

CABINET MEMBER FOR SUSTAINABILITY AND INNOVATION

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

Date: Monday, 8 October 2007

Time: 11.30 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. Minutes of the previous meeting held on 10th September, 2007 (Pages 1 - 3)
To consider the minutes of the previous meeting and update any matters arising
5. Reachout 15 (Pages 4 - 56)
- referred by Cabinet Minute No. 45 of 5th September, 2007
6. How's the Visitor Economy Today? - Consultation Results (Pages 57 - 58)
To consider the attached reference from the Tourism Panel
7. RBT Performance Update (Pages 59 - 66)
To consider the attached report of the Chief Executive, RBT
8. Minutes of a meeting of the Procurement Panel (Pages 67 - 71)
To consider the minutes of the meeting of the Procurement Panel held on 17 September 2007
9. Liaison with RBT
To consider any questions received from Elected Members

**SUSTAINABILITY AND INNOVATION
10th September, 2007**

Present:- Councillor Wyatt (in the Chair); Councillor Sharman.

An apology for absence was received from Councillor Hodgkiss.

19. MINUTES OF THE PREVIOUS MEETING HELD ON 30TH JULY 2007

Consideration was given to the minutes of the previous meeting held on 30th July, 2007.

Resolved:- That the minutes of the meeting held on 30th July, 2007, be approved as a correct record.

20. DISABILITY DISCRIMINATION ACT AND SERVICE PROVISION FROM POLICE STATIONS

The notes of the meeting held on 2nd August, 2007, regarding the Disability Discrimination Act and Service provision from Police Stations, attended by Councillors Hodgkiss and Kaye, were noted.

It was noted that the Customer Access Strategy was in the process of review. The issues raised would be included in the review.

21. RBT PERFORMANCE UPDATE

The Service Leader, Performance and Improvement, presented a report on the progress and performance of RBT for the period June and July, 2007, highlighting:-

- RBT Services response to the Borough emergency in June
- Call-queuing live in HR & P in June
- HR & P training sessions in June
- Indications from the BFI of a 4* Benefits Service score

In addition, reference was also made to:-

- Customer Services/Public Access
- HR and Payroll
- ICT
- Procurement
- Revenues and Benefits
- Progress against Corporate initiatives
 - Equalities and Diversity
 - Investors in People
 - Consultation/Complaints

Due to the major flooding incident, the Emergency Plan had been

activated on 25th June which had impacted directly on the Contract Centre. Existing Contact Centre resources were used to manage the service whilst operating 24 hours a day until it was officially stood down on 2nd July, 2007.

As a result, it had been agreed with the Client that SLA targets be suspended for June. Work was taking place with the Chief Executive's Directorate on SLAs that had an affect on BVPIs, particularly for Revenues and Benefits.

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

(2) That Legal Services be requested to convey the Council's concerns at the short notice given by the Magistrates Court regarding the late movement of the 22nd August, 2007, Council Tax Liability Order Hearing to Doncaster and the subsequent adjournment of all listed cases by the Magistrates themselves as they believed customers had been given insufficient notice of the change.

(3) That an update be submitted to the next meeting on on-line recruitment.

(4) That the analysis of the 2007 RBT staff survey be submitted to the next meeting.

22. MINUTES OF A MEETING OF THE COMMUNICATIONS AND MARKETING GROUP

Consideration was given to the minutes of the meeting of the Communications and Marketing Group held on 13th August, 2007.

Resolved:- That the contents of the minutes be noted.

23. MINUTES OF A MEETING OF THE PROCUREMENT PANEL

Consideration was given to the minutes of a meeting of the Procurement Panel held on 31st July, 2007.

Resolved:- That the contents of the minutes be noted.

24. LIAISON WITH RBT

There were no issues to report.

(THE CHAIRMAN AUTHORISED CONSIDERATION OF THE FOLLOWING ITEM TO ENABLE THE APPROPRIATE BOOKINGS TO BE MADE.)

25. CONFERENCES

Resolved:- That the Cabinet Member (or substitute) be authorised to attend the following:-

A Morning with Eurostar to be held on 13th September in Doncaster.

The 3rd Annual NWeGG Conference "New Frontiers for Transformation" to be held on 12th December, 2007, at Manchester.

26. 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 item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part I of Schedule 12A to the Local Government Act 1972 (information relating to financial affairs).

27. COUNCIL TAX COLLECTION ACTION PLAN

Further to Minute No. 72 of 12th February, 2007, a progress report was submitted on Council Tax collection performance in 2006/07 (both in Rotherham and on a national level), the progress made in the implementation of the Council Tax Action Plan, including the impact of increased bailiff flexibility and also details of collection performance so far in 2007/08.

Much of the work on the action plan had not commenced until February. Rotherham had collected 97.0% of the Council Tax due during 2006/07, a reduction of 0.1% compared to 2005/06. Whilst disappointing, Rotherham remained the best performing metropolitan district council in Yorkshire and had the 7th best collection rate out of 36 metropolitan districts nationally. The national average collection rate during 2006/07 was 95.3%.

Appendix A of the report submitted detailed progress made on the 22 individual actions included on the action plan, 16 of which were either completed or work had commenced with 6 still in the course of development.

Resolved:- (1) That the continuing utilisation of measures contained within the action plan be approved together with the implementation of the remainder of the plan.

(2) That a further update report on the progress and impact of the Council Tax Action Plan be submitted in May, 2008.

