Event	Venue	Organiser
25 th April then last Wednesday of the month thereafter	Monthly Farmers' Market	Effingham Street.	Town Centre, Tourism & Markets
31 May	Royal Opera House Live Relay to Big Screen– Swan Lake	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
Spring/Summer	Rotherham in Bloom	Throughout Borough inc. Town Centre	Town Centre, Tourism & Markets
9th June	Bollywood –activities linked to screenings in All Saints' Square	Town Centre	Town Centre Management, Community Arts, Commercial & Promotional Services, BBC, Yorkshire South Tourism and others to be identified
13 June	Royal Opera House Live Relay to Big Screen– Don Giovanni	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
25 June – 8 July	Screening of Wimbledon	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
1 July	Screening of Concert for Diana	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
2 – 15 July	Rotherham Walking Festival	Throughout Borough inc. Town Centre	Town Centre, Tourism & Markets
3 July	Royal Opera House Live Relay to Big Screen– Tosca	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
End July	Film Nights – details to be confirmed	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
1 August	Scouting Centenary	Town Centre	Big Screen Partnership (lead by Town Centre Management) & Scouts Association

Continued

Date	Event	Venue	Organiser
3 – 11 August	Rotherham's 800 th Anniversary of Market Charter	Town Centre	Town Centre, Tourism & Markets
13 – 18 August	Rotherham by the Sea	All Saints' Square	Town Centre, Tourism & Markets
End August	Film Nights – details to be confirmed	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
September	Speigeltent – details to be confirmed	All Saints' Square	Rotherham Arts, Town Centre, Tourism & Markets
8 September	Last Night of the Proms	All Saints' Square	Big Screen Partnership (lead by Town Centre Management)
8- 9 September	Rotherham Show	Clifton Park	Commercial & Promotion Services
11 November	Remembrance Sunday	Town Centre	Big Screen Partnership (lead by Town Centre Management)
16 November	Children in Need- details TBC	Town Centre	Big Screen Partnership (lead by Town Centre Management)
November TBC	Christmas Illumination Switch on Night	Town Centre	Commercial & Promotion Services
Throughout November & December	Christmas – Illuminations, Santa's Grotto, Access to Shopping, Christmas Craft & Collectable Market, Aviemore Reindeer, Festive musical entertainment	Town Centre	Town Centre, Tourism & Markets

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	ECONOMIC REGENERATION AND DEVELOPMENT SERVICES
2.	Date:	19 March 2007
3.	Title:	APSE PERFORMANCE NETWORKS : 2005/06 SURVEY - ALL WARDS
4.	Programme Area:	ENVIRONMENT AND DEVELOPMENT SERVICES

5. Summary

The report summarises Rotherham's performance in providing Street Lighting, Highway Maintenance, Winter Maintenance and Street Cleansing Services during 2005/06 compared to a number of comparable authorities.

6. Recommendations

That the survey results together with Rotherham's performance on street cleansing as the best performer in the country be noted.

7. Proposals and Details

The Association for Public Service Excellence (APSE) has been at the forefront of assisting its members in the ongoing implementation and development of Best Value and the wider modernisation agenda. The Association promotes quality public services via networking, the sharing of information and best practice.

The Association commissions and generates in-house market research and produces a wide range of publications and briefing papers on matters affecting direct services. Their Performance Networks database provides performance comparisons on a like for like basis with data from authorities across the UK. Family Groups are created by identifying characteristics that define the context in which the service is provided. Different family groups are established for each service being measured. Data is collected and reported annually.

This report outlines the results from the 2005/06 reports for Street Lighting Services, Highways and Winter Maintenance and Street Cleansing Services. A full listing of the survey results is given in the Appendix attached to the report.

Street Lighting Services

Rotherham MBC is a member of family group L2 which has 31 Member Authorities. These range from Metropolitan Councils like Rotherham and Stockport to Shire Counties like Aberdeenshire and Carmarthenshire. This presents a wide range of Authority types with very different lighting installations.

Our performance is generally very good with 8 top quartile results, 9 in the second quartile and just three results in the 3rd quartile. This shows a significant improvement compared with 2004/05 when two bottom quartile results were also recorded.

The three 3rd quartile results were for HR & People Management, Average lamp circuit wattage and the percentage of orders completed by electricity supplier (SLA).

