

## **CABINET MEMBER FOR COMMUNITY COHESION**

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

**Date: Monday, 23 April 2007**

**Time: 8.30 a.m.**

### **A G E N D A**

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for Absence.
4. Declarations of Interest.

#### **For Decision/Approval:-**

5. Minutes of the meeting held on 23rd March, 2007 (herewith). (Pages 1 - 6)
6. Draft Rotherham's Women's Strategy (report herewith) (Pages 7 - 86)

#### **For Discussion/Progress:-**

7. Reaching Out: Progress on Social Exclusion (report herewith) (Pages 87 - 91)
8. Dates and Times of Future Meetings.

#### **For Information:-**

9. Neighbourhood Renewal Fund and Single Regeneration Budget - Update (report herewith) (Pages 92 - 97)
10. Annual Plan for the Group
11. Date and Time of Next Meeting - Monday, 21st May, 2007 at 8.30 a.m.

**CABINET MEMBER FOR COMMUNITY COHESION**  
**Monday, 26th March, 2007**

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

An apology for absence was received from Councillor Sangster.

**119.       DECLARATIONS OF INTEREST**

Councillor Burton declared a personal interest in Minute No. 126 being the Council's representative on the Women's Strategy Group.

**120.       MINUTES OF THE MEETING HELD ON 19TH FEBRUARY, 2007**

Resolved:- that the minutes of the meeting held on 19<sup>th</sup> February, 2007 be approved as a correct record for signature by the Chairman.

**121.       COMMUNITY COHESION ACTION PLAN 2007-2008**

Consideration was given to a report presented by Zafar Saleem, Equalities and Diversity Manager, which detailed the Community Cohesion Action Plan 2007-2008, which had been produced by the Community Cohesion Group, a sub-group of the Proud Theme Board.

This document would also help inform Members of the key themes and strands of activity in relation to Community Cohesion.

The Community Cohesion Plan was based on seven key objectives covering areas such as community tensions, migrant communities, interfaith activity and young people.

The plan contained specific tasks that would contribute towards achieving agreed objectives, identified lead agencies and other organisations that would offer support and outlined how progress would be measured.

Further information was provided on the objectives contained in the action plan.

Discussion and a question and answer session ensued and the following issues were raised and clarified:-

- Promotion of cultural events and specialist activities aimed at various groups in Rotherham.
- Social and economic factors affecting the Polish community.
- Effect of the influx of migrant workers on the Rotherham economy.
- Links with Culture and Leisure Services.
- Credibility of cohesion and need for resources.

Resolved:- (1) That the Community Cohesion Action Plan 2007-2008 be approved.

(2) That performance reports on progress be received on a regular basis.

(3) That regular liaison take place between Culture and Leisure Services and the Equalities and Diversity Unit to keep abreast of activities taking place.

## **122. CULTURE AND LEISURE SERVICES – COMMUNITY COHESION INTRODUCTION**

Consideration was given to a report presented by Phil Rogers, Director of Culture and Leisure Services, which set out an introduction to the ongoing work within Culture and Leisure.

The attached briefing paper highlighted the work currently being undertaken within Culture and Leisure Services across a range of activities and areas aimed at delivering services to target groups and communities.

Specific reference was made to just some of the activities taking place, which included:-

- BME representation on the Rotherham Cultural Consortium.
- Provision of targeted services to communities.
- Family learning opportunities.
- Free internet and e-mail access.
- Services to minority ethnic communities.
- Heads Together magazine.
- Temporary exhibition programmes at Clifton Park Museum.
- Ongoing improvements to permanent displays at Clifton Park Museum.
- Ferham Family's Project.
- Global Village All Year Round Programme.
- Cabby Cup – Six-a-side football tournament for taxi drivers.
- Position Action for Young People Football Project.
- Community Sports Coach delivery.
- BME Pilot Project for Girls.
- BME Cricket Project.
- Promotional material offered in other languages/formats.

A discussion and a question and answer session ensued clarifying the following issues:-

- Gender balance and activities for young females.
- User analysis for the library.
- Need for cultural mixing between communities and Council-wide activities.

- Access to sport for all to prevent male dominated sports taking over.
- Encouragement of young females to participate in sport.
- Promotion of the positive work undertaken.

Resolved:- (1) That the contents of this report be noted and regular updates be received.

(2) That copies of the Heads Together magazine be provided for the Cabinet Member and Advisers.

(3) That analysis of users of the Library be forwarded to Councillor Burton.

(4) That a further report be provided for the delegated powers meeting in June, 2007 looking at the outturn activity for 2006/07.

(5) That a further report be submitted to a future meeting on the new Performance Indicators relating to Community Cohesion.

(6) That the Cabinet Members for Community Cohesion and Lifelong Learning, Culture and Leisure meet to consider how Culture and Leisure and cohesion activities could be brought together.

**123. ROTHERHAM MBC'S CORPORATE CONSULTATION AND COMMUNITY INVOLVEMENT (CCI) FRAMEWORK PROGRESS REPORT (APRIL 2006-JANUARY 2007)**

Consideration was given to a report presented by Asim Munir, Principal Community Involvement Officer, which detailed the progress made between April, 2006 and January, 2007 against the actions in the Council's Consultation and Community Involvement (CCI) Framework aiming to deliver improvements in community involvement and consultation activity across the Council.

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

In terms of progress to date the Framework had been published and disseminated widely. It had been received positively and identified as good practice, the development of the Framework had been published as a case study on IDeA's Knowledge website and the Consultation Institute Website.

In the recent CPA, the Council performed well in CCI across the Council making strong improvements in user focus acknowledging the development of the CCI Framework as a key driver. "The Council was sustaining its strong community connections through extensive programmes of consultation and engagement, including with vulnerable

sectors and minority groups in the borough” and “consultation outcomes were carefully tracked and reflected in the final strategy and action plans.”

All the actions in the action plan were on track with some of key achievements so far being:-

- A CCI Training Event which took place last year and staff training sessions have continued since.
- A Corporate CCI Officers Group had been developed and five meetings have taken place so far.
- NRS funding was secured to develop an Older People’s Forum and a Disability Network.
- The CCI Toolkit was completed and was ready for dissemination.
- The new Area Assemblies structure had been developed with support, a review undertaken from the Democratic Renewal Scrutiny Panel and was officially launched in September 2006.
- The Parish Charter was launched in March last year following support and a review from the Democratic Renewal Scrutiny Panel.
- The Corporate CCI Website was up and running on the Council website.
- Seven Communities of Interest profiles have been developed and disseminated.
- The 1st Quality of Life Survey undertaken and results have been disseminated which has established a baseline.
- Reach Out had been refreshed.
- Three Reach In Surveys completed.
- Customers Charters now ‘live’.
- Older People’s Forum developed.
- Revised Service Planning.

The CCI Framework was agreed at the Proud Theme Group with a view to extending it into a Partnership CCI Framework. This had now been agreed by the Partnership Board in September, 2006.

Partners have a long history of consulting and involving, often in partnership. The proposal was to develop a Partnership CCI Framework setting out shared standards, principles and aims. It would build and bring together existing plans and guidance. Its aim would be to help ensure that all consultation was co-ordinated, consistent, coherent and constructive to high and common standards. The Local Area Agreement had a target to develop the Council’s CCI Framework into a Partnership one by November, 2007.

It was suggested that an all Member Seminar take place on this issue to make Members fully aware of Community Involvement and Consultation.

Resolved:- (1) The good progress made on the Corporate CCI Framework’s Action Plan from April 2006 to January 2007 be noted.

(2) That action be taken to arrange an all Member Seminar from May, 2007.

**(THE CHAIRMAN AUTHORISED CONSIDERATION OF THE FOLLOWING ITEM IN ORDER TO PROCESS THE MATTERS REFERRED TO.)**

**124. COMMUNITY DEVELOPMENT STRATEGY**

Consideration was given to a report presented by Angela Smith, Neighbourhood Strategy Manager, which detailed the final draft of the Rotherham Community Development Strategy 2007, a Year Ahead Commitment in the Corporate Plan.

The aim of the Community Development Strategy was to ensure that the Council and its partners delivered services which were responsive to and tailored made to the needs and aspirations of our customers. It sought to ensure that services extended choice and control, gave individuals and community groups a real say over services and strengthened the role citizens and communities played in shaping the places they lived in.

Community involvement and development was part of the democratic process. It was a 'means to an end' rather than an end in itself. If done right it would lead to better outcomes for people and places throughout the borough.

The vision was that Rotherham would be a place where residents played a leading role in the development of their own communities and delivery of services. A place with:-

“Vibrant and engaged communities where individuals and groups are able to work effectively together to regenerate the area, improve and deliver public services and generally enhance the quality of life through independent action and mutual support.”

Through the delivery of this strategy it would ensure that outcomes for individuals living within each Assembly area included:-

- Bringing people together and increasing their capacity to identify common issues and areas of need.
- Helping people to develop the skills to influence the social, economic, political and environmental issues which affect them and their communities and enabling them to undertake initiatives of their own to deal with concerns.
- Involving people equally on the issues which affect them and their community.
- Promoting consultation, dialogue, and involvement that was responsiveness to community needs.
- Developing policies, structures, systems and procedures which more readily responded to community needs.

- Recognising and improving the contribution providers of services could make to the process.
- Providing advice, support and development to less well resourced partners.

Members recognised the importance of the Strategy and the partnership approach, emphasis was placed upon the clear need for performance monitoring and reporting back on the delivery of robust outcomes for the community, this should also include impact on community cohesion.

Resolved:- (1) That the draft Community Development Strategy be approved.

(2) That the draft community development strategy be circulated for wider consultation.

#### **125. EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) - (information relating to financial or business affairs).

#### **126. ROTHERHAM WOMEN'S STRATEGY BUDGET**

Consideration was given to a report presented by Zafar Saleem, Equalities and Diversity Manager, which provided an update of spend against the allocated 2006/2007 budget from the I.C.I.B. for the Women's Strategy and sought authority to carry forward unspent I.C.I.B. monies to the new financial year 2007/2008.

Funds were allocated for the launch of the Women's Strategy in December, 2006, but the launch had been postponed until June, 2007, leaving more time for consultation on the final draft.

Resolved:- That the carry forward of unspent monies, as set in the report, into the 2007/2008 financial year be approved.

#### **127. ANNUAL PLAN FOR THE GROUP**

Resolved:- That the contents of the Annual Plan be reviewed for the new municipal year.

#### **128. DATE AND TIME OF NEXT MEETING - 23D APRIL, 2007 AT 8.30 A.M.**

Resolved:- That the next meeting of the Cabinet Member for Community Cohesion take place on Monday, 23<sup>rd</sup> April, 2007 at 8.30 a.m.

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Cabinet Member for Community Cohesion</b>
<b>2.</b>	<b>Date:</b>	<b>23 April 2007</b>
<b>3.</b>	<b>Title:</b>	<b>Draft Rotherham Women's Strategy</b>  <b>All wards</b>
<b>4.</b>	<b>Programme Area:</b>	<b>Chief Executive's Directorate</b>

### **5. Summary**

This report provides an update for Members on the development of Rotherham Women's Strategy, and submits the draft strategy.

### **6. Recommendations**

**Members are asked to:**

- 6.1 Note that the draft Rotherham Women's Strategy is going forward for final consultation with stakeholders. This will entail:**
- opportunities for last comments from women in the community with whom we consulted earlier, during April and early May
  - final internal consultation and agreement within partner organisations
  - consultation with Rotherham Partnership at the session planned for April
- 6.2 Agree to the submission of the draft Rotherham Women's Strategy to Cabinet and Democratic Renewal Scrutiny Panel for consideration and comment.**
- 6.3 Note that the final strategy will be launched on 20<sup>th</sup> June 2007.**



## **7. Proposals and Details**

### **7.1 Introduction**

One of the Year Ahead Commitments for 2006/7 is to publish a Women's Strategy focussing on equality of opportunity, as it has been recognised that many strategies and policies fail to take account of any differences in needs and priorities between women and men. Another important aim is to make sure that women's achievements and contributions in all fields are recognised and celebrated. This report submits the draft strategy (Appendix 1) for approval to go forward for final consultation with partners and stakeholders.

### **7.2 Links with other strategies**

Rotherham Women's Strategy seeks to add value to existing strategies and plans through new actions and initiatives to promote women's equality. Some of these actions build on existing work and successes and others result from looking again at current plans and identifying where more focus on women's needs, or on removing particular barriers for women, is necessary.

### **7.3 Consultation and research**

The strategy has been developed using research that includes local and national statistics and through broad consultation with Rotherham women to be sure it reflects their priorities and concerns. A range of involvement methods including workshops, drop-in sessions and simple surveys (both paper and web-based) were employed. Consultation took place with women from specific communities of interest – lesbian, gay, bisexual and transsexual women; disabled women; and Black and Minority Ethnic women – and across the borough in various locations. Consultees ranged in age from 8 to 84. Outcomes of other recent consultation were also revisited to inform the work.

### **7.4 Priorities**

Some clear priorities emerged from consultation that the strategy focuses on and these are outlined below. One aspect that was very apparent is that the costs of access to leisure activities and learning opportunities, and of public transport and childcare, were viewed as a significant barrier by many women. This reflects research findings on gender differences in income.

#### **Achieving**

- Better paid jobs and equal pay
- Flexible working opportunities
- Access to high quality and affordable childcare
- Having a sense of community
- Assistance with starting a business
- Town centre with family friendly and accessible facilities
- More street lighting, better lit car parks and approaches to car parks

#### **Alive**

- Access to information and information awareness
- Local opportunities for activities
- Culturally appropriate services
- Carer's respite and alternative support to carers
- Reducing social isolation
- Access to inclusive sports and leisure activities for all women

#### Learning

- Better training opportunities for all Women
- Local and flexible learning opportunities in community settings
- Better co-ordination of learning opportunities and information about them

#### Proud

- Celebrating the positive achievements of Rotherham women
- Women's active involvement in community and public life
- Building women's confidence to engage in opportunities and services
- Women coming together to celebrate women's diversity
- A women-only space or centre

#### Safe

- Increase Women's confidence in themselves and their own safety
- Increase women's confidence in reporting crime and tackling the fear of crime
- Education/information about how to report crime, personal safety and crime prevention
- Women's perception of crime compared with actual crime in Rotherham
- Public Transport – reliability, costs and safety

### **8. Finance**

There will be implementation costs for some of the actions within the strategy, but at this point it is difficult to provide specific costs until the final actions are agreed. Many of the actions will be delivered from existing resources, but actions with anticipated cost implications could include, for example more effective consultation with women; gender equality training; making buildings women-friendlier; improved access to information to reach all women and promotional activities.

### **9. Risks and Uncertainties**

The Women's Strategy will contribute towards meeting the new Gender Equality Duty to eliminate sex discrimination and promote equality between women and men, which came into force on 6 April 2007 as part of the Equality Act (2006). The gender duty is a positive, legal duty on public bodies to demonstrate that they treat women and men fairly with regard to policy making, public services and employment practices. Failure to consider the needs and priorities of women means RMBC will not be in compliance.

### **10. Policy and Performance Agenda Implications**

Rotherham Women's Strategy contributes to the seven priority vision themes as set out in the Community Strategy and the Council's Corporate Plan.

### **11. Background Papers and Consultation**

A Profile of Women in Rotherham (April 2006)

Equal Opportunities Commission

- Facts about Women & Men in Great Britain 2006
- Gender Equality Duty Code of Practice - England and Wales (November 2006)

- Working Paper Series No. 34 Promoting gender equality in transport 2005
- Sex and Power: who runs Britain? 2007
- Survey of women at work (2005)

OCSI - Study of Deprivation in Rotherham (October 2005)

Research into the needs of Lesbian, Gay, Bisexual and Transgender people in Rotherham – January 2004

Rotherham MBC “Improving your library services” Resident survey 2005/6

Further consultation with stakeholders and partners will take place on the draft strategy over the coming weeks.

**Contact Name:** Janet Spurling, Equalities and Diversity Officer      Ext. 2767  
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# **Rotherham – Working Together for Women**

Rotherham Women's Strategy

**2007 - 2010**



Rotherham's Accredited Local Strategic Partnership

DRAFT



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*Numbers to add*

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### Acknowledgements

### References

### Feedback form

**Welcome**

*Insert welcome in community languages*

*Who to write and sign? LSP Chair and Cllr Jack as RWSG Chair?*

## 1 Introduction

### Our aims

Our first Rotherham Women's Strategy has been developed with two broad aims. The first is to ensure the needs, priorities and aspirations of women are identified, acknowledged and addressed by all partners. The second is to make sure that women's achievements and contributions in all fields are recognised and celebrated.

### Why we need a women's strategy

Popular misconceptions and stereotyping about women and women's roles in society still persist. For example a commonly held view is that women no longer experience disadvantage compared to men, but statistics show us that there are still many aspects of life where women experience inequality due to their gender. Although a lack of financial resources contributes to many women's disadvantage, women face social and physical barriers as well as economic ones. In addition women often face further discrimination due to age, civil/marital status, disability, ethnicity, faith or sexuality.

Women comprise the largest community of interest within the borough, representing 51.2% of the local population in 2004 (129,200 women), yet currently many key plans and policies do not fully take account of any differences in needs and priorities between women and men. Partners need to build a more "gender aware" approach into service planning and delivery so that we provide sensitive, flexible services and support for both women and men. Meeting women's needs is complex as women are not all the same, and because people's needs and priorities change at different stages of their lives. At the same time as considering gender we should also take into account the other factors mentioned above.

"Women are frequently disadvantaged by policies and practices that do not recognise their greater caring responsibilities, the different pattern of their working lives, their more limited access to resources and their greater vulnerability to domestic violence and sexual assault." (EOC, 2006)

Longstanding equality legislation, primarily the Sex Discrimination Act (1975) and the Equal Pay Act (1970), has benefited many women, but has not brought about full gender equality. The Government has recognised this and it was one of the reasons behind the introduction of the Gender Equality Duty from April 2007 to eliminate unlawful discrimination and harassment, and to promote equality between women and men. The duty places the emphasis on service providers to be proactive about gender equality, rather than relying on individuals to complain about unfair treatment. Public bodies like the Council, Police and Rotherham Primary Care Trust must demonstrate that they treat women and men fairly with regard to policy making, public services and employment practices. The gender duty also covers any public functions or services carried out by private or voluntary organisations on behalf of the public bodies.

**The commitment of all partners in the Rotherham Partnership to delivering this Women's Strategy will really make a difference for Rotherham women over the next few years.**



## Context for the strategy

Rotherham Women's Strategy is one of a group of plans developed to benefit specific groups of people, either communities of interest or people living in particular geographical areas. Other examples include the Older People's Strategy and the Neighbourhood Renewal Strategy. Although these are separate plans they complement each other and contribute to delivering the objectives of Rotherham's Community Strategy 2005-2010.

The structure of the Women's Strategy is based on the five priority themes and two broad crosscutting themes of the Community Strategy:

Priority themes:

- Achieving
- Alive
- Learning
- Proud
- Safe

Crosscutting themes:

- Fairness
- Sustainable Development

In addition to supporting the Community Strategy, the Women's Strategy complements a range of local plans and strategies. Some of the key ones are listed here **Amend list if needed:**

- Community Strategy
- Neighbourhood Renewal Strategy
- Public Health Strategy
- Older People's Strategy
- Children and Young People's Plan and Wellbeing Strategy
- Local Development Framework
- Community Safety Strategy
- Local Transport Plan
- Regeneration Plan
- *Black and Minority Ethnic Strategy (under development in 2007)*
- *Domestic Violence Strategy (under development in 2007)*

**This strategy seeks to add value to these plans through new actions and initiatives to promote women's equality. Some of these actions build on existing work and successes and others result from looking again at current plans and identifying where more focus on women's needs, or on removing particular barriers for women, is necessary. The strategy will also act as a driver to make sure partners take account of the specific implications for women in all aspects of their future work.**

## Arrangement of this document

Section 2 includes a broad profile of women in our community and some significant facts and figures. This is followed by a separate section for each of the two cross cutting themes, then a section for each priority theme setting out:

- Rotherham's vision for women
- analysis - more detail from points raised in consultation
- important facts and figures
- current good practice and successes
- overall objectives
- action plan

## Our approach

We have taken an innovative partnership approach to developing the strategy with the work led by a multi-agency group called Rotherham Women's Strategy Group – Working Together for Women (RWSG).

Membership includes local voluntary and community sector organisations - Apna Haq, Diversity Forum, GROW (Giving Real Opportunities to Women), REMA (Rotherham Ethnic Minorities Alliance), Rotherham Women's Refuge, SYWDT (South Yorkshire Women's Development Trust), UMCC (United Multicultural Centre), VAR (Voluntary Action Rotherham); all directorates of the Council; Rotherham Chamber of Commerce; Rotherham Primary Care Trust; South Yorkshire Police and MEP Linda McAvan's Office. Councillors Hilda Jack and Jo Burton are the Chair and Vice-chair respectively. Besides the core group, other women from various organisations have brought their valuable knowledge and experience to the smaller theme-based sub-groups.

The strategy has been developed using research that includes local and national statistics (see section 2 "Rotherham Women Today") and through consultation with Rotherham women to be sure it reflects their priorities and concerns. RWSG members all felt it was essential to involve local women from the early stages, rather than beginning consultation with a draft document. So the starting point for our initial event was just a small number of key words, grouped under each vision theme, to start the discussions on what might be included in the strategy.

Although this is referred to as the women's strategy the intended age range includes young women from 14 years and above. This is important as the decisions and choices that young women make often have a significant impact later in their lives, for example their career choices and future aspirations. It will also support the outcomes for Every Child Matters.

We have tried to integrate the fairness and sustainable development cross-cutting themes thoroughly in the actions and objectives for the other themes.

## Consultation

From the start RWSG wanted to involve women from all sections of the community in contributing to the strategy. We used a range of involvement methods including workshops, drop-in sessions and simple surveys (both paper and web-based). Consultation took place with women from specific communities of interest – lesbian, gay, bisexual and transsexual women (LGBT); disabled women; and Black and Minority Ethnic women – and across the borough in various locations. Consultees ranged in age from 8 to 84. Outcomes of other recent consultation were also revisited.

Our consultation sub-group, with representatives from GROW, REMA, Rotherham Women's Refuge and the Council, met regularly to plan consultation events. Activities included:

- our initial event when over 70 women workers and professionals participated and generated plenty of good, practical ideas and suggestions
- Youth Cabinet members contributing to an active workshop
- over 200 short questionnaires completed at Rotherham Show and the Diversity Festival
- a meeting for women from WIN – the Council's worker representative group for women
- Elected Members participating in a workshop in October 2006
- events organised by the voluntary and community partners in RWSG
- a workshop involving women from different minority ethnic communities
- events in each Area Assembly area that were organised with Neighbourhoods
- voluntary and community partners consultation with their own staff and service users
- surveys distributed to local businesswomen through Rotherham Chamber and the Athena Café
- working with the LGBT coordinator for South Yorkshire Police and other workers in the community to involve LGBT women
- workshops with staff and service users at Scope Rotherham Day Service and with members of Access Liaison Group
- linking in with a drop-in event organised by Rotherham Asylum Project Team
- surveys for RMBC staff

## Consultation outcomes

Some clear themes emerged from our consultation, which the strategy and action plans will focus on. Several points raised mirror points from other consultation sessions, such as:

- more information about services and opportunities
- improvements to town centre shopping, facilities and parking
- flexible and local learning opportunities
- public transport
- activities for children and young people – raised by parents/carers and by young women themselves

However, some issues featured particularly strongly in our consultation, especially:

- safety
- participation in sports, leisure and social activities
- more flexible working opportunities
- access to high quality and affordable childcare
- celebrating and promoting women's achievements

The costs of access to leisure activities and learning opportunities, and of public transport and childcare, were viewed as a barrier by women. This reflects the research findings on gender differences in income and the profile of women's economic activity in Rotherham.

Key points which will be addressed in the theme based sections of the strategy:

- lack of childcare can limit women's participation in employment, training and learning opportunities; social, sport and leisure activities; or community and public life
- women want to feel safe in all situations - in public places, on public transport, but also at school and in their own home
- more information on personal safety and how to report crime
- better jobs and employment opportunities including flexible working and equal pay
- building women's confidence to take part in opportunities and services
- access to a wide range of inclusive sports, leisure and social activities for all women
- more women-only or women and children only sessions in leisure centres, gyms and swimming pools
- health, care and support including carer's respite and support for parents
- women's active involvement in community and public life
- celebration and recognition of Rotherham women's achievements
- women coming together to celebrate women's diversity and understand other cultures
- reducing social isolation, especially for lone parents; women who are new arrivals in Rotherham; older and disabled women; and lesbian and transsexual women
- assistance with starting a business
- town centre with family friendly and accessible facilities
- more street lighting, better lit car parks and approaches to car parks
- sense of community within the borough
- women-only space

#### **Issues from consultation mentioned by particular groups of women:**

**Disabled women** – physical access and harassment

**LGBT women** – safety, participation in social activities, access to services, women-only space

**Young mothers** – social isolation

**Older women** – social isolation

**Carers** – more support and respite care

**Black and Minority Ethnic women** - culturally sensitive services, women-only space and sports provision, language barriers

**Young women** – more activities for young people, “non-traditional” sports in schools, safety

**Faith groups** – childcare in Mosques for Muslim women

***Quotes, photos and case studies to add for each theme***

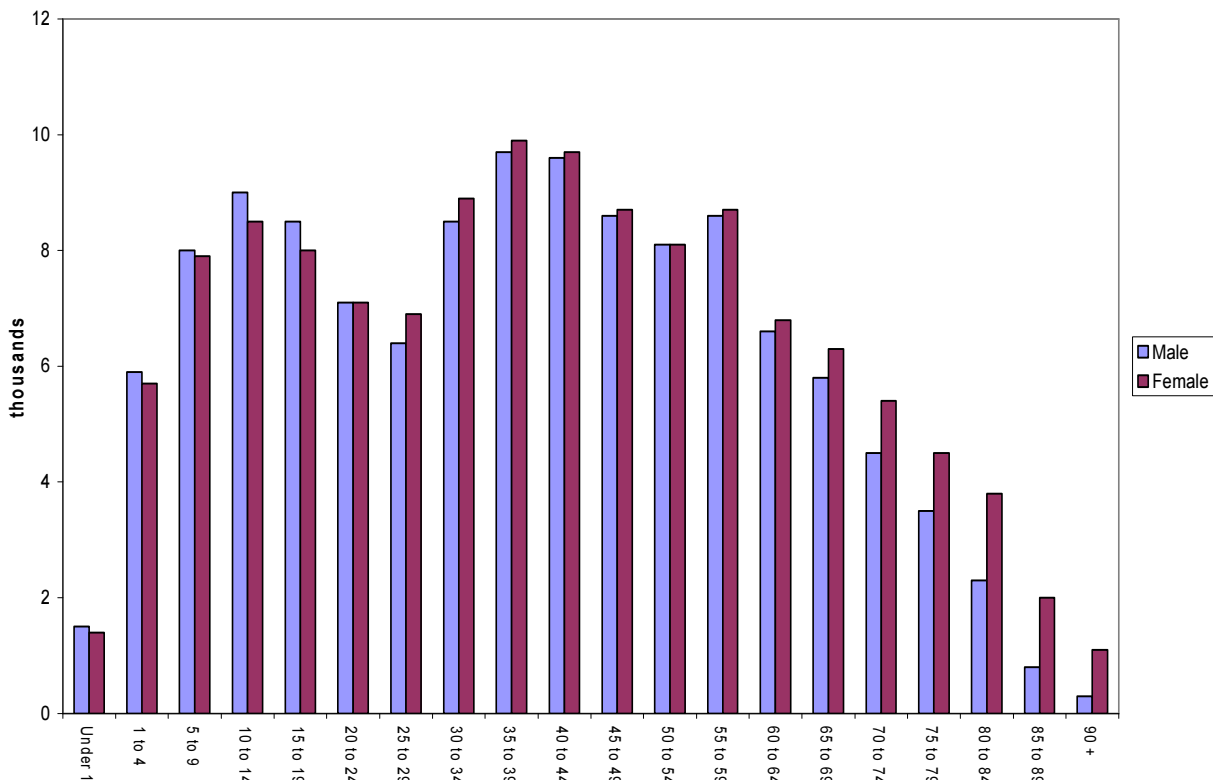
## 2 Women in Rotherham Today

Our community includes women from a wide range of cultures and backgrounds as Rotherham has a long history of welcoming people from other countries. This means that Rotherham today is a dynamic and diverse society and the work of partner organisations needs to respond to this diversity by promoting and ensuring fairness for all women.

Included in this section are charts and tables giving a broad picture about women in Rotherham and some key facts about women's lives.

### Rotherham population by gender and age, 2004

2004 Rotherham population by quinary age groups



(Source: 2004 mid-year population estimates)

This shows that men and boys outnumber women and girls from ages 1-19 and after that for each age group, other than 20-24 and 50-54, women outnumber men. The biggest difference is in age groups above 65.

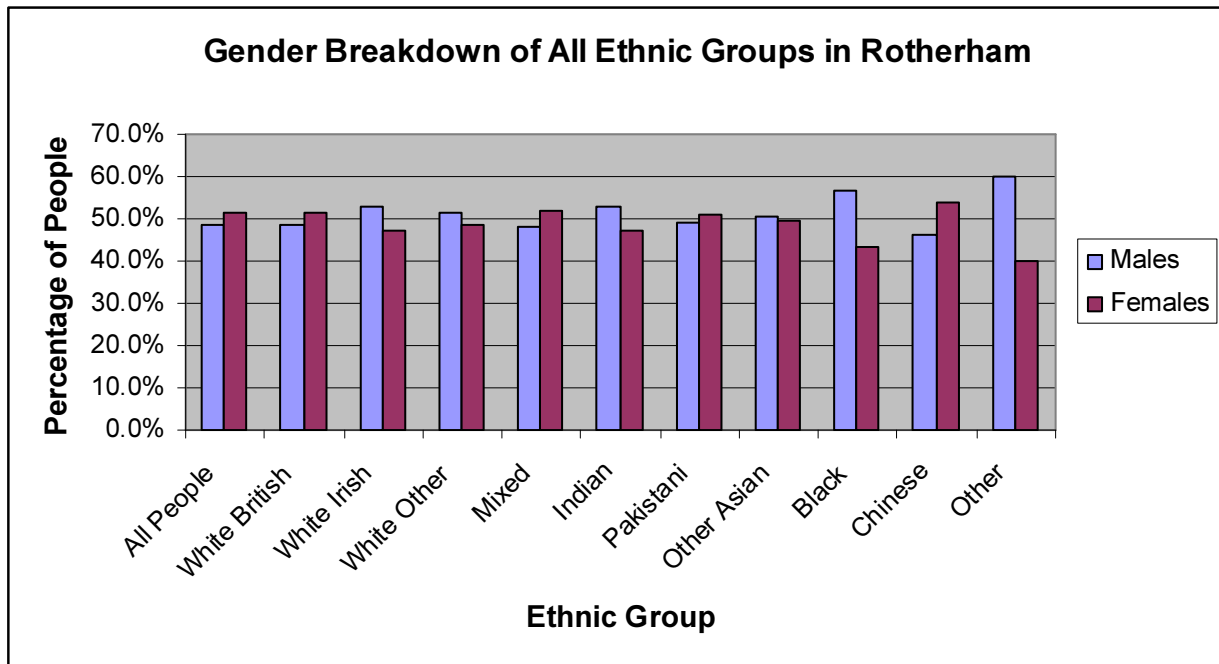
- there are three times more women aged over 85 than men
- the proportion of women in the older age groups is continuing to increase
- households in the borough with lone females aged over 85 have increased significantly in the last 15 years

## Rotherham – Working Together for Women

### Rotherham population by gender and ethnicity, 2001

In 2001 women made up 51.4% of the local population (nearly 128,000 women) although the relative percentages of women and men within each ethnic group vary. This difference is most noticeable for the Black ethnic group and the Other ethnic group, which both have a higher percentage of men. This is likely to be due to immigration and employment patterns in the UK.

In January 2007 there were about 820 asylum seekers supported by the National Asylum Support Service (NASS) in Rotherham - 0.32% of the population.



Source: 2001 Census

	<i>Total</i>	<i>Males</i> %	<i>Females</i> %	<i>Males</i> Number	<i>Females</i> Number
<b>All People</b>	248195	48.6%	51.4%	120623	127572
<b>White British</b>	238095	48.5%	51.5%	115476	122619
<b>White Irish</b>	1064	52.8%	47.2%	562	502
<b>White Other</b>	1304	51.3%	48.7%	669	635
<b>Mixed</b>	1206	48.3%	51.7%	582	624
<b>Indian</b>	501	52.9%	47.1%	265	236
<b>Pakistani</b>	4703	49.0%	51.0%	2304	2399
<b>Other Asian</b>	335	50.7%	49.3%	170	165

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<b>Black</b>	411	56.9%	43.1%	234	177
<b>Chinese</b>	307	46.3%	53.7%	142	165
<b>Other</b>	269	60.2%	39.8%	162	107

Source: 2001 Census

## Disability and health

The 2001 Census asked people if they had a Limiting Long Term Illness (LLTI) or impairment that limits daily activities or work they can do. It includes people who have a learning disability, or a mental health condition, as well as people with a physical condition or impairment.