- HR and People Management – we achieved a mark of 47 compared to a group average of 51 mainly due to one factor that requires statements of numbers of workforce achieving or pursuing NVQ levels 1 and 2. Our submission indicated zero in both these areas and it may well be that responses need to be more considered in future as a number of staff and delivery team hold qualifications higher than this.
- Average lamp circuit wattage – we reported a figure of 92.7 compared with the group average of 84.59. This can be explained by the number of County Councils and District Councils within the group whose lighting installations will consist of large rural areas with low wattage lighting units compared with our own situation.
- The % of orders completed by electricity supplier (SLA) – we reported 84.03% compared with the group average of 77.44% giving us a better than average result. The service level agreement (SLA) that we currently

have is much better than in other areas of the country so achievement is more difficult.

Highway Maintenance Services

Family Group H1 comprises 18 authorities of which 5 are metropolitan authorities, 4 London boroughs and 9 unitary authorities.

Our performance in 2005/06 is seen to be relatively good with 5 upper quartile placings and only one indicator in the lowest quartile. This last indicator representing the number of defects per 100 km. inspected reflects the fact that our routine safety inspections are particularly rigorous.

Results in the 3rd quartile reflect:

- Low percentage of total spend directed to structural maintenance
- An increase in the number of potentially hazardous defects identified
- The number of reportable accidents, and
- A relatively high level of short term absence.

As noted in the Appendix the below average result relating to third party claims is erroneous as authorities clearly calculated the output in different ways due to unclear guidance, Rotherham were top quartile in repudiation of highway claims in last years' survey.

Winter Maintenance Services

Family Group W1 comprises 22 authorities of a similar spread to that of the Highway Maintenance group.

The nature of winter maintenance and its variability due to geographic influences makes it more difficult to draw direct conclusions from elements of the data. The group includes Aberdeen and Glasgow as well as London boroughs.

The only below average performance measures relate to short term absence (same staff as Highways above) and the time to complete salting treatments. This latter result was inevitable following the recent reduction in the number of routes, to reduce the cost of Winter Service, which resulted in the length of individual routes increasing. The positive effect is seen in the indicators relating to costs which are both now in the second quartile.

Street Cleansing Services

At the APSE Performance Networks Awards 2006, Rotherham Metropolitan Borough Council was recognised as the overall best performer in the Street Cleansing category having been runner up the previous year. We were also in contention as one of the most improved performers. We were measured on criteria of cost, quality and customer satisfaction.

Our strong performance has seen the service continue to hold top quartile standing in a range of indicators with the cost of the cleansing service per household and community consultation being two examples.

Our output / scores have improved along with our group standing in most indicators. Particularly notable are improved scores in Community Consultation and Quality Assurance.

Our Statutory Performance Indicator score for "High" level of cleanliness currently puts us in the 3rd quartile but even so our group standing has improved six places. Our score showed almost 24% of sites surveyed at a high standard compared with only 14% the previous year. This means that even though there is some way to go we are improving here as well.

8. Finance

Although a number of the indicators relate to the cost of providing the services the majority of the indicators reflect the way that the services are managed rather than the level to which they are funded.

9. Risks and Uncertainties

In considering performance as measured by some finance based indicators it is difficult to be certain that figures are directly comparable due to differences in the way that authorities apply overhead and central establishment charges.

10. Policy and Performance Agenda Implications

Where the performance measures form part of the Corporate Performance Plan they have been identified in the tables forming the appendix (**).

11. Background Papers and Consultation

APSE Performance Networks Street Lighting Service: Performance Report 2005/06
APSE Performance Networks Highways and Winter Services: Performance Report 2005/06

APSE Performance Networks Street Cleansing Services: Performance Report 2005/06

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APSE Performance Networks – Results for 2005/06 Survey

Highway Maintenance Services

Performance Indicator	Output / score	Standing in Group	Quartile achieved
Damaged roads and pavements made safe	99.14%	5	1
No of days traffic controls / closures per km. of road **	0.00	1	1
Staff absence (Front line staff)	5.70%	6	2
Staff absence (All staff)	4.30%	5	2
Community consultation and QA processes	110	3	1
Human resources and people management processes	67	8	2
Days lost per FTE through reportable accidents	0.70	4	2
% of Principal roads where maintenance should be considered **	7%	4	1
% of non-Principal roads where maintenance should be considered **	10.19%	3	1
% of total cost spent on fabric maintenance	41.40%	11	3
% of maintenance spend which is planned	77.21%	6	2
% of maintenance spend which is reactive	22.79%	6	2
% of fabric maintenance spent on carriageways	49.89%	n/a	n/a
% of fabric maintenance spent on footways	50.11%	n/a	n/a
Number of category 1 defects per 100 km.	5.61	13	4
% change in number of category 1 defects	11.67%	9	3
No. of accidents reported to HSE per 100 FTE employees	8.14	7	3
Staff absence excluding long term (Front line staff)	4.5%	10	3
Staff absence excluding long term (All staff)	2.1%	6	2
No of non repudiated third party claims in last 3 years as % of previous 3 year period **	21.14%	12	3

** It was clear from the spread of results that authorities had interpreted the data calculation for this new indicator in two different ways. In last year's survey our performance was well within the upper quartile for claims repudiation and has not significantly changed.