- rates of limiting illness are higher amongst women in Rotherham at 22.6% of the population, compared to 21.8% of men
- White ethnic groups have the highest percentage of people with LLTI, mainly due to the older age structure of the population in Rotherham
- people of Pakistani origin have higher levels of limiting illness across all age groups

Nationally Gypsy and Traveller families are disadvantaged in terms of life expectancy.

- for Gypsies and Travellers average life expectancy is 12 years less for women and 10 years less for men than the settled population
- 17.6% of Gypsy and Traveller mothers have experienced the death of a child – compared to 0.9% in the settled population  
(Department for Communities and Local Government 2007)

## Lesbian, Gay, Bisexual and Transgender women

There is no specific information from the 2001 Census to give us an accurate picture about LGBT women living in Rotherham. Although research carried out in Rotherham in 2003/04 included respondents who did identify themselves as lesbian, bisexual and transsexual women (LGBT needs report, 2004).

## Faith

The last census shows that we have various faith communities in Rotherham and that women are more likely to identify themselves as belonging to a faith group than men.

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



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<b>No religion</b>	10.2	8.7	11.9
<b>Religion not stated</b>	7.8	7.5	8.0

Source: 2001 Census

## Key facts nationally

Research by the Equal Opportunities Commission (EOC) highlights some wider issues that have implications for Rotherham, especially around:

- employment experiences of Black and Minority Ethnic women
- women's incomes
- flexible working
- representation of women in public life

## Employment experiences of Black and Minority Ethnic women

Minority ethnic women are less likely to be in senior roles despite having the same aspirations as their White British counterparts and being increasingly well qualified.

- only 6% of employed Pakistani women and 9% of Black Caribbean women are working as managers or senior officials, compared to 11% of White British women.
- young Pakistani, Bangladeshi and Black Caribbean women aged 16-34 are almost 3 to 4 times more likely than White women to take a job at a lower level than the one for which they are qualified (EOC, 2005)

## Pay

The Women and Work Commission concluded that the gender pay gap<sup>♦</sup> in Britain is one of the worst in Europe (Feb 2006). Based on the figures below the gender pay gap for Great Britain is 22.7% and 26.7% for Rotherham. Nationally the part-time gender pay gap<sup>♦</sup> is much wider than the full-time gender pay gap at 38.4% and it is decreasing more slowly.

### Average weekly and hourly pay

	Rotherham	Great Britain
<b>Gross weekly pay</b>		
Full-time workers	389.9	422.9
Male full-time workers	436.0	464.5
Female full-time workers	319.3	359.0
<b>Hourly pay</b>		
Full-time workers	9.4	10.6
Male full-time workers	10.1	11.2

<sup>♦</sup> **Gender pay gap** - the difference between the average hourly earnings of women who work full-time and men who work full time. It is calculated as  $100 - (\text{women's earnings as a percentage of men's earnings})$

<sup>♦</sup> **Part-time gender pay gap** – the difference between the average hourly earnings of women who work part-time and men who work full time. It is calculated as  $100 - (\text{average hourly earnings of women who work part-time as a percentage of average hourly earnings of men who work full time})$

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Source: NOMIS Annual Survey of Hours and Earnings, 2004

According to the EOC (2006) the main factors which contribute to the gender pay gap are:

- discrimination, including pay discrimination (often inadvertent, but still unlawful)
- women tend to have a greater share of caring responsibilities, which often results in low paid part-time work and less opportunities for development and career progression
- job segregation - women are concentrated in certain occupations which typically have lower rates of pay than other occupations where there are higher numbers of men

## Pensions

For many retired women the position is worse as the weekly gender income gap in retirement is 47% and just 30% of women retire on a full state pension compared with 85% of men. (EOC, 2006)

- 1 in 5 single women pensioners risk being in poverty in retirement
- 2.2 million women are not building up rights to even the Basic State Pension

The DWP investigated the reasons for gender differences in pensions and identified “women's greater likelihood of undertaking unpaid parenting and caring commitments, and the subsequent impact on their ability to engage in paid employment” as the main cause (EOC, 2006).

Pension credits help to top up pensions now and future changes to the state pension system through a reduction in the number of qualifying years/hours will see more carers included in the pensions system, but not all.

## Flexible working

The EOC (2007) highlights the need for greater availability of flexible working at all levels within workplaces and their research shows that:

“Four out of five part-time workers, many of whom are women, are working in jobs below their potential, in part due to the lack of flexible high-skills, senior roles.”

A lack of flexibility at the top of professions often drives women towards setting up their own businesses. Just over one million women in the UK are now self-employed and the number of self-employed women has increased by 18% in five years.

## Public life

The EOC calculated the number of women needed to bring the respective percentages of men and women each to 50% in over 33,000 top positions of power in Britain and concluded we would need to find nearly 6,000 women. (EOC, 2007)

- 35.5% of public appointments in 2006 were women and 64.5% were men
- only 12.3% of senior police officers and 10% of the senior judiciary are women
- women represent only 10% of directors at FTSE 100 companies and minority ethnic women make up just 0.4%, despite the fact that they comprise 5.2% of the population and 3.9% of the labour market

## Rotherham – Working Together for Women

- internationally the UK currently ranks 59th in terms of women's representation in Parliament and is out-performed by Rwanda (1<sup>st</sup>), Afghanistan and Iraq amongst others
- in 2006 there were 126 women MPs in the UK parliament from a total of 646 – 19.5% and only 2 were minority ethnic women (0.3% of MPs)

### 3 Fairness

#### Vision for Rotherham

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.

#### Our vision for women

Women in Rotherham are all individual and all unique. As we remove the barriers that prevent us from fulfilling our potential, women will be able to benefit in a way that is fair to all, recognising that our needs and priorities change at different times in our lives.

#### Introduction

Fairness is a vital theme for this strategy due to the diversity of women in Rotherham and the need to address disadvantage experienced by women. The issues raised on page 5 highlight the need to consider broad issues that affect many women and ones that have more impact on specific groups of women. Rather than include particular issues that affect women from some sections of the community more than others under fairness, we have tried to build these considerations into the relevant priority theme. This section therefore focuses on broad actions that are needed in order to deliver the objectives in the other themes. Some of these actions are ones designed to build on existing work, such as improving our information base about women in Rotherham to inform work across all themes and improve access to services for all women.

#### Asking the questions

As stated earlier Rotherham Women's Strategy will act as a driver to make sure partners recognise the specific implications for women in all aspects of their work and take appropriate action. This means that partners may need to re-examine the targets and actions in their existing plans and policies to answer questions such as:

- Did we consider if there were any particular implications for women when we developed this?
- Do we know if this affects women and men differently, and if we don't know, how will we find out?
- Do we have statistics about this that are broken down by gender, and if not how will we get them?
- What else might be needed to deliver improvements and better outcomes for women?
- Were women actively involved in developing this?
- Do we need more consultation with women about this?
- Is there more we could do to promote equality for women?
- Did we ask women what they thought about it afterwards?

Besides thinking broadly about impacts for all women, partners will need to consider any implications for specific groups of women within the wider community, including:

- Black and Minority Ethnic women including asylum seekers and Gypsy and Traveller women
- Carers - women with caring responsibilities for children or other family members
- Disabled women

- Lesbian, Gay, Bisexual or Transsexual women
- Women from different age groups, including older women and young women
- Women from all faith communities

**For statutory partners these questions are part of the process of carrying out equality impact assessments<sup>♦</sup>, but all partners need to be considering them in relation to their own work and plans. These same questions need to be asked when major policy decisions are taken, or budget and funding decisions made, in order to be certain that all the key implications for women have been evaluated before making a final decision.**

**Overall objectives: - Improve services and access to services for all women  
Improve employment practices to benefit all women  
Or Equality for all women**

### **Improve the quality of our information base about Rotherham women**

One of the gaps identified in the work on this strategy is that data collection is not always broken down by gender. All partners need to collect and analyse detailed information so we know how our policies and plans affect women in relation to services and in employment. This information base will help us to identify where improvements are needed and to measure the impact of any changes we make.

### **Build on our existing arrangements for consultation and involvement with women**

We need to widen the scope of consultation and involvement opportunities to be as representative as possible of women in the wider community. This should be at the start of developing new ideas and initiatives but also following up afterwards to make sure that women have the opportunity to scrutinize and comment on the outcomes.

### **Increase people's awareness and understanding of women's equality through learning and development activities**

Greater understanding of women's equality will help us to combat discrimination, prejudice and stereotyping. Through learning activities people will have better insight about the barriers that women face in society. The outcome of this should then be more responsive and culturally sensitive services and improved employment practices. This is an important objective in view of the Gender Equality Duty and its implications for both statutory partners and partners providing services on their behalf.

### **Strengthen our gender equality impact assessments (EIAs)**

This links in with the three objectives above, as a better information base, wider consultation and greater knowledge of equality will improve the quality of both our EIAs and decisions on issues that affect women.

### **Improve access to information for all women**

From our consultation events we know that we can still improve access to information about services, events and opportunities for women. The challenge is to make information available in the right places and using the best methods to reach as many women as possible. This includes making documents available in community languages and other formats and providing communication support to help people participate in meetings and activities or access services.

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<sup>♦</sup> **Equality impact assessments (EIAs)** – an EIA is a tool to assess if policies or services are having, or could have, an adverse impact on a particular group of people due to gender and/or other factors such as race or disability.

## Rotherham – Working Together for Women

Priority Theme      Fairness						
Overall Objectives		<b>Improve services and access to services for all women</b> <b>Improve employment practices to benefit all women</b> <b>Or Equality for all women</b>				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
1	<b>Improve the quality of our information base about women</b>	a) Rotherham women's views are regularly sought to provide baseline information.	Nov/Dec 2007 and annually	'ReachOut' and an annual profile comparing women's and men's responses to the Quality of Life survey to inform the work of all partners.	CXD, RMBC	Information used by partners to inform work under all themes.
		b) Ensure all partners and services record and analyse data disaggregated by gender (plus ethnicity, age and disability.)	From September 2007	No disproportionate outcomes or differences in service take up, satisfaction or complaints between: - women and men - women from different sections of the community (where they wish to access these services).	<i>All partners Human Resources and performance leads</i>	
2	<b>Improve access to information for all women</b>  <b>Link to Alive</b>	a) Review effectiveness of present methods and channels of communication with women.	March 2008	Reviews carried out and updated communications strategies/plans produced and implemented. <b>Agreed indicators to measure the difference</b>	<b>Who?</b> All partners  Theme Boards  LSP	All – as relevant for access to information and access to services

## Rotherham – Working Together for Women

	<b>Include or not??</b>	b) Implement Translation, Language and Accessible Communication policy fully within RMBC.	From September 2007	i) 100% of printed documents produced by RMBC carry strapline.	<b>Design Studio, RBT</b>	As above
			Twice each year from 2008	ii) Requests for information in other languages and formats are monitored and usage reported		
3	<b>Strengthen our gender equality impact assessments</b>	a) Extend equality impact assessments (EIAs) to include the impact on women of policy decisions and proposed budget spending or funding decisions.	<b>From September 2007? Date to be agreed</b>	i) 100% of reports to management teams, boards and Elected Members include detailed analysis of the gender equality implications of any proposals and the rationale for the final decision.	Statutory partners - RMBC PCT South Yorkshire Police	All
				ii) All EIAs or summaries are published on statutory partners' websites.		
		b) When partner organisations review their policies and plans they review them using the eight broad questions in this section.	<b>From January 2008? Date to be agreed</b>	i) 100% of reports to management boards include detailed analysis of the gender equality implications of any proposals and the rationale for the final decision.	<b>Non-statutory partners</b>	All
				ii) All revised policies and plans show they have considered the equality implications for women.		



## Rotherham – Working Together for Women

4	<b>Build on our existing arrangements for consultation and involvement with women</b>	a) Links established with Rotherham Women’s Network.	From September 2007	i) 100% of major consultation exercises include at least one women-only session.	GROW	Achieving Proud
		<b>Link to Proud</b>		ii) 100% of consultation reports include a detailed gender breakdown of responses with equality monitoring data.	<i>All partners</i>	
			From September 2008	iii) Audit trails for consultation and EIAs show clearly that women from all communities of interest have been consulted.	<i>All partners</i>	
5	<b>Increase people’s awareness and understanding of women’s equality through learning and development activities</b>	a) Review equality training courses and materials (both partners’ own in-house and externally provided ones) to ensure they include up to date gender equality issues.	<i>April 2008? Date to be agreed</i>	i) Revised training manuals and course materials for gender equality produced.	All partners – Human Resources or Training leads	All
				ii) Numbers of people who have participated in gender-related learning and development activities reported annually.		
				iii) Agreed measures to show impact of training in services - Links to customer satisfaction indicators and improved service outcomes over time.		

## 4 Sustainable Development

### Vision for Rotherham

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

### Our vision for women

Women will have a strong role in sustaining economic growth, ensuring a strong, healthy and equal society, and a high quality living environment, for both present and future generations.

### Introduction

Sustainable development has a broad base covering social, economic and environmental concerns. Many of the issues that fall within this theme impact upon the whole community in Rotherham and as with “Fairness” we have tried to make sure these are addressed through the other priority themes in a sustainable way. In line with other strategies we have covered sustainable communities and community cohesion under Proud in section **xx**. Similarly although sustainable transport emerged as an important topic we have covered transport under Safe in section **xxx** to reflect women’s priorities.

Whilst we acknowledge the vital part that women play in sustainable development we should not make assumptions about who takes certain decisions within households, or about people’s roles and responsibilities within their families. As 90% of our lone parent households in the borough are headed by women there is considerable decision making power there, but for low income households not always the means to exercise real choice if for example environmentally friendly options are more costly ones.

### What we are doing now

#### *Anything to add especially specifics re women to add to these general benefits for everyone?*

- RMBC won a Business in the Community Environment award in 2005 for continuous improvement in embedding environmental principles into services and policies
- Recycling has increased from less than 4% in 1999/2000 to over 15% in 2005/06
- Deprivation is falling – the borough moved from 48<sup>th</sup> most deprived (of 364) local authorities in the country to 63<sup>rd</sup> in 2004
- Rotherham was accredited with Fairtrade Town status in 2006
- Streetpride champions – over 100 people are involved in improving street scene activities in their local area
- Ecological Footprinting is being promoted – this is a means of measuring our impact on the environment and natural resources, especially non-renewable ones, which can be calculated by organisations and individuals
- Fuel poverty is an issue for many pensioners, although it is being addressed through winter fuel payments. Fuel poor households are defined as having 10% or more of their income spent on basic energy needs and this will be an acute problem amongst households with one female pensioner as their household income tends to be lower. There is currently a lot of good work being undertaken to address fuel poverty in Rotherham coordinated by a multi-agency Steering Group to ensure effective joint working.

- Rotherham Council was one of the first in the country to purchase all of its electricity from green sources

### Outcomes from consultation

Overall more points emerged which related to the economic and social aspects of sustainable development rather than the environmental ones. However issues such as safer, cleaner streets and facilities; refuse collection and fly tipping; recycling; parks and green spaces; and the environment were mentioned. But as these issues are all well covered in other plans nothing specific has been included in this strategy.

Women certainly play an important and positive role as educators within their families in helping to raise awareness about sustainable development issues and encouraging others to make a difference. We need to promote environmental awareness amongst women through a range of media so they can make informed choices in their lives and raise awareness with others.

Transport featured strongly in the consultation with key points being:

- safety
- sustainability - investment needed to modernise rail travel, fewer HGV's on the road and more rail freight
- lower bus fares to encourage public transport use
- good transport links outside Rotherham town centre to make it easier for women to access jobs, schools and childcare
- better transport links between Parkgate and the centre of Rotherham, such as a railway station or a shuttle service

### Good practice

GROW and RMBC are both participating in the Oxfam ReGender project and will be bringing back useful resources to ensure that gender analysis is incorporated into regeneration work from grassroots level in communities.

*More detail to add*

### Overall objectives

*Detail to add once actions agreed*

- **Increase women's involvement in regeneration, planning and development**
- **Promote environmental awareness and sustainable development amongst women**
- **Improve local transport options for women** (see Safe)
  - increase women's access to a safe and effective public transport system
  - improve local transport options to fit better with women's patterns of transport use
- **Promote sustainable communities and community cohesion** (see Proud)
- **Ensure the sustainability of women's voluntary and community sector** (see Proud)

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Priority Theme		Sustainable Development				
Overall Objective	Involve more women in sustainable development activities					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
1	<b>Increase women's involvement in regeneration, planning and development</b> <i>Here or in achieving</i>	a) Participation in Oxfam's ReGender project – gender in regeneration training to better understand the needs of women in regeneration.	July 2007	Toolkits and resources from the training are used to ensure gender analysis is included in regeneration work.	GROW EDS, RMBC	Achieving Fairness
		b) Increase the numbers of women involved in planning and development decisions.  <b>Link to Achieving</b>		i) A women's planning champion is identified within RMBC to ensure women's views are heard in planning and development.	EDS, RMBC	Achieving Fairness Proud
				ii) A women's planning forum which is representative of all women is established and linking in with planning officers and planning board.	<i>RWSG Rotherham Women's Network</i>	
2	<b>Promote environmental awareness and sustainable development amongst women</b>	a) Promote the benefits of ecological footprinting – sustainable and financial to women and women's groups.		<i>XX</i> sessions delivered to women's groups.	CXD, RMBC Local Action 21 Officer	Alive Learning Safe
		b) Increase participation and involvement of women from all communities in the Environment Forum.		<i>Targets/Activities (More women attend than men just, but no BME representation)</i>	Local Action 21 Officer	Achieving Proud

## Rotherham – Working Together for Women

		c) Promote Energy Efficiency Advice to women and women’s groups.		Monitor take up of the warmth grant and the Save’N’Warm discount scheme by women, especially older women and disabled women.	Neighbourhoods, RMBC	Alive Learning Safe
	Is this feasible?	d) Research and compile a directory of local businesses owned by women who promote good practice in sustainable development or support Fairtrade.	September 2009	Directory produced and promoted widely. Could be on-line?	Women in Business, Rotherham Chamber??	Achieving Fairness
<b>Priority Theme</b>		<b>Sustainable Development</b>				
<b>Overall Objective</b>	<b>Improve local transport options for women</b>					
See action <b>xxx</b> in Safe <span style="margin-left: 50px;"><i>omit if include in text?</i></span>						
<b>Priority Theme</b>		<b>Sustainable Development</b>				
<b>Overall Objective</b>	<b>Promote sustainable communities and community cohesion</b>					
See action <b>xxx</b> in Proud <span style="margin-left: 50px;"><i>omit if include in text?</i></span>						

## 5 Rotherham Achieving

### Vision for Rotherham

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.

### Our vision for women

Encourage, recognise, appreciate and celebrate the achievements of women in Rotherham – empowering and supporting women to reach their full potential and benefit from Rotherham's increased economic prosperity.

Achievement for one person may be entering or progressing in the workforce, for another becoming a volunteer, another raising a family or starting a business.

### Introduction

Rotherham Renaissance is a long term programme for investment in Rotherham town centre which will create a new transport network and improved shopping, arts and business premises. These are issues that were important to the women with whom we consulted, particularly transport and improvements to town centre shopping and facilities to make them more family – friendly and accessible. We need to involve women in regeneration and all new town centre developments to be sure that their needs and priorities are met.

Access to high quality and affordable childcare, including breakfast clubs and afterschool clubs, was viewed as a priority, coupled with the need for more flexible working opportunities to help women balance work and caring responsibilities. Some women felt they faced barriers such as pay discrimination or a failure by employers to recognise and value transferable skills and experience gained outside paid employment.

One of the principle aims of this strategy is make sure that women's achievements and contributions in all fields – employment; enterprise; community and public life; and as parents and carers - are recognised and celebrated. In this respect the vision themes of Achieving, Learning and Proud are very closely interlinked and we have included the majority of relevant actions under the Proud theme, focusing on economic ones in this section.

### Key facts

Although employment rates across Rotherham have increased significantly from 66% in 1997/8 to 73% in 2003/4, not all groups appear to have benefited equally. This is especially the case for women as one of the findings of the OCSI deprivation study was:

## Rotherham – Working Together for Women

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

- in February 2006, the Women and Work Commission concluded that the gender pay gap in Britain is one of the worst in Europe
- women in Rotherham earn on average £117 less per week than men and £40 per week less than the national average for women
- 49% of women in Rotherham work part-time compared with 8.5% of men (NOMIS 2004) which has implications for women’s incomes, pensions and career opportunities
- in Rotherham on average men receive £104.64 state pension and women £74.66
- 56.5% of all women in the borough own their own home compared with 74% of all men
- 69.1% of women are economically active in Rotherham compared with 82.8% men
- women in Rotherham are **less** likely to be self-employed, employed or full-time students than in England/Wales as a whole
- women in Rotherham are **more** likely to be unemployed, looking after the home/family, or retired compared to women nationally
- Rotherham has higher than average numbers of women who are permanently sick or disabled, 6.6% compared to the national average of 4.9%

### Working age employment rates by ethnicity

	Women in Rotherham	Men in Rotherham	Women in England	Men in England
<b>White</b>	67.5%	79.6%	71.8%	80.8%
<b>Non-white</b>	25.3%	73.4%	49.8%	66.4%

Whilst employment rates for men from non-white ethnic groups in Rotherham are much higher than in England as a whole the employment rate for women from non-white ethnic groups is very low. It is also significantly lower than the rate for women from white ethnic groups.

Pregnant women also face significant discrimination in employment despite legislation to protect their employment rights. A survey of 122 recruitment agencies nationally revealed that over 70% had been asked by clients to avoid hiring pregnant women or those of childbearing age. (Equalities Review, 2007)

Our actions focus on promoting economic and financial wellbeing and supporting women to fulfil their potential:

- identify parental demand for childcare compared to current availability and ensure parents/carers can access relevant information to make informed choices
- work with the Credit Unions and Welfare Rights to reduce financial exclusion for women and their families
- increase the numbers of women involved in enterprise, which as the EOC points out is one possibility for more flexible working
- inspire young women to maximise their potential and earning capacity
- support women’s development into more senior roles
- work with key partners to develop and deliver projects to increase the employment rate of women in Rotherham
- promote equality for all women through good employment practices
- work with businesses on the implementation of flexible working and the benefits to both the employer and the employee

As a consultee said in one of our surveys: “Flexibility in working arrangements means we can keep skilled women in our companies.”

### What we are doing now

#### **Other examples to add, especially women specific**

Various initiatives are in place to build women’s skills and confidence and to help them realise their potential:

- Rotherham 2010 are working with JIVE to attract more women apprentices into non-traditional roles
- Partnership working between UMCC and GROW with women in Eastwood and Springwell Gardens to explore opportunities for training, employment and volunteering.
- Athena Awards hosted by Rotherham Chamber of Commerce - they are awarded to people who demonstrate excellence, creativity, and initiative in their business or profession; and who have supported and encouraged women to realize their full leadership potential.

### Case study

#### **Girls into Enterprise**

Rotherham Ready (part of RMBC 14-19 team) held an event called Girls into Enterprise in November 2006 during Enterprise Week, which involved 80 young women aged 9-19 and 20 women business leaders. The day focused on hands-on fun enterprise activities and will provide plenty of opportunities to build upon. The event gave the young women the opportunity to work directly with inspiring women who have a leadership role, with many from Engineering, Science, Technical and Professional sectors.

### Overall objectives

- **Support the development and sustainability of quality, affordable, accessible early years and childcare**
- **Create a vibrant, successful and safe Rotherham town centre with good quality family friendly facilities**
- **Increase women’s employment options and employment rate**
  - increase women’s employment rate
  - promote women’s equality in employment
  - increase the number of employers in Rotherham who support flexible working
- **Increase the average earnings of women in Rotherham**
- **Increase the numbers of women with new start businesses or undertaking start up training**
  - increase the number of new start businesses (accommodated in the Council’s premises) started by women
  - increase the number of women undertaking start up training through Rotherham Chamber
- **Celebrate and promote the positive achievements of Rotherham women** (see Proud and Learning)



## Rotherham – Working Together for Women

Priority Theme		Achieving				
Overall Objective		Support the development and sustainability of quality, affordable, accessible early years and childcare				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
<b>1</b>	<b>Increase take up of formal childcare</b>	a) Carry out an assessment of the availability of and demand for childcare.	April 2008	Assessment undertaken and findings used to inform childcare plans.	C&YPS, RMBC	Learning  Early Years, Childcare and Extended Services Plan
		b) Increase take up of formal childcare amongst low income families.	December 2008	i) Take up of childcare increased through taster initiative. <i>Target/numbers</i>		
			Ongoing	ii) Information on tax credits and benefits provided to parents.		
<b>2</b>	<b>Improve access to information about childcare options</b>	a) Ensure parents/carers can access relevant information to make informed choices.	September 2007	i) Comprehensive web based 'directory' of information available.		
			April 2008	ii) Staff within Children's Centres trained to delivery CIS information.		
			April 2008	iii) CIS enquiry levels increased.		

## Rotherham – Working Together for Women

Priority Theme		Achieving				
Overall Objective	Create a vibrant, successful and safe town centre with good quality family friendly facilities					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
3	<b>Ensure women are fully involved in town centre developments and activities</b>	a) Review existing consultation and involvement around town centre developments and activities with women.	Ongoing	i) Baseline information gathered and reported to RWSG and EDS management team.	<b>RIDO, EDS</b>	Alive Sustainable Development Town Centre Masterplan
			tbc	ii) Produce and implement an action plan to ensure that all new town centre developments consider their impact on all communities.		
				iii) Role and remit of a Women's Planning Champion identified.  <b>Link to sustainable development</b>		
	<b>Link fairness actions</b>	b) Conduct integrated impact assessments on all town centre developments, particularly developments around the interchange and cultural space.	Ongoing	i) Proposed town centre development plans are assessed against the needs of families and disabled people through involvement and consultation.	<b>EDS</b>	Fairness Safe

## Rotherham – Working Together for Women

			tbc	ii) Needs analysis for cultural service provision procured, consultation on buildings design layout and content undertaken.		
4	<b>Understand the needs of women in regeneration</b>	a) Gender in regeneration programme undertaken to better understand the needs of women in regeneration. <b>See action 1 in Sustainable Development</b>		Oxfam Gender in Regeneration programme completed and action plan produced.	<b>EDS</b>	Fairness Sustainable Development
<b>Priority Theme</b>		<b>Achieving</b>				
<b>Overall Objective</b>		<b>Increase women's employment options and employment rate</b>				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <b>(and plans?)</b>
5	<b>Increase the employment rate of women in Rotherham</b>	a) Work with key partners to develop and deliver projects to help lone parents and workless women find and retain suitable employment, with adequate in work reward.	Ongoing	i) Reduce the percentage of women claiming workless benefits.	Jobcentre Plus EDS, RMBC	Employment Plan
			December 2007	ii) Delivery of Stepping Stones and Jobs Brokerage Projects.		
				iii) Implement the GROW element of the Jobs Brokerage programme to increase the number of women returning to work.	GROW	

## Rotherham – Working Together for Women

6	<b>Promote equality in employment for all women</b>	a) Promote good employment practices, including adopting anti-discriminatory practices in recruitment, training and career development.	Ongoing	Carry out employment monitoring to ensure fair outcomes for all women. <b>(see Fairness)</b>	All partners' Human Resources and Training Team leads	Fairness
		b) Improve job adverts to make jobs more attractive to a wide range of women, including by promoting flexible working.		Monitor success through applications.	All partners' Human Resources and Training Team leads	
7	<b>Increase the number of employers in Rotherham who support flexible working</b>	a) Develop project proposal to work with businesses on the implementation of flexible working practices (e.g. term time, flexi hours) and their benefit for women in the workplace and employers.	December 2007	<ul style="list-style-type: none"> <li>◆ Project scope defined</li> <li>◆ Secure resources</li> <li>◆ Identify good practice</li> <li>◆ Identify businesses to support</li> </ul>	EDS, RMBC	
<b>Priority Theme      Achieving</b>						
<b>Overall Objective</b>		<b>Increase the average earnings of women in Rotherham</b>				
<b>No.</b>	<b>Aim</b>	<b>Action</b>	<b>Completion Date</b>	<b>Measures/Milestones</b>	<b>Lead</b>	<b>Links to other themes <i>(and plans?)</i></b>
8	<b>Reduce financial exclusion for women and their families</b>	a) Work with the Credit Union and Welfare Rights to reduce financial exclusion for women and their families - by increasing the number of people with accounts, and access to financial advice and affordable credit.	April 2008	i) Increased promotion of CU services and provision of CU accounts, especially to those without bank accounts. <i>Targets/numbers</i>	Credit Union	Fairness Safe  Financial Inclusion Strategy

## Rotherham – Working Together for Women

				ii) Volunteering opportunities to improve employability. <i>Targets/numbers</i>		
9	<b>Develop talent management framework detail</b>	a) Work with other Councils and partners in sub-region to develop talent management framework, including supporting women's development into senior management.	March 2008	Top 5% of earners in RMBC who are women – 42.12% (in top quartile.) <i>Revised target for 2010 needed</i>	Strategic Human Resources, RMBC	Learning
10	<b>Inspire young women to maximise their potential and earning capacity</b>	a) Through Investors in Education and U-Xplore inspire young women in their career and future choices.	<i>Date needed</i>	Investors in Education available in <i>xxx</i> schools.	<i>Rotherham Chamber of Commerce?</i>	Proud Learning
<b>Priority Theme      Achieving</b>						
<b>Overall Objective</b>		<b>Increase the numbers of women with new start businesses or undertaking start up training</b>				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
11	<b>Support and encourage women entrepreneurs</b>	a) Develop programme to support women entrepreneurs.	March 2008	Identify need, gaps and good practice and assess funding options.	EDS, RMBC Youth Enterprise	Learning Proud LAA
		b) Raise enterprise awareness of young women through Rotherham Ready.	August 2007	i) Enterprise Summer School for female Year 9s.	EDS, RMBC	Learning

## Rotherham – Working Together for Women

			March 2008	ii) Keep building library of case studies of female Young Entrepreneurs and other publicity.	Youth Enterprise	
		c) Submit a Round 3 Local Enterprise Growth Initiative proposal for Rotherham, recognising the needs of female entrepreneurs.	December 2007	Proposal submitted.	EDS, RMBC	Learning Proud
		d) Provide support for growth of cottage industries in Rotherham.	December 2007	Proposal developed to progress the initiative.	UMCC	Fairness

***Need something specific re bme women and employment or older women 50+ and employment in line with OCSI findings?***

## 6 Rotherham Alive

### Vision for Rotherham

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 who 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.

### Our vision for women

Women in Rotherham will achieve physical and mental well being through reducing barriers to accessible and high quality activities and services.

### Introduction

Health inequalities between communities and communities of interest exist but measures are in place to overcome these through the Neighbourhood Renewal Strategy and the Public Health Strategy, which this strategy supports. A wide range of issues were raised in consultation about health and social care with the predominant ones being better information, more local services, and support/respite care for carers:

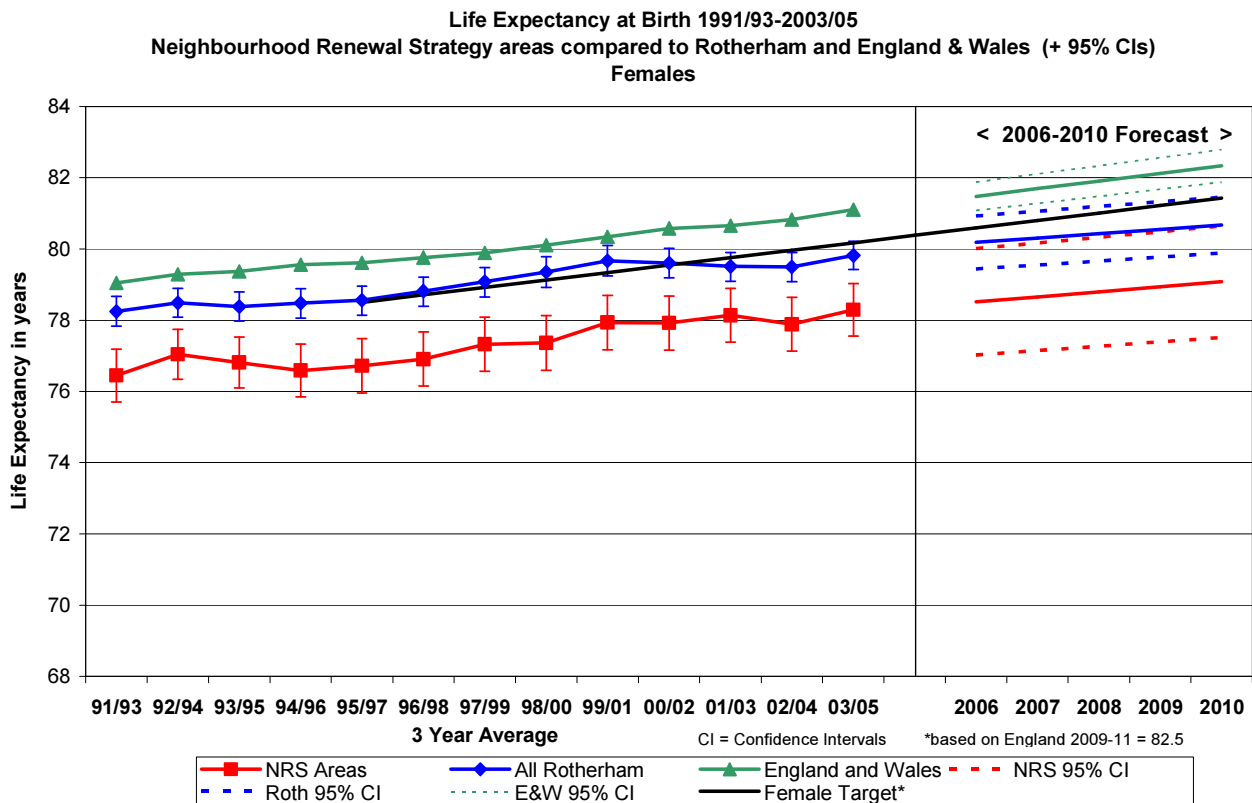
Access to and participation in sports, leisure and social activities is a key priority for Rotherham women but publicity doesn't always reach everyone about the activities on offer. As referred to earlier the costs of participating in leisure activities can be a barrier for women despite initiatives such as Rothercard. Lack of childcare or transport may also prevent women from participating. Young women themselves and their carers both mentioned having more activities for children and young people.