APSE Performance Networks – Results for 2005/06 Survey

Winter Maintenance Services

Performance Indicator	Output / score	Standing in Group	Quartile achieved
Annual cost of salting per km.	£1,109	7	2
Cost per km. of road treated	£18.59	8	2
Actual response time for planned pre-salting	2.93	11	3
Actual response time for non-planned pre-salting	4.0	11	3
Staff Absence (Front line staff)	5.7%	7	2
Staff absence (All staff)	4.30%	5	2
Community consultation and QA processes	110	2	1
Human resources and people management processes	67	8	2
Days lost per FTE through reportable accidents	0.7	5	2
Actual no. of planned pre-salting runs per annum	60	n/a	n/a
Actual days allocated to non-planned Winter maintenance	4	n/a	n/a
Km. of footways given precautionary gritting	4.68	10	2
% of footways given precautionary gritting	0.28%	7	2
% of maintained network subject to salting	45.82%	10	2
Staff absence excluding long term (Front line staff)	4.5%	11	3
Staff absence excluding long term (All staff)	2.1%	7	2

APSE Performance Networks – Results for 2005/06 Survey

Street lighting Services

Performance Indicator	Output / score	Standing in Group	Quartile achieved
Average cost of maintaining street lights	£36	8	1
Average cost of maintaining street lights (excluding capital / bulk replacements)	£30	3	1
% of street lights not working as planned	0.86%	11	2
% of lamps restored to working condition (7 days)	94%	13	2
Average time to repair lamps (Authority only) **	3.46	12	2
Total energy cost per lamp or illuminated sign	£20	11	2
Total energy cost per street lamp only	£22	11	2
Staff Absence (Front line staff)	3.9%	8	2
Staff absence (All staff)	2.8%	7	2
Community consultation and QA processes	103	6	1
Human resources and people management processes	47	21	3
Average time to repair lamps (Electricity supplier) **	8.07	7	1
Staff absence excluding long term (Front line staff)	1.7%	9	2
Staff absence excluding long term (All staff)	1.3%	6	1
Average lamp circuit wattage	92.7	18	3
% of street lamps controlled by electronic gear	4.79%	n/a	n/a
Average time to repair lamps (All faults)	3.8	9	2
% faults repaired by electricity supplier	100%	1	1
% faults repaired by electricity supplier (SLA)	87%	6	1
% works orders completed by electricity supplier	100%	1	1
% orders completed by electricity supplier (SLA)	84.03%	12	3

APSE Performance Networks – Results for 2005/06 Survey

Street Cleansing Services

Performance Indicator	Output / score	Standing in Group	Quartile achieved
Cost of cleansing service per household (incl. CEC)	£16.88	2	1
BV199 % sites that fall below grade B **	7.5%	5	1
Community / customer surveys undertaken	90.37%	1	1
Community consultation and QA processes	103	14	2
Human resources and people management processes	64	6	1
Statutory performance indicator (High)	23.5%	11	3
Statutory performance indicator (Acceptable)	99.1%	4	1
Staff absence (All staff)	3.84%	8	2
CECs as a % of total expenditure	1.66%	6	1
No. of educational / publicity campaigns organised or supported	3	12	3
Cost of service per head of population (incl. CEC)	£7.30	4	1

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Environment and Development Services Cabinet Member and Advisers Meeting
2.	Date:	19th March 2007
3.	Title:	Planning Policy Statement 3: Housing
4.	Programme Area:	Planning and Transportation

5. Summary

Planning Policy Statement 3 (PPS3) : Housing was published at the end of November 2006, replacing Planning Policy Guidance Note 3. This report outlines the policies and requirements of the PPS and discusses the implications.

6. Recommendations

That the contents of the report be noted

7. Proposals and Details

Introduction

This report lays out the principle provisions of Planning Policy Guidance Note 3 (PPS3), and outlines the main implications.

Planning Policy Statements (PPS) set out the Government's national policies on aspects of planning in England. PPS3 sets out the national planning policy framework for delivering the Government's housing objectives. This complements, and should be read together with, other relevant statements of national planning and housing policy (in particular *PPS1: Delivering Sustainable Development*).