The vast majority of library services are free, and access is available across the Borough, whether in static sites or via mobile libraries, so there is enormous potential for services to be seen as a contact point for women, as well as a direct provider of services. The residents' survey (2005/6) revealed that about 36.6% of women visit a public or mobile library in their spare time compared with 17.1% men. Despite the growth of information technology in recent years we know there are differences in preferred communication methods between women and men. For example fewer women use computer/internet/email than men - 50.9% compared with 67%. In the safe environment of libraries we can encourage women to learn new skills, gain confidence and open up much wider access to information about the services and opportunities provided by all partners.

All new-build and refurbished premises should be women friendly (Children's Centres, Joint Service Centres, health facilities, sports and leisure facilities) including good public transport access (links to Safe), baby/child friendly, with childcare on site and fully accessible to disabled women.

## Key facts

- women live longer than men and their life expectancy is increasing, but it is still below the national average (79.8 years for women)



- 24% of women in Rotherham smoke daily or occasionally
- 20% of women in Rotherham are drinking more than the recommended amount of alcohol
- 74% of women in Rotherham think their diet could be healthier
- around 10% of women in Rotherham don't do any physical activity  
Source: Rotherham PCT Lifestyle Survey (2005)
- less than 20% of Rotherham women breastfeed their babies – this drops to only 10% in the most deprived parts of the Borough
- around 250 young women aged under 18 will become pregnant each year  
Source: Public Health Directorate, RPCT
- 34.7% of women play sport or take exercise compared to 50.9% of men
- 11.2% of women belong to a society or community group compared to 20.3% of men  
Source: Library Services Residents survey (2005)
- Rotherham has higher than average numbers of women who are permanently sick or disabled and women are more likely to be suffering from a limiting long term illness
- women are living longer but for some the extra years of longevity are not healthy ones
- women provide the majority of Rotherham's higher than average unpaid care, particularly women who provide more than 50 hours or more each week
- nearly 1 in 10 women in the borough provide unpaid care for at least one hour each week, which is one of the highest rates in the country  
Source: Profile of Women in Rotherham (April 2006)



### Specific consultation outcomes

Different groups of women have specific needs from sports and leisure activities: **Any more**

- transsexual women raised concerns about using sports facilities for fear of not being accepted
- young women wished for more opportunities to do “non-traditional” sports in school
- some women, including disabled women, would prefer the choice of having women-only or women and children only sessions
- some women mentioned being screened off from public view in the swimming pool or when moving from the changing room to the pool during all women sessions
- social isolation is more prevalent amongst lone parents; women who are new arrivals in Rotherham; older and disabled women; and lesbian and transsexual women

Views on a women-only space or women’s centre were mixed and this requires further research to determine the level of potential demand and what activities women would like to have included – learning, social, advisory services, meeting space.

From the research and consultation outcomes above, we will take action to:

- encourage family based activities – physical activity, learning and healthy eating
- reduce social isolation and promote mental health and well-being
- look at more effective ways of communicating with all women
- increase women’s participation in activities

### What we are doing now

- Rotherham Primary Care Trust has recently undertaken a Health Equity Audit on breastfeeding in Rotherham which shows that whilst breastfeeding rates in Rotherham are increasing, they are still low. Ongoing work to support and promote the positive benefits of breastfeeding needs to be matched by family friendly facilities in public and town centre buildings.
- Jobcentre Plus/Mental Health link - ? **Check with PCT**
- SureStart – services include childcare and early years provision, parenting support, breast feeding support
- Tassibee provides a range of training, support and social activities for Asian women.
- Libraries offer a wide range of opportunities for personal development - reading groups, community information, literacy and skills for life collections. They provide material in other languages and have a home delivery service for people who find it difficult to access services.

### **Case study to add**

**Overall objectives**

- **Improve access to and information about services and activities for all women**
  - ensure existing information networks are widely advertised and updated regularly for health and social care
  - improve information and advice services for carers
  - ensure new-build and refurbished premises are women friendly
  - further develop libraries as a women-friendly space and contact point for information as well as a service provider
- **Increase women's participation in sport, leisure and cultural activities**  
*Detail to be added after further discussion with C&L but see ideas in action plan*
- **Support delivery of key actions for women in Rotherham's Joint Public Health Strategy**
  - in relation to breast feeding, healthy lifestyles and parenting support
- **Promote women's mental health and well being**
  - raise awareness about local counselling services
  - reduce social isolation and support women to access leisure and cultural activities

*Basic ideas relating to health will be taken forward for discussion with colleagues in the PCT and developed further*

## Rotherham – Working Together for Women

Priority Theme		Alive				
Overall Objective	Improve access to and information about services and activities for all women					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
1	<b>Improve health and social care information</b>	a) Ensure existing information networks are widely advertised and updated regularly for health and social care.		i) Poster produced and distributed to all public access sites (NHS and RMBC) and community organisations and groups.	NHS	Fairness
				ii) Online directory of targeted services/activities for women established.		Fairness
		b) Improve information and advice services for carers.		Evidence of consultation and involvement with local women. (See fairness		Fairness Proud
2	<i>Potential actions to develop re care/respice care</i>			<i>check existing targets/benchmarks</i>	Adult Services, RMBC	Achieving Proud
3	<b>All new-build and refurbished premises to be women friendly</b> (Children’s Centres, Joint Service Centres, health facilities, sports and leisure facilities)	a) Ensure buildings are women friendly including good public transport access, baby/child friendly, childcare on site and accessible to disabled women.		i) Involve Rotherham Women’s Network and Rotherham Women’s Strategy Group in planning process.		Fairness Sustainable Development

## Rotherham – Working Together for Women

<b>4</b>	<b>Encourage the use of libraries as women-friendly spaces</b>	a) Further develop libraries as a women-friendly space and contact point for information as well as a service provider.		<i>To work out detail with Libraries Manager</i>	C&L, RMBC	Learning
<b>Priority Theme</b> <b>Alive</b>						
<b>Overall Objective</b>		<b>Increase women’s participation in sport, leisure and cultural activities</b>				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
<b>5</b>	<b>Increase participation in sport, leisure and cultural activities by women from all communities</b>	a) Cultural Strategy and Rotherham Active Partnership to identify baseline and targets for increased participation by women.		<i>New targets for participation and satisfaction established.</i>	C&L, RMBC	Fairness Learning
		b) Review sports/physical activity provision for young women in school/college settings to promote participation and ensure activities are more tailored to age group.		<i>Targets Changes to activities offered Increase in participation/satisfaction</i>	<i>RAP</i> CYPS	Achieving Fairness
<b>6</b>	<b>Explore with local women the possibility of having a Rotherham Women’s centre</b>	a) Carry out a wider study to find out the level of interest in having a women’s centre and what services/activities women would like to have.		Project scoped  Funding identified for research	??	Learning? Proud Safe

## Rotherham – Working Together for Women

Priority Theme <b>Alive</b>						
Overall Objective	Promote women's mental health and well being					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <b>(and plans?)</b>
7	<b>Increase awareness about counselling services</b>	a) Raise awareness about local counselling services to encourage women to self refer at an earlier stage.			RPCT	Safe?
		b) Reduce social isolation and support women to access leisure and cultural activities.		<b>Link to action 5</b>		
Priority Theme <b>Alive</b>						
Overall Objective	Ensure actions identified in Rotherham's Joint Public Health Strategy are achieved <b>Support delivery of key actions for women in Public Health Strategy</b>					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <b>(and plans?)</b>
8	<b>Increase the number of women who initiate and sustain breastfeeding</b>  (links to action 4)	a) Primary Care Infant Feeding Coordinator appointed by September 2007 and all Health Visitors trained to support breastfeeding	September 2007	Breastfeeding policy established in RMBC and other Rotherham Partnership members by December 2008	RPCT	Public Health Strategy
		b) Information available on baby/breastfeeding friendly services/ facilities across Borough including Breastfeeding Friendly Awards scheme	December 2008	<b>Targets/numbers of women and award winners</b>		

## Rotherham – Working Together for Women

<b>9</b>	<b>Encourage women to achieve healthier lifestyles</b>	a) Increase support for women of all ages to achieve healthier lifestyles – food nutrition, physical activity, sexual health, alcohol and drugs.		NHS health trainers target for contacts <b>Check existing targets</b>	RPCT	Safe
<b>10</b>	<b>Develop parenting support</b>	a) Develop parenting support – particularly for young parents and link to reducing isolation, mental health and well being.				

## 7 Rotherham Learning

### Vision for Rotherham

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.

### Our vision for women

Women in Rotherham will benefit from a co-ordinated approach to consulting and involving women by all agencies, increasing sustainable opportunities for women to learn and develop skills in a wide range of settings.

### Introduction

Nationally over recent years, there has been an increase in the proportion of both young women and young men in the UK who gain two or more GCE A levels (or equivalent). This increase is more marked among women, who also outperform men in vocational qualifications. Traditional segregation still occurs in the subject choices men and women make. Business was the most popular subject for both sexes taking an Advanced GNVQ, but then the next most popular subjects differed with 25% of women taking Health and Social Care compared with 1% of men, and 22% of men taking Information Technology compared with 4% of women.

In Rotherham comparing levels of qualifications by gender shows a different picture depending on whether we compare the whole population or the economically active population. Overall there are more women than men with no qualifications in Rotherham, but within the economically active population the reverse is true. This indicates that economically inactive women and older women are more likely to have no qualifications. Both women and men in Rotherham are less likely to have higher level qualifications when compared to the national average.

Access to training and learning opportunities featured strongly in our consultation as women want to take up opportunities either for pleasure, to retrain or return to paid employment, or to increase their employability. As with participation in other activities women mentioned the same barriers – costs, childcare and transport, plus physical access for some disabled women.

### Consultation outcomes

- better training opportunities for all women
- need for someone to co-ordinate learning opportunities
- better information
- local learning opportunities in community settings
- flexible learning opportunities
- not all learning to be accredited
- childcare provision to support participation
- more coordination
- focus on learners needs
- lack of confidence to go on a course

**Key facts**

- of all women aged 16-74, 38.5% have no qualifications compared with 30.6% of males
- only 27.3% of women who are economically active (aged between 16 and 64) have no qualifications compared with 34.8% of males
- in 2004 the number of girls achieving 5+ GCSE's grade A\* to C was 49% for Rotherham compared with 42.3% for boys (ONS, 2006)
- women in Rotherham are above the national average in accessing Further education but below the national average in accessing Higher Education.
- comparing women and men in Rotherham, women are more likely to have GCSE, NVQ Level 1-3 or A/AS level qualifications
- three times as many men than women claim Job Seekers Allowance in Rotherham

So whilst women do comparatively well at GCSE and A level, going onto further education – they fare less well as economic citizens of the borough.

**What we are doing now**

- the Learning sub-group has already undertaken some initial research on take up of learning by women 19+ in the voluntary and community sector and analysis of the aims and objectives of the 14-19 strategy and the RALP to ensure the needs and aspirations of young and adult women are met.
- Rotherham Ready is our innovative programme putting Rotherham at the forefront of enterprise education in the UK by giving enterprise skills to every young person in Rotherham aged from 4-19 ( see case study in Achieving)
- *add something re scope and depth of current providers providing courses for women?*
- *indication of numbers participating?*



**Case study****Janice Chadwick Admin Officer RMBC (photo to add)**

“Do you ever say “Oh I don’t think I can do that” or “I’m too old to start doing that”? All I can say is don’t give in to such negative thoughts. I went back to college at 50 and re-trained. No big deal to some people, but it was for me. I had been a typist in the late sixties and seventies, before leaving work to have children – I had never been near a computer in my life! At college we all helped each other. Age was no barrier. I took exams (the first one being the most frightening, as my tutor said it would be). The feeling of passing exams was brilliant! Starting back at work was also scary at first, but again, as at college, I received support and encouragement from my colleagues. It doesn’t matter what level you go to, you will definitely achieve personal satisfaction by trying. It may or may not be work related, but have a go! Who knows what you’ll achieve if you just try!”

**Case study****Women into the Built Environment project (WITBE) based at Sheffield Hallam University**

The project was developed to enable and increase the long term participation of women in South Yorkshire in training, education and employment in the built environment sector. Working with SYWDT the project has provided practical craft based training for women in the construction trades, including for young women at risk of leaving education before 16. SYWDT has set up a Women’s Construction Centre in Sheffield and is able to deliver practical courses in a supportive environment taught by tradeswomen, while also developing the skills of the tradeswomen to gain teaching qualifications. Other courses are available for women who might be considering a move from a non-technical job to a technical job within the built environment sector, for women returners to the sector, or as a stepping stone to other courses.

**Overall objectives**

- **Build self esteem and confidence building into learning opportunities** so that young and adult women can access lifelong learning and development opportunities for themselves
- **Widen participation through providing learning opportunities that meet the needs and aspirations of all women**
  - monitor take up of women's learning (19+) in the voluntary and community sector
  - monitor the retention of young and adult women on learning opportunities, seeking feedback to ensure courses were relevant and fun
  - set up twice yearly teaching and learning forums to share practice and inspire teaching methods and styles
  - Learning Forums to monitor the barriers to learning for young and adult women to widen effective and ongoing participation
- **Promote learning for all young and adult women**
  - create methods to promote positive images of women learning in Rotherham including colleges, workplace and voluntary agencies
  - identify local learning champions to inspire young women, parents and carers and raise their aspirations so they go onto Further Education (FE) and Higher Education (HE)
  - identify progression routes for young and adult women and promote them
- **Increase employment opportunities for young and adult women**
  - analyse the take up of non-traditional employment routes for young and adult women, develop and promote opportunities
  - further develop work experience and learning opportunities to allow more young women to enhance their employability skills
  - establish take up of workforce development undertaken with female employees

## Rotherham – Working Together for Women

Priority Theme		Learning				
Overall Objective	Widen participation through providing learning opportunities that meet the needs and aspirations of all women					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
1	<b>Establish and maintain clear picture of women's involvement in learning opportunities</b>	a) Monitor take up of all women's learning (19yrs +) delivered in the voluntary and community sector having established the baseline for 2005/6.	March 2008/2009/2010	Annual report produced measuring like for like data using VcTrain, Adult Community Learning, RMBC and VAR data.	South Yorkshire Learning Network	Fairness
		b) Meet with the 14-19 adviser / manager and liaise with RALP to discuss findings from the analysis of the aims and objectives of the 14-19 strategy and the RALP.	<i>Need date for new plan</i>	New RALP development plan produced which will ensure the needs and aspirations of young and adult women are met.	C&YPS, RMBC	
		c) Learning Forums to monitor the barriers to learning for young and adult women to widen effective and ongoing participation.	March 2008	Establish forums and develop a community learning plan which includes identifying barriers and solutions to overcome them.	South Yorkshire Learning Network	Fairness
		d) Monitor the retention of young and adult women on learning opportunities, seeking feedback to ensure their course was relevant and fun.	From March 2007	Link in with local colleges, LSC, training providers, connexions and Next Step to gain retention rates.	GROW	Fairness

## Rotherham – Working Together for Women

		e) Set up twice yearly teaching and learning forums to share practice and inspire teaching methods and styles.	<b>Need date</b>	i) Establish learning forum and liaise with RALP Quality sub group and 14 – 19 team styles.	UMCC	Achieving
				ii) Share good practice by having joint events (14-19 and 19+ workers)		
<b>Priority Theme      Learning</b>						
<b>Overall Objective</b>	<b>Promote learning for all young and adult women</b>					
<b>No.</b>	<b>Aim</b>	<b>Action</b>	<b>Completion Date</b>	<b>Measures/Milestones</b>	<b>Lead</b>	<b>Links to other themes <i>(and plans?)</i></b>
<b>2</b>	<b>Promote positive images of women learning</b>	a) Create a range of methods to promote positive images of a diverse range of women learning in Rotherham including colleges, workplace and voluntary agencies.	From June 2007	i) Case studies Rother fm Rotherham Star women's pages	RMBC	Achieving Proud
			Annually	ii) Work with community learning to produce guide / booklet to learning which is women friendly.		
			Annually	iii) All learning providers feature women case studies in their prospectuses and information.		

## Rotherham – Working Together for Women

		b) Identify local learning champions to inspire young women, parents and carers so they go onto Further Education and Higher Education.	March 2008	Agreement how to promote and signpost and link in with partners.	South Yorkshire Learning Network	Achieving
		c) Identify progression routes for young and adult women and promote them.	September 2007	Examples of good practice identified and booklet produced.	GROW	Achieving
<b>Priority Theme      Learning</b>						
<b>Overall Objective</b>	<b>Build self esteem and confidence building into learning opportunities</b>					
<b>No.</b>	<b>Aim</b>	<b>Action</b>	<b>Completion Date</b>	<b>Measures/Milestones</b>	<b>Lead</b>	<b>Links to other themes <i>(and plans?)</i></b>
3	<b>Increase women's confidence to access learning opportunities</b>	a) Ensure self esteem and confidence building programmes are built into learning opportunities so that young and adult women can access lifelong learning and development opportunities for themselves.	October 2007	3 types of confidence building activity/programme produced <ol style="list-style-type: none"> <li>1. Bolt on module to all learning provision.</li> <li>2. Embed confidence building into existing learning provision.</li> <li>3. Develop on – line package.</li> </ol>	UMCC	Alive Achieving

## Rotherham – Working Together for Women

Priority Theme		Learning				
Overall Objective	Increase employment opportunities for young and adult women					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
4	<b>Increase skills and employment opportunities</b>	a) Analyse the take up of non-traditional employment routes for young and adult women, develop and promote opportunities.	June 2007	Use 'various sources of information from partner s and produce a report.	GROW	Achieving
		b) Further develop work experience and learning opportunities to allow more young women under 18, including teenage mums, to enhance their employability skills.	Sept. 2007	Establish baseline of opportunities, produce a report and identify new measures such as take your daughter to work day. <i>Targets</i>	C&YPS, RMBC	Achieving Proud
		c) Establish take up of workforce development undertaken with female employees in all partners.	April 2008	Report produced.	<i>Learning and Skills Council? Rotherham Chamber?</i>	Achieving Fairness

## 8 Rotherham Proud

### Vision for Rotherham

Rotherham people, businesses and pride in the borough are at the heart of our vision. Rotherham 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.

### Our vision for women

Rotherham recognises, encourages and celebrates the contributions women make to the community. Through recognising and valuing their strengths and diversity, women will become champions and ambassadors in local civic life and decision making; developing women's confidence and strengthening local pride.

### Introduction

The importance of women coming together to build sustainable communities and promote community cohesion is summed up by this quote from a member of Eastwood and Springwell Gardens Women's Forum:

"Joining the Eastwood and Springwell Gardens Women's Forum has helped me get to know other women from my community from different cultural backgrounds. We have learnt a great deal from each other. I believe that local women working together and supporting each other can make a difference in our community and make it a better place to live."

Proud is our central theme for showcasing the many and varied contributions of Rotherham women. Several actions in this section are ones to celebrate and promote these positive achievements to a wide audience by a variety of means.

It was evident from our consultation that Rotherham women want their views to be heard and to have better opportunities to have a say in what happens in Rotherham. However they were not always aware of the potential ways in which they could become involved in community and public life. Various barriers to participation were also identified, such as a lack of childcare, times of meetings, confidence and intimidating environments.

### Key facts

- in 2006 27% (17/63) of our Elected Members in Rotherham were women which is slightly lower than the national average of 29%
- a survey of 438 voluntary sector organisations undertaken by Voluntary Action Rotherham, identified a substantial number of women volunteers with 1954 women each working on average 5.5 hours per month

Following our consultation future actions will be based on:

- promoting the positive achievements of Rotherham women
- building women’s confidence to engage in opportunities and services
- encouraging women’s active involvement in community and public life
- women coming together to celebrate women’s diversity and build sustainable communities

Our consultation also supported the research findings into the needs of lesbian, gay, bisexual and transgender (LGBT) people in Rotherham published in January 2004. This identified that very little consultation with LGBT people was carried out within the borough. It also identified a lack of services, facilities and venues and the absence of a recognised, unified LGBT community.

### What we are doing now

*more to add?*

- Rotherham Women’s Network was launched on International Women’s Day 2007 to represent the views and aspirations of all Rotherham women and link in with the Community Empowerment Network
- REMA organise the Peace Tent as a recent but now integral part of the Diversity Festival at Rotherham Show which brings together people from all communities

#### **Case study or “see me through my eyes”**

RMBC Community Arts Service/Skills Choice

Kapra Project – a cultural diversity access project

The aims of the project were to:

- create an awareness of the traditional textile techniques within the wider community
- contribute to the wider social inclusion policy of the council by targeting the project for Asian women
- enhance the craft skills within the group of Asian Women;
- contribute towards the creative industries development within the borough
- bring out the heritage of the community through exhibition.

Two textile exhibitions were held in December depicting the story of water in the life of women who lived in rural Pakistan and Asian women increased their textile and craft skills.

### Overall objectives

- **Celebrate and promote the positive achievements of Rotherham women**
  - including celebrating the role of women in Rotherham’s history
  - promoting positive images of women when promoting Rotherham
  - developing local events and opportunities to bring women from diverse communities together
- **Gain an in-depth understanding of women’s needs and priorities in Rotherham**
  - share knowledge, information and research between partner organisations



- **Build women’s confidence to engage in opportunities and services**
  - encourage and support women to be active in community life and local decision-making
  - build women’s confidence to assert their needs and have their views listened to
- **Increase the representation of women in local democracy**
- **Ensure the sustainability of women’s voluntary and community sector**
- **Promote sustainable communities and community cohesion**
  - establish an inter-faith women’s group
  - develop effective networking and consultation with LGBT women

## Rotherham – Working Together for Women

Priority Theme		Proud				
Overall Objective	Celebrate and promote the positive achievements of Rotherham women					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
1	<b>Gain a better understanding of the contribution women make to life in Rotherham</b>	a) Undertake further research and analysis of women in Rotherham to gain a better understanding of the contribution women make to life in Rotherham.	November 2007	i) Information produced and publicised showing women's contribution to the voluntary sector and to community and family life in Rotherham.	CXD, RMBC	Achieving Alive Fairness Learning Sustainable Development
			March 2008	ii) Rotherham's Women's History project developed and promoted.	Rotherham Women's Network	
			September 2008	iii) Materials produced to promote positive role models and women's achievements in local and civic life.	?	Achieving Fairness Learning
2	<b>Recognise and celebrate women's achievements in Rotherham</b>	a) Develop links with the ATHENA award winner 'Woman of the Year'.	From March 2007	i) Promote Athena model in all partners.	<i>Rotherham Chamber</i>	Achieving Proud
				ii) Number of organisations involved in Athena.		
		b) Community Achievement Award to include a specific category for women in Rotherham.	November 2007	Specific category for women in Rotherham established.	<i>Proud theme group</i>	Achieving Fairness Proud

## Rotherham – Working Together for Women

		c) Develop links with Rotherham Ambassador Scheme.	March 2008	Rotherham Women Ambassadors established.	<i>Achieving theme group</i>	Achieving Fairness
3	<b>Hold a range of events to bring women together from diverse communities</b>	a) Develop and co-ordinate local events and opportunities to bring women from diverse communities together such as: <ul style="list-style-type: none"> <li>- International Women's Day</li> <li>- Rotherham Women's Day/week</li> <li>- Take your daughter to work day</li> <li>- Woman of the month awards</li> </ul>	From January 2008	Events held.	Rotherham Women's Strategy Group	Achieving Alive Fairness Learning
4	<b>Promote positive images of women in Rotherham</b>	a) Features about women community workers and other women in Rotherham Council Matters and other local media including Rother fm.	From October 2007	Series of articles published and radio coverage.	CXD, RMBC Rotherham Women's Network	Achieving Fairness Safe
		b) Ensure positive images of women are used on buildings and in advertising – link to planning/licensing criteria.		Images of women used on buildings in the town and in street advertisements publicise Rotherham in a positive way.	??	

## Rotherham – Working Together for Women

Priority Theme Proud						
Overall Objective		Gain an in-depth understanding of women's needs and priorities in Rotherham				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes (and plans?)
5	Understand women's needs and priorities	a) Share knowledge, information and research between partner organisations.	January 2008	Develop and establish a women's steering group under the Proud Theme.	Proud Theme Group Rotherham Women's Network	Fairness Sustainable Development
	Links to fairness actions	b) Carry out a 'mini-audit' of community and area plans to explore how they address issues for diverse women and involve women.	March 2008	Plans reviewed, audit carried out, and action plan developed.	Neighbourhoods Equality and Performance Officers	Alive Fairness Safe Sustainable Development
Priority Theme Proud						
Overall Objective		Increase the representation of women in local democracy				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes (and plans?)
6	Involve more women in public life	a) RMBC and Parish Councils to review the representation of women on committees and boards and explore ways to attract a broad range of candidates.	January 2008  tbc	i) Working group established. ii) Audit undertaken and representation reviewed. iii) Action plan and training plans developed. iv) Post review possibly set some targets?	CXD, RMBC	Achieving Fairness Proud

## Rotherham – Working Together for Women

Priority Theme		Proud				
Overall Objective	Build women's confidence to engage in opportunities and services					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
7	<b>Encourage and support women to be active in community life and local decision-making</b>	a) Map existing accredited courses, funding opportunities and local opportunities around community leadership and citizenship.	September 2007	Training package for women to become involved in community leadership i.e. involved in democratic processes and citizenship, developed and delivered.	Cross sector Community Leadership Strategy group	Achieving Fairness Learning
		b) Co-ordinate an open day and other events for women to raise awareness and confidence on aspects of civic life, community leadership and democratic processes.	November 2007	Event held to link in with local democracy week.	RMBC Rotherham Women's Network RWSG	
		c) Develop opportunities for women to become involved in Area Assemblies and Community Planning.	March 2008	<i>Numbers involved, representativeness?</i>	<i>Rotherham Women's Network RMBC</i>	
		d) Establish a gender champion within the Council.	May 2009	<i>Officer and/or Member Other partners? SY Police have agreed</i>	<i>RWSG RMBC</i>	
		e) Establish a Women's scrutiny group that is representative of women from diverse communities and backgrounds.	May 2010	<i>Role and remit to be determined</i>	<i>??</i>	

## Rotherham – Working Together for Women

Priority Theme Proud						
Overall Objective		Promote sustainable communities and community cohesion				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
8	Promote inter-faith working	a) Establish an Interfaith women's group to promote cohesion and sustainable communities.	December 2008	Group established and Initial work plan developed	CXD, RMBC	Achieving Fairness
9	Strengthen effective involvement with LGBT women	a) Develop effective networking and consultation with LGBT women, through young people's and community groups.	March 2008?	LGBT women are supported to participate in consultation and audit trail shows their inclusion in consultation sessions.	RMBC	Fairness
Priority Theme Proud						
Overall Objective		Ensure the sustainability of women's voluntary and community sector				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
10	Promote and sustain the women's voluntary and community sector	a) Ensure the sustainability of women's voluntary and community organisations as an important part of the fabric of the community.	Ongoing	i) Funding and support for an umbrella organisation for women's vcs groups	??	Achieving Fairness
			December 2010	ii) Increase by XX% public services delivered by women's VCS in Rotherham.		
11	Promote and sustain Rotherham Women's Network	a) Ensure the sustainability of Rotherham Women's Network	Ongoing	<i>Something re ongoing capacity building and involvement and funding</i>	GROW	Fairness

## 9 Rotherham Safe

### Vision for Rotherham

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

### Our vision for women

We recognise that safety for women encompasses environmental conditions, home, workplace, local neighbourhood, housing, and the variety of roles we are required to balance. This includes protecting women from violence such as sexual, physical, psychological, and economic as well as racism, both institutional and otherwise.

Our vision for women under 'Safe' is that:

We will foster an environment and embed a culture that reinforces women's emotional and physical well-being, thereby facilitating women to feel secure about their individuality and expression of voice and influence.

### Introduction

One of the most consistent themes from our consultation was women's perceptions of personal safety. Many women do not feel safe even though the crime figures for 2004/2005 placed Rotherham ahead of national averages and we are the safest borough in South Yorkshire. Women want to feel safe in all situations and at all times of the day - in public places, using public transport, at school and in their own home. This is an issue that cuts across women of all ages and from all communities and is particularly mentioned by LGBT women.

Besides the safety concerns of many women in relation to using public transport, broader issues around transport use such as affordability and sustainability were raised. Women are greater users of public transport than men and it is essential to have a transport system that meets women's needs and doesn't create barriers that prevent or limit women's participation in employment, learning opportunities, social activities or community and public life.

Domestic Violence is a serious issue that damages women and children's lives and we value the work done locally by Apna Haq, Choices & Options and Rotherham Women's Refuge to support women. As Rotherham has a specific Domestic Violence Strategy this Women's Strategy doesn't replicate its actions here but has a broad action to ensure that all partners fully support its implementation. We also have an overall objective of increasing women's awareness of what services and support are available so that they are more confident in their own safety.

### Key facts about women's safety

- women have a higher risk of experiencing domestic violence
- 9 out of 10 lone parent households in the borough are headed by women.
- Women are more likely to be unemployed, looking after the home/family, retired, permanently sick or disabled compared to women nationally, which can impact on and reinforce isolation.
- Women are significantly more likely to show concern over more personal crimes, specifically being a victim of physical attack than men (78% women and 66% men). (Rotherham ReachOut 12 survey)
- In 2005/6, 3968 cases of domestic violence were reported to the police in Rotherham. The current police target is to increase the number of "sanction detections" - arrests which lead to prosecutions or cautions - from 7.5% to 35%.
- 87.5% of female respondents (1484 women) were very or fairly concerned about being a victim of crime compared with 85.6% of male respondents (1335 men). Although 31.2% of men (487 respondents) had been a victim of crime in the last two years compared with 24.6% of women (420 respondents). (SRP Crime and Disorder Audit survey 2004)

This leads us to address the following key points which are a summary of the priorities from consultation:

- creating a safer environment
- increasing women's confidence in themselves and in their personal safety
- publicising positive initiatives that are already in place to reduce women's fears
- increasing women's knowledge of how to report crimes and the confidence to do so

### Key facts about transport

From research carried out by the EOC we know women and men's patterns of public transport use vary in terms of travel times, locations and distances travelled. Unintended gender bias occurs through routes tending to be commuter routes running from suburbs to town centres and by higher priority being given to peak-time services rather than daytime travel. This means that more women than men tend to face transport barriers in accessing services or other opportunities. Particular groups of women who are more likely to be disadvantaged are:

- disabled women
- women living in more isolated and rural areas
- women on low incomes, as they are greater users of public transport

(EOC Working Paper 2005)

Although transport is an issue which links to all the Community Strategy themes RWSG decided to include it in this section as the safety aspects of transport use featured strongly in our consultation. Key points raised were:

- security and safety in Rotherham Interchange and on buses
- access for disabled people
- costs of bus fares
- safety in taxis especially for lone women, young women and disabled women
- badly lit car parks and approach routes to car parks
- good transport links outside Rotherham town centre to make it easier for women to access jobs, schools and childcare



Our actions will focus on partnership working to increase women's access to a safe and effective public transport system that meets their needs. *More specific after meetings*

### What we are doing now

- Apna Haq, Choices & Options and Rotherham Women's Refuge - joint approach to consultation with survivors in order to inform development of the Domestic Violence Strategy.
- Eastwood Women's Forum - Safe & Secure Programme:  
The forum is run by local people to meet the needs of local women. The group, in its current form, has been running since May 2006, and has recently advertised for new members. The Forum run information sessions and classes about issues they feel are important. As part of their Safe & Secure Programme, the Women's Forum have hosted talks on personal safety, fire safety and Neighbourhood Watch, they have attended a self defence taster session and have undertaken basic first aid training. In the future they are looking to do DIY training.
- Multi-Agency Risk Assessment Conferences – formal conferences to increase the safety of people at high risk of domestic violence through sharing information and the construction of multi agency plans designed to reduce those risks.
- For repair work in Council housing customers who would feel uncomfortable with the presence of a male worker can request a female worker.
- Safer Neighbourhood Team initiatives including community events, setting up more Neighbourhood Watch schemes and distribution of personal attack alarms.
- RMBC and South Yorkshire Police together with the Safer Neighbourhood Teams and other partner agencies, including Rotherham 2010 and the South Yorkshire Fire and Rescue Service, joined together for another two weeks of Operation Impact in March 2007. Activities were focused on issues raised by local communities to make their streets safer and cleaner.
- The introduction of more low floor buses is linked to bus operators fleet renewal programmes.
- Pedestrian safety in the north east of Rotherham town is being improved through Rotherham Renaissance, including more surface crossings instead of subways.