PPS3: Housing and accompanying advice and guidance have been developed in response to recommendations in the *Barker Review of Housing Supply* in March 2004. The proposals draw on a range of research and consultation exercises since. A principal aim of the new PPS3 is to underpin the Government's response to the *Barker Review of Housing Supply* and the necessary step-change in housing delivery, through a new, more responsive approach to land supply at the local level.

Strategic housing policy objectives

- To achieve a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community.
- To widen opportunities for home ownership and ensure high quality housing for those who cannot afford market housing, in particular those who are vulnerable or in need.
- To improve affordability across the housing market, including by increasing the supply of housing.
- To create sustainable, inclusive, mixed communities in all areas, both urban and rural.

Planning for housing policy objectives

- High quality housing that is well-designed and built to a high standard.
- A mix of housing, both market and affordable.
- A sufficient quantity of housing taking into account need and demand and seeking to improve choice.
- Housing developments in suitable locations.
- A flexible, responsive supply of land – managed in a way that makes efficient and effective use of land, including re-use of previously-developed land, where appropriate.

There are two key pieces of work crucial to the delivery of the objectives of PPS3:

The **Strategic Residential Land Availability Assessment** identifies all land potentially available for housing, including existing permissions. It also

identifies potential constraints on particular sites that make them unavailable or unviable, and what action could be taken to overcome constraints on particular sites

The Strategic Housing Market Assessment estimates housing need and demand in terms of affordable and market housing and determines how the distribution of need and demand varies across the plan area. This deals not just with numbers but also looks what types of housing are required, in terms of house types and tenures, to create balanced, sustainable communities.

Policy Guidance in PPS3

Achieving high quality housing

PPS 3 places great importance on good design and states: “Design which is inappropriate in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted.” Among other things, the PPS emphasises the need to provide adequate public and private green, space taking into account the needs of children, particularly where family homes are being proposed.

PPS3 advocates the use of design coding, Design and Access Statements and other methods of promoting good design, including the monitoring of improvements in design through the Annual Monitoring Report (AMR).

Achieving a mix of housing

The requirement to provide a mix of housing, including affordable and low cost market housing, is emphasised. The SHMA provides the information required to address these issues through LPAs stating the mix of housing required to achieve sustainable balanced communities.

Market Housing

One of the Government’s key objectives is to provide a variety of high quality market housing. This includes addressing any shortfalls in the supply of market housing and encouraging the managed replacement of housing, where appropriate. The need to deliver low-cost market housing as part of the housing mix they should also be taken into account.

Affordable Housing

The government has changed the definition of affordable housing to exclude “low cost market housing” this should be in addition to any affordable housing, requirement where the evidence supports this.

The national indicative site threshold, above which affordable housing will normally be required, has been lowered from 25 to 15, lower thresholds can be set where the evidence supports this. In order to determine the amount of affordable housing that can realistically be achieved an assessment of the

economic viability of levels of affordable housing requirement and thresholds must be carried out. The PPS states that rural exceptions policies, allowing the release of green belt solely for affordable housing, should be used where the evidence shows that need in rural areas cannot be met in any other way.

Assessing the Appropriate Level of Housing

The overall housing requirement for the Borough will still be set out in the Regional Spatial Strategy. The key change to the matters that have to be taken into account, when determining the requirement, is the need to take into account the advice of the National Housing and Planning Advice Unit on the impact of the proposals for affordability.

Identifying suitable locations for housing development

In addition to the considerations that have historically been taken into account in determining where housing should go, PPS3 requires that access to de-centralised low carbon and renewable energy sources be taken into account.

Effective Use of Land

PPS3 retains the 60% national target for building houses on previously developed land and lays out several mechanisms by which the development of previously developed land should be encouraged. These include the requirement to produce a PDL trajectory and strategy, showing performance on delivery against targets and laying out how obstacles to PDL coming forward are to be overcome.

Efficient Use of Land

The PPS retains the national indicative minimum density of 30 dwellings per Hectare, but allows LPAs to set different levels for different areas, with regard to local character and the requirement to meet the overall need for housing. Although existing densities in a given area should not on its own determine the density of new development. Good design is essential to ensure that high density can be achieved, where appropriate, without negative impact.

Delivering a flexible supply of land for housing

The SHLAA will provide information on the land available and potentially available for housing, when this land is likely to be available and what the obstacles are to land coming forward. This is an important tool in managing which sites come forward when and ensuring that the overall target for houses built and for development on PDL are met.