**Case study**

(any idea relative numbers girls: boys?)

**SAFE@Last:**

SAFE@Last is a registered charity working with and on behalf of young people who have **run away** from, or have been **thrown out** of, the place where they usually live – or are at risk of doing so. Working closely with South Yorkshire Police, SAFE@Last runs a successful **MISPER (MISSing PERsons)** scheme for young people who are reported missing to the police, and subsequently returned home. The scheme offers young people the chance to talk to an independent person about the reasons that led to them running away and what help and support they need in order to prevent re-occurrence of running. Currently the service is available to children running from home and care in the Rotherham and Doncaster regions and amongst the young people with whom they work, they have **reduced** repeat running from **59%** to under **5%**. Their **preventative programme** includes the distribution of leaflets, information and posters to most of the senior schools in South Yorkshire, Worksop and Chesterfield. In addition they offer a short, but specific workshop on the **risks and dangers** of running away which is presented to year 9 students.

Quotes from SAFE@last beneficiaries/service users:

“You worked with our vulnerable and volatile children, and succeeded in provoking them into thinking about safety issues raised by running away from home”. *Teacher in Rotherham*

“This work was done with skill, compassion, patience and a great sense of humour!”  
*Woman in Rotherham*

**Overall objectives**

- **Build women’s safety into service development and provision** - enhance multi-agency working to enable women’s safety issues to be mainstreamed
  - explore the potential of rolling out good practice initiatives from the Neighbourhood Management Pathfinder across the borough.
  - ensure all agencies use appropriately trained/qualified interpreters and monitor the quality of interpretation services from a user perspective.
  - ensure all partners support the implementation of Rotherham’s Domestic Violence Strategy
- **Improve women’s confidence in their own safety** - undertake awareness raising and training
  - include Police response time targets in Neighbourhood Charters to increase people’s confidence in and awareness of what they can expect
  - increase awareness of the National Domestic Violence Helpline and local domestic violence and sexual violence support services
  - raise awareness of crime prevention measures and personal safety
  - increase female Asylum Seeker’s awareness of the services available to them
  - promote positive working, confidence and reassurance
- **Increase women’s access to safe and effective public transport**
  - Develop a multi-agency and user working group dedicated to exploring and addressing issues of women’s safety in relation to transport and parking in Rotherham.

**More detail to add after meetings and further discussion**

## Rotherham – Working Together for Women

Priority Theme		Safe				
Overall Objective		Increase women's access to safe and effective public transport				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
1	<b>Improve local transport options to fit in better with women's patterns of transport use</b>	a) Continue to work jointly with Travel South Yorkshire in Accessibility Planning in order to address the public transport needs of women	From June 2007	i) Emerging accessibility-led Local Transport Plan (LTP) projects are assessed to ensure women's specific transport needs are identified and addressed. <i>Outcomes -increased women passengers and women's positive perceptions of services?</i>	Transportation Unit, EDS	Achieving Fairness Sustainable Development  Local Transport Plan (LTP)
		<i>Check with sypte what is already in place and being covered to see if a new group is needed</i>		ii) Develop a multi-agency group to address women's safety and other issues in relation to public transport with representation from: - Service providers (Community Transport, Travel South Yorkshire) - Planners (EDS) Interest/User Groups (WIN, Disability etc)		
		b) Ensure publicity about planned changes to transport and development reaches all women				

## Rotherham – Working Together for Women

<b>2</b>	<b>Increase women's confidence in using public transport and car parks</b>	a) Work with Planning regarding safety, accessible transport and access in NE of Rotherham town centre		Safe access routes in place (avoiding subways) to car parks such as Fitzwilliam Road and to central Rotherham	<i>Streetpride RMBC</i>	
		b) Ensure women are involved in and have input into the development of new car parks and to planning safe routes. <i>Could link to group above if new one formed</i>		i) New developments recognise women's concerns with regard to transport, access and safety e.g. surface crossings, lighting.	Transportation Unit, EDS	
				ii) Review the 400m corridors to bus routes for their suitability and safety for all women		
		c) Poster campaign in bus stations, especially Rotherham Interchange, around unacceptable behaviour/harassment  (Could be a series - lgbt people, women, disabled people)		Posters displayed leading to more people having the confidence and knowledge of how to report incidents initially	tbc	

## Rotherham – Working Together for Women

Priority Theme <b>Safe</b>						
Overall Objective	Build women's safety issues in to service development and provision					
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
<b>3</b>	<b>Increase good practice safety initiatives</b>	a) Roll out projects/work undertaken by Eastwood Women's Forum in the NMP	March 2008	- Safe & Secure Programme - Forced and arranged marriages work rolled out to Rotherham North initially then all Area Assemblies.	All Area Partnership Managers, RMBC	Alive Learning
		b) Pilot the provision of bicycles for Police Community Support Officers to improve response times in Rotherham North Area Assembly	March 2008	Evaluation then explore funding opportunities to enable roll out across Area Assemblies	All Area Partnership Managers RMBC	
		c) Develop and pilot Community Confidence Strategy within Pathfinder Area <i>Need to explain what it is?</i>	<i>(need date)</i>		NMP	
<b>4</b>	<b>Implement Rotherham's Domestic Violence Strategy</b>		December 2007	Achieve sign-up to the Domestic Violence Strategy from all statutory agencies <i>Possible other actions here depending on DV strategy action plan</i>	Domestic Violence Co-ordinator, RMBC	Fairness  Domestic Violence Strategy

## Rotherham – Working Together for Women

<b>5</b>	<b>Improve interpretation services for women</b>	a) Ensure all agencies use appropriately trained/qualified interpreters and monitor the quality of interpretation services from a user perspective.	(need date)	i) Customer focused evaluation forms are systematically implemented across agencies	<i>Sub-group to the Domestic Violence Forum?</i>	Fairness
		b) Review RMBC Translation, Language and Communication Policy	December 2007	Option of asking for a same gender interpreter or signer is in place.	RMBC	Fairness
<b>Priority Theme      Safe</b>						
<b>Overall Objective</b>		<b>(Undertake awareness raising and training to) Improve women's confidence in their own safety</b>				
No.	Aim	Action	Completion Date	Measures/Milestones	Lead	Links to other themes <i>(and plans?)</i>
<b>6</b>	<b>Increase women's confidence in their own safety</b>	a) Develop Multi Agency Neighbourhood Charters which include police response times to increase people's confidence in and awareness of what they can expect	May 2007	Annual Review of Neighbourhood Charters each March	Community Involvement Manager, Neighbourhoods, RMBC	
		b) Increase awareness of the National Domestic Violence Helpline and local domestic violence and sexual violence support services through effective publicity material	From March 2007	Biannual Area Assembly newsletters have useful numbers section and Council intranet and internet updated	All Area Partnership Managers SNTs Domestic Violence Co-ordinator	Domestic Violence Strategy

## Rotherham – Working Together for Women

		c) Increase female Asylum Seeker's awareness of the services available to them.	<i>(need date)</i>	Standardised information distributed to Asylum seekers and members of Registered Social Landlord Forum	Asylum Team Leader Housing Options Co-ordinator	Alive
		d) Liaise with housing providers for refugee and asylum seekers in Eastwood & Springwell Garden's NMP to raise awareness of domestic violence training course and emergency numbers etc.	July 2007		Neighbourhood Participation Worker, NMP	
<b>7</b>	<b>Raise awareness of crime prevention measures and personal safety</b>  <i>Exact details of measures tbc with SYP</i>	a) Develop and implement a series of events with CYPS and women's groups to promote greater awareness of: <ul style="list-style-type: none"> <li>▪ Safer Neighbourhood Teams</li> <li>▪ Crime prevention and personal safety issues</li> </ul>	(need date)	Women's safety issues incorporated into 'Street Briefings' undertaken by SNTs  <i>Events held no. participants</i>	South Yorkshire Police	
		b) Produce and distribute crime prevention and personal safety information, specifically targeted at women, to libraries, mosques and public places.	<i>(need date)</i>		Crime Reduction Officer, SYP	
		c) Recruit Marketing Officer within Rotherham District Police to promote positive working, confidence and reassurance	September 2007			

## Rotherham – Working Together for Women

<b>8</b>	<b>Raise awareness of women's issues at a strategic level with South Yorkshire Police</b>	a) Identify Women's Champion within Rotherham District Police to take forward women's issues within the strategic management team	June 2007		Rotherham District, SYP	
		b) A representative from Rotherham District Police to link into national work of the Association of Chief Police Officers (ACPO) addressing issues of how women are treated as victims and offenders.	Ongoing from April 2007		Rotherham District, SYP	



## 10 Making the strategy work

### Implementation – putting the strategy into action

Rotherham Women's Strategy Group will oversee the implementation and monitoring of the strategy. It will also be a forum for partners to share useful information and good practice on building equality for women into all aspects of their work.

We have developed a communication plan so that people are fully aware of the strategy, what it wants to achieve for Rotherham women and on progress that is being made.

### Monitoring - checking our progress

We have in place robust arrangements for monitoring progress and reporting to make sure we achieve the aims of the strategy. Clear objectives, timescales and milestones are included in the action plans under each theme.

- Rotherham MBC will report back through existing performance management systems to Cabinet, Scrutiny and the Corporate Management Team **every six months?**
- Other partner organisations will use their normal methods for reporting to their management boards
- Rotherham Partnership  
In addition to each organisation's internal arrangements there will be:
  - performance monitoring reports from partner organisations to all five Theme Boards (as applicable for each organisation) **every 6 months?**
  - reports from Theme Boards to the Partnership Board as part of the LSP's performance management regime **every 6 months?**
- The Equalities and Diversity Unit in RMBC publish an equality report each year showing progress across all areas of equality work by the Council and the women's strategy will be included in this.
- **LSP and other partners' annual reports?**

### Evaluation – what the strategy has achieved

The impact of the strategy will be evaluated through both quantitative and qualitative measures. These include measures such as customer satisfaction or any changes in the number of women using a specific service or employed in a particular job role. There will also be regular discussion with Rotherham Women's Network, partners and other stakeholders to hear their views about the impact of the strategy. The action plan will be reviewed each year by RWSG.

**Acknowledgements**

Our grateful thanks to all Rotherham women who have contributed to this strategy

Thanks to everyone who has taken part in consultation for your valuable ideas and views which have helped us to develop this strategy. Your active and enthusiastic participation in events and workshops, thoughtful responses to our surveys, and helpful comments and emails as the work has progressed have been much appreciated.

Thank you also to everyone who has been involved in the sub-groups as your expertise and experience has been vital.

*Photos – thanks for letting us use them*

*Finally thanks to RMBC and Key fund for funding our consultation, printing and design, and launch event*

from Rotherham Women's Strategy Group – Working Together for Women

Partner organisations in Rotherham Women's Strategy Group – Working Together for Women:

Apna Haq

Diversity Forum

*Eastwood and Springwell Gardens NMP? or consider as part of rmbc*

GROW (Giving Real Opportunities to Women)

Office of Linda McAvan MEP

REMA (Rotherham Ethnic Minorities Alliance)

Rotherham Chamber

Rotherham MBC

Rotherham Primary Care Trust

Rotherham Women's Refuge

South Yorkshire Police

South Yorkshire Women's Development Trust

United Multi Cultural Centre (UMCC)

Voluntary Action Rotherham (VAR)

**Appendix 1****References**

A profile of Women in Rotherham - April 2006

(Policy & Research, Chief Executive's Directorate, Rotherham MBC)

Definition of the term 'gypsies and travellers' for the purposes of the Housing Act 2004 Final Regulatory Impact Assessment

Department for Communities and Local Government: London (2007)

Equal Opportunities Commission

- Facts about Women & Men in Great Britain 2006
- Gender Equality Duty Code of Practice - England and Wales (November 2006)
- Working Paper Series No. 34 Promoting gender equality in transport 2005
- Sex and Power: who runs Britain? 2007
- Survey of women at work (2005)

The survey was conducted in London, Birmingham, Bradford and Leeds using face-to-face interviews with women in work, aged 16-34 and not unemployed or students. 800 women in total, 200 in each of the following ethnic groups were interviewed: Pakistani, Black Caribbean, Bangladeshi and White British. The survey looked specifically at ambitions and career aspirations and found very similar aspirations but very different outcomes. The EOC findings suggest higher rates of sex discrimination and attitudes towards religious dress may be partly to blame.

Fairness and Freedom: The Final Report of the Equalities Review, February 2007

OCSI - Study of Deprivation in Rotherham (October 2005)

Research into the needs of Lesbian, Gay, Bisexual and Transgender people in Rotherham – January 2004

Rotherham's Joint Disability Equality Scheme, 2006

(Rotherham MBC, Rotherham NHS Foundation Trust, Rotherham PCT)

Rotherham MBC "Improving your library services" Resident survey 2005/6

Women's Strategy - Bristol City Council

"Under valued and under resourced? A survey of the local voluntary sector in Rotherham" Voluntary Action Rotherham, 2003

**Rotherham – Working Together for Women**

**Rotherham Women’s Strategy Feedback Form**

**check cut line on correct side of page depending if odd or even, best odd**

We welcome your thoughts and comments on Rotherham’s Women’s Strategy and if you would spend just a few minutes telling us your views we would be most grateful. Thank you.

<p>Q1) Please tell us if you think we have included all the relevant information and issues in the Women’s Strategy.</p>	
<p>Q2) Do you think anything else should have been included? Please tell us what and why.</p>	
<p>Q3) Do you think anything should have been excluded? Please tell us what and why.</p>	
<p>Please tell us anything else you wish relating to the strategy</p>	

All your comments will be used in strictest confidence for work related to the women’s strategy and other work related to gender equality.

**If you wish to be added to our women’s consultation database, please tell us your contact details:**

Name: ..... (please print)

Contact details: .....  
 .....

**Please email your comments to us at [women@rotherham.gov.uk](mailto:women@rotherham.gov.uk) or return this form by post to:**

RWTFW  
 Chief Executive’s Directorate, RMBC  
 FREEPOST NEA 5887  
 Rotherham S60 2BR

**If you wish to discuss the Women’s Strategy or any other consultation issues please contact Dawn Price 01709 822783 [dawn.price@rotherham.gov.uk](mailto:dawn.price@rotherham.gov.uk)**

RMBC adhere to the Data Protection Act and the Freedom of Information Act

**Notes**

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Or contact us at:

Equalities and Diversity Unit  
Chief Executive's Department  
Eric Manns Building  
45 Moorgate Street  
Rotherham S60 2RB

Telephone: 01709 822 767 or 822 772

Fax: 01709 822 794

email: [women@rotherham.gov.uk](mailto:women@rotherham.gov.uk)

#### **Links to partners' websites:**

Apna Haq	<a href="http://www.apnahaq.itz3.net/">www.apnahaq.itz3.net/</a>
Diversity Forum	
GROW (Giving Real Opportunities to Women)	
Office of Linda McAvan MEP	<a href="http://www.lindamcavanmep.org.uk/">www.lindamcavanmep.org.uk/</a>
REMA (Rotherham Ethnic Minorities Alliance)	<a href="http://www.rema-online.org.uk/">www.rema-online.org.uk/</a>
Rotherham Chamber	<a href="http://www.rotherhamchamber.org.uk/">www.rotherhamchamber.org.uk/</a>
Rotherham MBC	<a href="http://www.rotherham.gov.uk">www.rotherham.gov.uk</a>
Rotherham Partnership	<a href="http://www.rotherhamnow.co.uk/">www.rotherhamnow.co.uk/</a>
Rotherham Primary Care Trust	<a href="http://www.rotherhampct.nhs.uk/home/default.asp">www.rotherhampct.nhs.uk/home/default.asp</a>
Rotherham Women's Refuge (page on one click away website)	<a href="http://www.sywol.org/Help_in_Rotherham-70.asp">www.sywol.org/Help_in_Rotherham-70.asp</a>
South Yorkshire Police	<a href="http://www.southyorks.police.uk/">www.southyorks.police.uk/</a>
South Yorkshire Women's Development Trust	<a href="http://www.sywdt.org/">www.sywdt.org/</a>
United Multicultural Centre (UMCC)	<a href="http://www.umcc.org.uk/">www.umcc.org.uk/</a>
Voluntary Action Rotherham (VAR)	<a href="http://www.varotherham.org.uk/">www.varotherham.org.uk/</a>

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Photos

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Community Cohesion Delegated Powers</b>
<b>2.</b>	<b>Date:</b>	<b>April 2007</b>
<b>3.</b>	<b>Title:</b>	<b>Reaching Out: Progress on Social Exclusion</b>
<b>4.</b>	<b>Programme Area:</b>	<b>Chief Executive's Directorate</b>

## 5. Summary

This report summarises, *Reaching Out: Progress on Social Exclusion*. The paper published by the Social Exclusion Task Force sets out the Government's analysis of social exclusion, namely that good progress has been made there are a small number of localised problems which require intensive and specific action to help lift the hardest to reach groups out of poverty and disengagement from society. This requires solutions which are targeted, localised and tailored to the needs of individuals and families. This thinking informs the measures which the Government is implementing. Finally, this report briefly shows how RMBC is working with its partners to address the issues highlighted in *Reaching Out*.

## 6. Recommendations

The Panel is asked to:

- a) Note the report and its findings
- b) Agree that its findings and focus should be a key input into the Council's emerging Social Inclusion Framework



## 7. Proposals and Details

This important paper sets out the Government's analysis of progress to date nationally in addressing social exclusion. It concludes that good progress has been made but persistent social exclusion remains a challenge for all. In particular that there are small groups of people, whose needs are often unique and complex, that are particularly difficult to reach and which require intensive and specific action to help. This then requires solutions which are targeted, localised and tailored to the needs of individuals and families. This thinking informs the measures which the Government is implementing.

It demonstrates that much of Government spending on socially excluded groups is directed at managing the symptoms of exclusion once problems have become entrenched. The Government is determined to shift efforts from 'treatment' to 'prevention' in order to break the cycle of disadvantage, offering opportunity to those who face the most deep-seated and complex disadvantage.

The revised approach will focus on providing increasingly specialised, targeted intervention at a very early stage for five groups of people:

- Teenage parents (45,000)
- Problem drug users (280,000)
- Young offenders (95,000)
- 16-18 NEETS (220,000)
- Children in Care (60,000)

Evidence suggests that these are some of the risk factors of membership of the five high risk groups:

- Poor parenting
- Poverty
- Conduct disorder
- Persistent truancy

Interventions will also look at what more can be done to address poor parenting, behavioural issues and persistent truancy. Early and long term intervention, including support for struggling parents will be key. A series of pilot initiatives developing new approaches will be rolled out in the coming months. These include:

### **Early Years - nurse family partnership pilots**

In February 2007, the Government announced the selection of 10 local areas in England who will be pioneering the Nurse Family Partnership project. The programme will provide structured and intensive home visiting by health visitors to disadvantaged mothers from pregnancy until the child is aged two.

**Children and young people** – The Social Exclusion Action Plan announced pilots to test interventions for tackling mental health problems in childhood. The Government is currently undertaking development work for four sites across England to test out Multi-

systematic therapy (MST). Sites will be announced by the end of May 2007 and the first services will be opened in January 2008. The *'Incredible years'* parenting programme is currently being trialled in some of the 15 Local Authorities in England participating in the DfES *Early intervention Pathfinder* programme for parents of 8-13 year olds at risk of negative outcomes.

**Adults facing chronic exclusion** – Adults facing chronic exclusion are often in contact with multiple agencies, with each person costing statutory services tens of thousands of pounds each year. The Social Exclusion Action Plan announced twelve pilots to improve service provision and support to secure better outcomes for adults who face chronic exclusion. The pilots will be announced at the beginning of **May 2007**.

### **Next Steps**

The Social Exclusion Taskforce is leading a cross-Whitehall review on excluded and at-risk families. The review will look at how best to provide effective family support for families with additional or complex needs, and how to tackle and prevent poor outcomes for them. It will explore the impact of a wide range of parent based risk factors and focus on three policy areas:

- **economic well-being** (including poverty, debt, skills, information and advice, work and the family)
- **health and family life** (including relationship breakdown, fathers, mental health, disability and domestic violence)
- **communities and staying safe** (including drugs, alcohol, housing, anti-social behaviour and communities)

Following a programme of research, analysis and consultation the Review will be published in **summer 2007**.

New **performance management systems** will be put in place to pick up those being missed and more incentives will promote multi-agency working to address the needs of the whole family. The task force is currently working to develop a cross-government social exclusion public service agreement which could help both adults and families.

### **Key 2007 dates for the Social Exclusion Task Force**

- Launch of the **Families at Risk Review** on 28 February 2007
- **Three Social Exclusion Conferences** in March 2007 to discuss progress to date since publishing the Social Exclusion Action Plan
- The **Nurse Family Partnership** demonstration sites go live April 2007.
- The **Adults Facing Chronic Exclusion** pilots will be announced early May 2007.
- The **Families At Risk Review** will be published summer 2007.

Clearly, the Government recognises that that addressing the issues of persistent and deep exclusion means a significant change in the way central and local government address social exclusion. This requires solutions which are targeted, localised and

tailored to the needs of individuals and families. The Government recognises that they must work harder to identify who is at risk and intervene in ways that are proven to work and as fewer are left behind, performance management systems need to be sufficiently attuned to identifying when some people are being missed and more must be done to promote multi-agency working.

Locally, RMBC is working with our partners to address many of the issues highlighted in *Reaching Out*. For example, work is currently taking place on the **Social Inclusion Framework**. The Framework takes forward Rotherham Metropolitan Borough Council's work on social inclusion, and will shape future work in this area. The Framework uses evidence based local and national research to help shape priorities, which are aligned to the strategic themes in the Community Strategy and the communities of interest in the refreshed Neighbourhood Renewal Strategy (NRS). The overall purpose of the Framework is to establish the key objectives to tackling social exclusion in the Borough; identify the key drivers of social exclusion, establish who Rotherham's socially excluded communities are and finally to set out the Priority Actions that will ensure a joined-up approach to Social Inclusion.

An Action Plan has been developed which is aligned to the key principles of the Government's Action Plan for Social Exclusion and shaped by extensive consultation with partners, members and individuals, underpinned by evidence based local and national research. It is clear that, while the Government has taken poverty and social exclusion seriously, and made genuine progress in reducing disadvantage, there are significant challenges ahead if the Government is to meet its ambitious targets in tackling social exclusion.

## **8. Finance**

There are no direct financial implications from the report. However, addressing the multi-faceted issues of deep, as well as wide social exclusion will continue to require significant investment and commitment from RMBC.

## **9. Risks and Uncertainties**

Although the Council is supporting and promoting activities that encourage social inclusion, without clear strategic social inclusion objectives, priorities or mechanisms for measuring our progress (with a particular focus on deep exclusion as well as wide exclusion) it will be difficult for the Council to ascertain whether it is maximising impact for all residents in the Borough.

## **10. Policy and Performance Agenda Implications**

A commitment to social inclusion underpins the Council's community leadership role. It also underpins the seven shared Priority Themes of the Community Strategy and the Corporate Plan, and other key strategies, including the Neighbourhood Renewal Strategy and Local Area Agreement. RMBC continues to work with its partners to address many of the issues highlighted in *Reaching Out*.

## 11. Background Papers and Consultation

*Reaching Out: Progress on Social Exclusion.- HM Government, March 2007*

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**ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**

<b>1.</b>	<b>Meeting:</b>	<b>Cabinet Member (Community Cohesion)</b>
<b>2.</b>	<b>Date:</b>	<b>23<sup>rd</sup> April 2007</b>
<b>3.</b>	<b>Title:</b>	<b>Neighbourhood Renewal Fund and Single Regeneration Budget - Update</b>
<b>4.</b>	<b>Programme Area:</b>	<b>Chief Executive's Department</b>

**5. Summary**

This report provides a brief update on the current activity within both the Neighbourhood Renewal Fund (NRF) 2006/08 Programme and also the Single Regeneration Budget (SRB) Round 6.

**6. Recommendations**

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

## **7. NRF QUARTER 3 PERFORMANCE MONITORING**

At the February 8<sup>th</sup> EFSG, it was reported that NRF had underperformed against the individual project targets by £252,183, 14% below target to the end of December 2006. However, this represents only 8% of the annual target. Each project manager with an underspend of £5,000 or more had been contacted to determine the cause and to ascertain whether or not the project would be able to catch up on spend by 31st March, 2007, and if so, to explain their recovery plan. Full details of the projects and their recovery plans were provided to the meeting.

The only project which was anticipating an underspend at the end of the financial year was the Life Expectancy; BME Healthy Lifestyles (£12,700).

The current underspend of £239,483 was in fact delayed spend which would be utilised by the end of the financial year.

The Area Assembly Neighbourhood Wardens project was discussed specifically, as it also receives funding from the Crime and Liveability NRF themes, and from SRB. The project was responsible for a significant proportion of the reported underspend, for both NRF and SRB. At the March 15<sup>th</sup> EFSG, it was noted that by the end of February, Neighbourhoods and Adult Services had a recovery plan in place for the Neighbourhood Wardens project underspend. The funding was to be used for Impact Weeks in each of the 5 Area Assemblies resourcing warden activity, providing such things as Smart Water marking: fire alarms: security alarms: and so on, which will redress the spend situation for both NRF and SRB.

A business case had been presented to GOYH requesting that the 8% 2006/07 carryover be increased to 10% as a precaution. This was approved by DCLG early February and has therefore increased the approved carryover from £279,653 to £349,566. Peter Crowe, Department for Local Development and Renewal, DCLG made the following statement in an email to GOYH:-

“It's commendable to see that Rotherham has established a strategic commissioning approach to the allocation of NRF resources. In addition, it is also encouraging to note that the partnership has retained an element of local level delivery, through the development of the Area Assemblies. Nevertheless, it is realised the adoption of this approach has resulted in delays in the approval of programmes and spend.

Given these factors, DCLG is prepared to permit Rotherham to carryover up to £349,566 of the 2006/07 NRF allocation.”

## **8. NRF LIVEABILITY AMENDMENT**

It was agreed that project profiles within this delivery plan would be revised. The changes are for the funding for publicity campaigns to be reduced by £7,000, due to the project commencing five months later than envisaged, and

the removal of ancient rose beds project funding to be increased by £7,000. The original cost of removal had been underestimated.

It was noted that the projects form part of a £400,000 delivery plan and these changes refer to a variance of £7,000.

## 9. NRF COMMUNITY CHEST

The South Yorkshire Key Fund Grants Panel had met on a regular basis to make decisions on received applications.

The table below shows the totals of grants approved from August 2006 to January 2007.

Panel Date	NRF Grants Approved
16/08/2006	£29,980.00
29/09/2006	£39,914.00
09/11/2006	£51,464.00
20/12/2006	£51,206.00
29/01/2007	£44,827.00
TOTAL GRANTS AGREED	£217,391.00
Allocated to 2006/07	£198,000.00
Carried forward to 2007/08 allocation	£19,391.00

The amount available for grants in 2006/07 has now been approved, with a carry forward against next year's allocation.

## 10. YORKSHIRE FORWARD / CAPITAL SRB ISSUE

Yorkshire Forward had signed off the Funding Agreement letter which meant that the funding for the current year 2006/2007 was now agreed. Usually in the letter it indicated the following year's allocation but this clearly did not. Yorkshire Forward had indicated that it may adhere to the capital / revenue split which was forecast in the original bid for the over-arching Coalfield SRB Scheme, which could result in substantial under performance on capital spend across the Coalfield, and put at risk contracted revenue spend in 2007/2008.

In March, EFSG received a report which contained a statement from Yorkshire Forward on the current position regarding capital / revenue. It looked as if the original decision would "go away" provided the Scheme hit its annual capital / revenue expenditure targets for this year and next.

Rotherham could meet all its commitments for capital spend: however, it was not known what impact the performance of Doncaster and Barnsley would have on Yorkshire Forward's offer and so contingency provision was required for further capital spend in Rotherham. If the partners did perform well, then there may be future revenue underspend to be allocated, either as revenue or capital.

**11. SRB QUARTER 3 PERFORMANCE MONITORING**

To the end of December 2006, SRB had underperformed against the delivery plan target by £282,622. This was mainly due to capital underspend of £161,770 from RH44 Valley Environmental Improvements. The recovery plan for this project is now well underway. The remaining underspend was accounted for by a variation between Quarter 3 spend and the figures originally included in the delivery plan. Public and private contributions have exceeded Delivery Plan targets.

**12. SRB APPRAISAL – NEW PROJECT APPROVED**

The Jobs Brokerage 2 project was approved to be funded to December 2007. The total amount of SRB within this project is £335,418.

The project is linked to the existing Jobs Brokerage project which is funded by NRF, and provides additional and complementary initiatives to meet identified gaps in the NRF provision. This new SRB funded project has a 3 staged approach:- (1) contracting with organisations that could engage in communities of interest (2) provide the resources to give training to make participants job ready and make them closer to the job world and (3) open up job opportunities. It would utilise the organisations currently engaged with target communities and identified bespoke projects for certain categories of client.

**13. SRB CAPITAL PROJECTS CONTINGENCY PLAN**

At very short notice, Barnsley, Doncaster and Rotherham had been invited to submit bids of £163,199 for unallocated Coalfield SRB capital grant to the Coalfield Action Group on 13<sup>th</sup> February, 2007. The closing date for acceptance of bids had been 1<sup>st</sup> February.

A capital bid for the ring fenced uncommitted Coalfield grant had been made, by submitting a full appraisal for the Dinnington Enterprise Centre. This project was capable of taking up a variable amount of grant. It was a crucial part of a strategy to develop a network of business incubation centres that could encourage the formation of new businesses and opportunities for self-employment. It also delivered outcomes that were aligned with NRF.

In light of Yorkshire Forward's request that the Capital and Revenue split be changed, Rotherham needed to establish reserve Capital projects with the ability to spend by December 2007, to protect it from potential loss of grant. It was agreed that, as a contingency measure, the Dinnington Enterprise Centre also be accepted as an additional reserve project for local SRB underspend.

At the meeting of the Coalfield Action Group on 13<sup>th</sup> February, Barnsley and Rotherham had been invited to submit further capital bids that could spend an additional amount of £186,748 grant by 31<sup>st</sup> March, 2007 i.e. £93,374 each. In addition, there was currently £11,066 uncommitted Rotherham capital bringing the total grant available for allocation up to £104,440.



Given the short deadline, it was not a realistic proposition to develop a list of new capital projects for the bidding and appraisal process, and it was therefore proposed to offer the opportunity to bid for additional capital grant to all existing SRB projects.

Eight applications had been received, 1 of which was refused as it involved a lease arrangement. The bids were as follows:-

RF14	Swinton Lock Activity Centre	£7,949
RH52	Building Community Capacity and Partnerships	£2,400
RH54	Project 400	REFUSED
RH55	Valley Community Learning Centre	£19,523
RH63	Women's Development Project	£6,491
RH64	Digging for Health	£2,047
CFE11	Dinnington Enterprise Centre	£48,236
CFE09	Stepping Stones	£6,728

The remaining seven bids were agreed.

Due to the remaining uncertainty of the capital and revenue SRB allocations for 2007/2008, contingency processes have been agreed to ensure that Rotherham continues to maximise draw down of SRB grant during the final year. These processes are:

1. Invite new bids for capital projects
  2. If necessary, repeat the Coalfield underspend process and invite existing projects to add up to 10% capital grant to their project
  3. Consider increasing the capital grant to Dinnington Enterprise Centre
  4. A combination of 2. and 3. above
- The situation will be kept under review.

#### **14. SRB FORECAST PERFORMANCE**

At the end of Quarter 3, the Scheme was underperforming but work had been carried out with projects to put remedial plans in place. That had resulted in an expectation that the outturn at the end of Quarter 4 would be very close to the £2.17M target.

The match funding target had been achieved plus an adjustment to 1 project (MET-UK) which had had problems claiming match funding because of evidencing issues.

The outputs are mostly on target with some quite substantially over performing over the scheme lifetime. There were a couple of outputs that had problems at both Rotherham and coalfield-wide level e.g. training weeks. This was being taken up with Yorkshire Forward as part of the negotiations with regard to the Delivery Plan for 2007/08.

#### **15. SRB6 FINAL YEAR ISSUES**

There are key issues that need to be addressed as the SRB Programme enters its final year of operation, due to the special circumstances of being

unable to move funding or activity between years, and to funded project staff leaving their posts early and therefore impacting on delivery. A request has been made to Yorkshire Forward to extend the programme from its planned end date of 31<sup>st</sup> December 2007, to 31<sup>st</sup> March, 2008 to allow for potential slippage in project activities which could not otherwise be accommodated. It is also intended to review projects on a quarterly basis, and if there is under-performance of 10% or more on expenditure targets, and / or 20% under-performance on outputs, grant will be removed and re-allocated to performing projects.

In addition to this, existing reserve projects will be reviewed in terms of their start dates and invited to complete full appraisals, and NRF Theme Lead Officers are to be approached to request Registrations of Interest for both capital and revenue SRB / NRF aligned activity in 2007/2008, whilst stressing the speculative nature of the request.

**16. Background Papers and Consultation**

Background Papers:

- External Funding Steering Group minutes
- NRF Commissioning Framework
- Neighbourhood Renewal Strategy
- Theme Delivery Plans
- SRB Management CD-ROM

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