The PPS requires that LDFs identify 5 years worth of *deliverable* sites, for these purposes deliverable means suitable, available now and likely to be developed in within the five year period. In addition to this, a further ten years worth of *developable* sites need to be identified, Developable means that it is in a suitable location and has a reasonable prospect of being delivered within

the ten year period. If 10 years of actual sites cannot be identified, then 5 years with should be identified and the rest identified as areas where growth will take place.

The importance of ensuring that land is actually available and likely to be developed within the relevant timescales is emphasised to such an extent that even sites that have planning permission can be included in the housing supply only if they have been subjected to a robust assessment of whether they are likely to come forward.

Maintaining a flexible, responsive supply of land

The aim of the system is to provide a five year rolling supply of land with sites being drawn down from the land identified in the SRLAA according to what is available at the time and how delivery is performing against the housing and PDL trajectories.

The PPS states the importance of monitoring performance and identifying and managing risk, in terms of identifying obstacles and constraints to land coming forward and stating how this will be addressed. The importance of involving the house builders and other stakeholders in this process is emphasised.

Determining planning applications

In determining planning PPS3 has to be taken into account from 1st of April 2007. Where Local Development Documents have not been reviewed to take into account policies in the PPS they should consider favourably planning applications for housing, having regard to the policies in the PPS.

When considering applications relating to sites for which planning permission has been previously granted for a similar proposal there is no presumption that planning permission should be granted because of a previous approval, particularly if the original permission proposal did not deliver the policy objectives of this PPS.

Monitoring and Review

Regular monitoring and review of housing delivery performance through Annual Monitoring Reports is key to achieving the outcomes set out in the PPS.

Local Planning Authorities must provide information on their housing performance. As part of preparing Annual Monitoring Reports, Local Planning Authorities should:

- On a regular and frequent basis, monitor housing planning permissions granted.
- Report on progress against the housing and previously-developed land trajectories and where relevant targets and design quality objectives.

- When performance falls below that shown in the general housing and PDL trajectories and is outside of specified acceptable ranges. The AMR should set out the actions to be undertaken to address this.
- Consider delivery performance in the context of the objectives for the housing market area and region as a whole, as set out in the Regional Spatial Strategy.

Implications

General Implications

Many aspects of PPS3 can be seen as building on the provisions of the PPG that it replaces. Issues such as good design and the creation of mixed sustainable communities, efficient use of land through minimum densities, provision of affordable housing, prioritisation of previously developed land and the meeting of overall housing need were all addressed in PPG3. The changes introduced by PPS3 are in many cases in the form of more complex mechanisms to deal with these issues, with a greater emphasis on using monitoring, risk assessment and an inclusive pro-active approach to delivering on various targets.

However, PPS3 also forms an important part of the Governments drive to create a “step change” in the amount of new housing built nationally. The amount of new dwellings that need to be provided for each local authority will still be set out in the Regional Spatial Strategy but the mechanisms by which local authorities have to ensure that these requirements are met have become much more complex and onerous.

PPS3 requirement to not only identify housing land, but to assess when it will be available and what obstacles need to be overcome to enable it to come forward. Where land does not come forward as expected, mechanisms also need to be in place to bring forward alternative sites.

The mechanisms required to meet the requirements of PPS3 are complex and, as outlined above, require the completion of various new discrete pieces of work. The largest of these are probably the Strategic Residential Land Availability Assessment and the Strategic Housing Market Assessment. The government has promised detailed guidance on how to produce these, but this is not yet available. However, work on the Strategic Housing Market Assessment has already been commissioned and is nearing completion. It has been possible to do this with some confidence, despite the lack of detailed guidance, as the work is being carried out by Fordham Associates, who are one of technical advisers to the Government on this matter. Work has also started on the follow up to this, to assess what levels of affordable housing can be achieved on housing sites without compromising viability; this is another new requirement in PPS3.

Planning Applications

Much of PPS3 has implications for the LDF process but we also need to consider implications for dealing with planning applications in the meantime.

It is also clear that PPS3 continues to require that the prioritisation of previously developed land (PDL) continues and introduces new mechanisms to ensure that local planning authorities maximise the amount of PDL used without compromising overall delivery. PPS3 also introduces many measures to ensure that housing requirements are met, including the need, as part of the LDF process, to robustly assess the likelihood of all elements of the housing supply coming forward.

The levels of existing commitments (planning permissions granted but not yet built) are such that a five year supply of housing can be demonstrated and it is considered that the contents of this PPS should not change the position with regard to the presumption against the granting of planning permission for residential developments on greenfield sites. Monitoring of the housing supply position and delivery against the housing trajectory will continue. Whether the “presumption against” should be reviewed will be considered, as normal, through the Annual Monitoring Report, in light of the contents of this PPS.

Many other aspects of the PPS will need to be taken into account when determining planning applications, including those relating to design, density and affordable housing.

8. Finance

PPS3 has implications for the financing production of the LDF that will be managed as part of the LDF process.

9. Risks and Uncertainties

The implementation of this complex piece of new guidance presents the risk that failure to meet its requirements could threaten the soundness of the emerging LDF. This risk will be minimised by monitoring and learning from emerging best practice

10. Policy and Performance Agenda Implications

This document has implications for the achievement of BVP106 (percentage of new dwellings built on previously developed land) included as part of the Achieving Theme. This issue also contributes to the cross cutting theme of Sustainable Development

11. Background Papers and Consultation

N/A

Contact Name: Nick ward, Planner

(Ext. 3831, nick.ward@rotherham.gov.uk)

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Delegated Powers Meeting – Cabinet Member for Environment and Development Services
2.	Date:	19 March 2007
3.	Title:	Parking Charges 2007-8
4.	Programme Area:	Environment and Development Services

5. Summary

This report proposes increases in long term parking charges to help maintain the economic operation and infrastructure of the car parks, and to actively support Local Transport Plan targets and objectives in terms of parking. The proposal is to leave short term parking tariffs at their present level. Cabinet Member is requested to consider the proposals as shown in this report.

6. Recommendations

a)

It is recommended that the proposed charges detailed in this report are approved for implementation with effect from 1 April 2007.

7. Proposals and Details

The charges for parking in on-street Pay & Display bays, within the current Controlled Parking Zone, and in the public car parks were last varied in April 2006. The current and proposed levels of charges are broadly cheaper than other authorities in South Yorkshire (see appendix A attached), although a small number of the individual tariff bands would exceed prices at those other authorities. Sheffield City Council has recently increased their charges and both Barnsley and Doncaster are currently reviewing their charges.

Having looked, in some depth, at the charges for off-street parking, it is felt that it would be appropriate to look at increasing the longer term parking tariffs, but that the shorter period tariffs should remain as they are. In line with, it is proposed to increase the all day – long stay car parks and the staff parking permits, as outlined in the table below.

It is also felt that on-street parking charges should remain unchanged from last year.

These proposals will help in deterring the longer term parker, in line with the aspirations of the Local Transport Plan, whilst helping to encourage the shorter term parkers who are able to visit the Town Centre to shop.

Proposed charges

On-Street Parking Charges

Duration	Current Charge (06-7)	Proposed Charge (07-8)
20 minutes	0.40	Unchanged
40 minutes	0.80	Unchanged
60 minutes	1.20	Unchanged
120 minutes	2.60	Unchanged

Off-Street Parking Charges

Location	Duration (Monday – Friday)	Current Charge (06-7)	Proposed Charge (07-8)
St Ann's / York Road/Sheffield Road	All day (long-stay car parks)	1.20	1.40
Staff Permits (long stay car parks) (Monday-Friday)	12 months	264.00	312.00
Wellgate Multi-Storey Car Park & Town Centre Pay & Display Surface Car Parks	Up to 2 hours	1.00	Unchanged
	Up to 4 Hours	2.50	Unchanged
	Over 4 hours	5.00	6.00

Wellgate Multi-storey car park – permits.

Permits - public	1 month	75.00	Unchanged
	2 months	112.50	Unchanged
	3 months	150.00	Unchanged

8. Finance

The proposed prices for 2007-8, especially in the light of the recently introduced Decriminalised Parking Enforcement, should help address some of the budget pressures and enable the progression of the car parks infrastructure,

The legislation (Road Traffic Act 1991, as amended) requires that the enforcement regime at least breaks even, but allows any surplus, after payment of the costs of enforcement to be re-invested in parking and transport related matters.

9. Risks and Uncertainties

There may be a risk of a level of resistance to the increased charges, which may result in the projected income levels not being achieved. However the charge increases have been aimed at the longer term parking which will help to deter this type of parking and help to free up some parking for the shorter term “shopper” type parking.

There is a 5 to 6 week lead time for the provision of revised software for the Pay & Display machines. It is therefore important that prompt approval is obtained for the proposed charges to be implemented as soon as possible in April, as any delay will result in reduced income, over the full year.

10. Policy and Performance Agenda Implications

The proposals for prices are in accordance with the policy to discourage long-stay parking by means of a tariff which is more expensive on a pro-rata basis for long-stay, thus making more spaces available for short stay shoppers and business users.

The prices which are held at current levels also encourage short-stay off-street parking (up to 4 hours) rather than on-street parking. National statistics show that there is a lower incidence of car crime in off-street car parks, than on-street, and this therefore contributes to the anti-crime agenda.

The proposed price increases will help to support aims of the Local Transport Plan, in that they can significantly influence modal shift, and they help to encourage short stay parking and discourage long term “commuter” parking.

11. Background Papers and Consultation

No statutory consultation is required to increase current charges, and the variations in charges are posted on site prior to implementation, by legal notices made under Section 35C of the Road Traffic Regulation Act. The notices are for information only and may not be objected to.

Comparison of prices in South Yorkshire – Appendix A

Contact Name :

Graham Weaver – Network Regulation Engineer
extension 2930 - email: graham.weaver@rotherham.gov.uk

Appendix A

TARIFF	SHEFFIELD	BARNSELEY	DONCASTER	ROTHERHAM CURRENT	ROTHERHAM PROPOSED
OFF STREET					
ALL DAY (long stay car parks)				1.20	1.40
UP TO 2 HOURS	1.50	1.30	2.00	1.00	Unchanged
UP TO 4 HOURS	3.00	2.00	4.00	2.50	Unchanged
OVER 4 HOURS	5.50	4.00	4.50	5.00	6.00
PERMITS (public) - per quarter		225.00		150.00	Unchanged
STAFF PERMITS (per annum)	n/a	n/a	n/a	£264	£312
ON STREET					
UP TO 10 MINUTES			0.20		
UP TO 20 MINUTES	0.50		0.40	0.40	Unchanged
UP TO 30 MINUTES		0.50	0.60		
UP TO 40 MINUTES	0.95		0.80	0.80	Unchanged
UP TO 50 MINUTES			1.00		
UP TO 1 HOUR	1.40	1.00	1.20	1.20	Unchanged
UP TO 2 HOURS	1.90	None in central core	None in central core	2.60	Unchanged

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Economic and Development Services Matters
2.	Date:	19th March 2007
3.	Title:	Steadfolds Lane Lay-by, Thurcroft. Ward 11
4.	Directorate:	Environment and Development Services

5. Summary

To inform members of a proposal to provide a lay-by on Steadfolds Lane, Thurcroft.

6. Recommendations

i) The necessary consultations be undertaken regarding the proposed scheme;

ii) Authority be given for the detailed design to be carried out and subject to no objections being received for the scheme to be implemented;

iii) The scheme be funded from the Local Transport Plan Integrated Transport Programme for 2007/08.

7. Proposals and Details

It is proposed to provide a new lay-by on Steadfolds Lane, 60 metres East of Steadfolds Rise shown on drawing 126/10/A. The lay-by is being proposed to complement the recently completed Thurcroft Trail on the old colliery railway, by providing a parking area for those using the trail. The lay-by will particularly benefit disabled users by providing a smooth surface for them to park on an access the trail. Currently the site of the proposed lay-by is covered in gravel and is used as an informal parking area. Complimentary to the lay-by is the provision of new footpaths between the lay-by and trail, and the bridge and trail.

8. Finance

The scheme is estimated to cost £12,000. Funding is available from the Local Transport Plan Integrated Transport Programme for 2007/08.

9. Risks and Uncertainties

Objections to the proposed scheme could result in the scheme not being implemented.

The estimated cost is dependant upon the need to divert Statutory Undertakers apparatus; this is expected to be minimal.

10. Policy and Performance Agenda Implications








The scheme is in line with the objectives set out in the second South Yorkshire Local Transport Plan, and the associated Road Safety strategy, for improving road safety, accessibility and social inclusion.

11. Background Papers and Consultation

The trail is expected to be heavily used during the summer months by both locals and many from outside Thurcroft. The lay-by will provide a roadside parking area that will particularly benefit disabled users of the trail. After completion the lay-by will compliment the trail with linking footpaths that will keep pedestrians off of the carriageway.

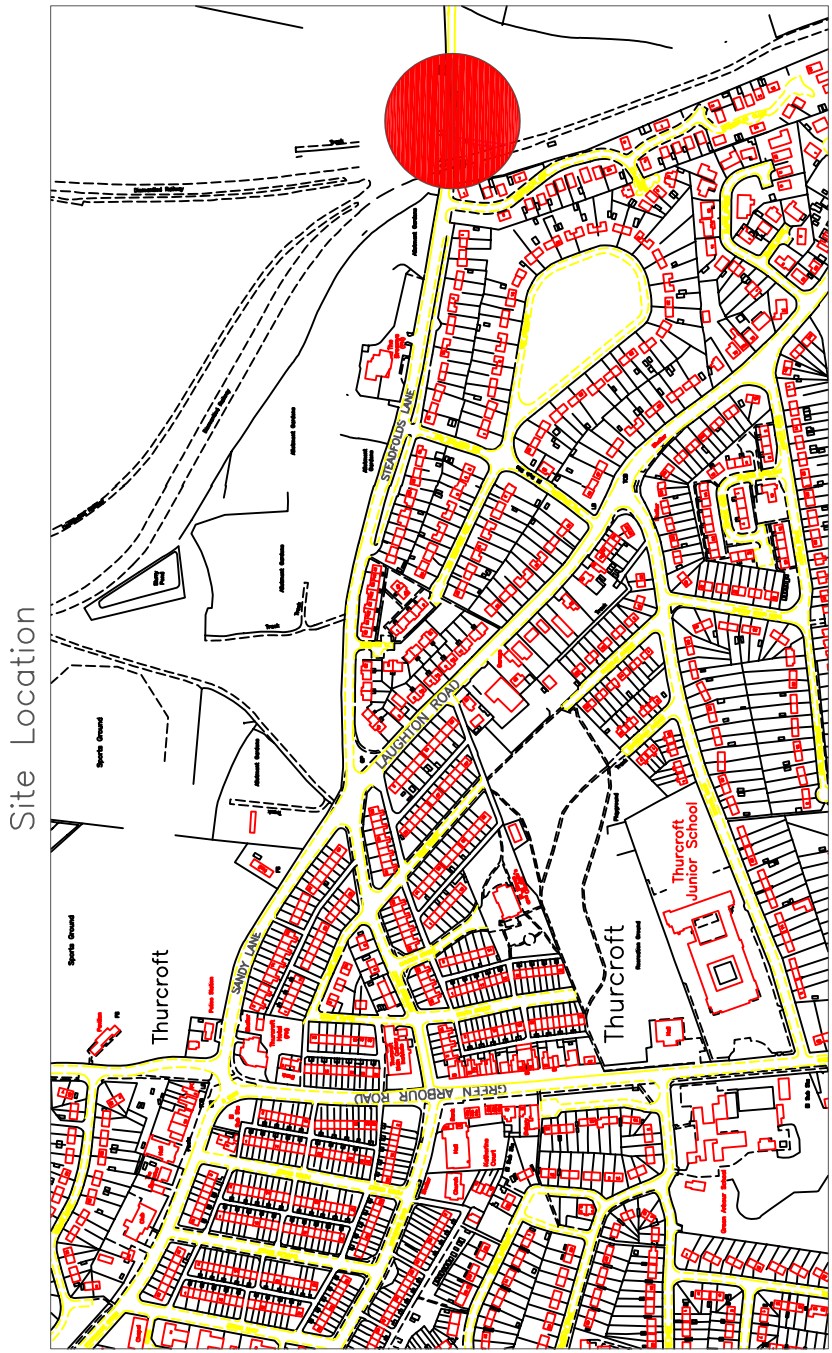
Contact Name: *Chris Armitage, Assistant Engineer, Ext. 2969,*
Chris.Armitage@rotherham.gov.uk

Legend

	Existing Gateway
	Vegetation to be tidied
	Layby to be re-laid
	New pavement to be laid
	Existing pavement to be cleared and re-laid
	Existing Road
	Kerbing



Towards
Brookhouse



Steadfolds Lane

Proposed Lay-by

Dismantled Railway

Towards
Thurcroft

5.7m

9.6m

2.25m

3.8m

2.3m

51.5m

2.5m

Trail

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Client:

Rotherham Metropolitan Borough Council
Environment & Development Services
Bailey House, Rawmarsh Road,
Rotherham S60 1TD



Strategic Director: Adam Wilkinson
BSc MBA FBEng FCIQB FRSA MIIMgt

Title

Lay-by and Paving.
Steadfolds Lane, Thurcroft

Dwg. No. 126/10/A

Rev.

Scales
(if A3)

Not to Scale

Drawn

CA

Date

Feb 07

Chd. by

Rev.

Description

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Hello Adrian

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- Fashion and dance shows from the Salvation Army
- Vintage vehicle exhibition and parade
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- Free internet cafe

Visit the show website for more detailed information, free visitor registration, or to view and book the conference programme. www.ciwmshow.com

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We look forward to seeing you.

Best wishes,

The CIWM 2007 Team

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