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| ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS |
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| | | |
|-----------|------------------------|--|
| 1. | Meeting: | Cabinet Member for Sustainability and Innovation |
| 2. | Date: | 8th October 2007 |
| 3. | Title: | Rotherham Reachout: Results of the 15th Survey |
| 4. | Programme Area: | Chief Executive's Office |

5. Summary

This report considers the findings from the 15th Rotherham Reachout survey, and outlines the key policy implications for the Council. It also provides an update on developments with Reachout more generally. The 15th Reachout survey was conducted between February – April 2007. The response rate for Reachout 15 was 29%, which is above average for this type of survey.

Attached is the executive summary of the full report.

(A copy of the main report is available on the Council's Intranet and Internet and from Dawn Price, Corporate Consultation Officer, Chief Executive's Office).

6. Recommendations

Cabinet is asked to:

- 1. Note the findings from the 15th survey of Rotherham Reachout and the policy and practical implications identified within this report (please see Appendix 1).**
- 2. Note the positive developments in relation to the Panel**
- 3. Consider its implications for service delivery and policy development.**
- 4. Agree to refer this report to Communities and Involvement Members Panel.**

7. Proposals and Details

Rotherham Metropolitan Borough Council, Rotherham PCT and its partners have been running the citizen's panel with the Borough's residents for some time under the Rotherham Reachout banner. Fifteen waves of Reachout have been carried out at regular intervals over recent years.

The aims of the 15th Wave were to establish views on:

- road safety and the condition of the roads
- '5 A DAY'
- play facilities for children and young people in Rotherham
- children and young people's services
- early years and childcare services, and
- GPs (making an appointment, being referred and contacting out of hours).

The response rate for Reachout 15 was 29%, which is above average for this type of survey. Below are the findings from the Reachout 15 report:

Out and about in Rotherham

The most important specific measures in improving road safety are seen to be:

- a reduction of congestion (23% say most important, 58% say either most, 2nd or 3rd most important)
- lower speed limits in residential areas (18%, 52%)

The most favored traffic calming measures are pedestrian islands (51% say they should be used to calm traffic down), speed/red light cameras (44%) and speed cushions (39%).

For most of the aspects of the physical environment in Rotherham Town Centre roundly four in ten say they are excellent/good. The exceptions are the condition of the roads (24% say excellent/good) and pavements (27%).

Healthy Eating

- 53% say they are definitely aware of the '5 A DAY' programme
- most have heard about it from the TV (75%), with newspapers (46%) and supermarkets (44%) also key sources of information
- 48% of those who have heard of 5 A DAY know that it is specifically about eating 5 portions of fruit or vegetables, whilst nine in ten (90% of the total number of responses) show awareness that it is to do with nutrition/eating fruit and vegetables generally

- the average number of portions of fruit and vegetables eaten in a day is 3.9, 38% eat 5 or more portions daily.

Children and Young People

The most important forms of play provision for 0-10 year olds are seen to be:

- playgrounds (51% say most important, 91% say important overall)
- adventure play (40%, 87%)
- multi-use games areas (20%, 82%)

For 11-19 year olds, the top 3 are:

- multi-use games areas (40%, 75%)
- organised activities (25%, 73%)
- sports coaching (19%, 65%)

The most important priorities for inclusion in the Children's and Young People's Plan are aims to reduce drug and alcohol misuse (53%) and improving sexual health awareness (38%).

Interest in being involved in the Children's Service Parents Involvement Group is higher for commenting on information via post (28%) compared to 9% interested in attending events and 6% attending quarterly meetings.

Around six in ten of those with children are satisfied with the availability (60%) and quality (56%) of early education. Amongst those giving an opinion, satisfaction is highest for the availability of:

- day nurseries (62%)
- childminders (48%).

A third (34%) of those with children feel that the cost of childcare is too high. Two-thirds (69%) are aware that childcare costs can be claimed through tax credits and 44% are aware that they can be reduced with employer supported childcare vouchers.

GP Services

- 88% have contacted their GP in the last year, with 38% doing so within the last month
- 55% of respondents rate their ability to get through to their GP practice by telephone as excellent/good. Twenty percent rate their ability to speak to a doctor on the phone for advice as excellent/good.
- the majority of GP appointments are routine (79%) with 16% emergency appointments. Eighty-six percent were able to see their GP within a week, with 64% being able to see them within 48 hours. Fifty-seven percent were able to see the GP of their choice.

- 52% felt they had to wait too long to see their GP; 39% were seen straight away
- amongst the 20% who have tried to contact their GP out of hours, 61% of these are satisfied with the advice/treatment they received
- 57% are aware that when their GP refers them to hospital they have a choice of hospitals they can visit.

Wider developments

There have been a number of important developments in relation to the development and operation of the Panel. These notably include

- As membership of the panel underwent a major refresh, the existing panel members were thanked for their valued support and contribution, by a Borough wide visit that took place in the Local Democracy Week, October last year; a tour of the Borough to see and hear at first hand how their contribution has shaped services. The Reachout Newsletter was produced and sent to all ex-Panellists to inform them of the changes in the Panel and to feedback the result from R12 & R13.
- Production of a Reach out Area Assembly Report was produced for the first time to provide a picture from both surveys. The results were presented in an Assembly by Assembly format so that this could be used in Area Assembly meetings.
- The Reachout newsletter has been reintroduced,
- and a dedicated Reachout webpage has been developed on the Council Website. Reachout Surveys (both Full Reports and all Area Assembly Reports) are present including copies of the Survey it self. These are from Reachout 10 to the present.

8. Finance

Reachout is funded jointly by the Council and Rotherham Primary Care Trust. Ipsos MORI provided consultancy services to support the management of the 15th Reachout survey. The budget for Reachout is held by the Policy and Partnerships Service within the Chief Executive's Department.

9. Risks and Uncertainties

The success of Reachout will largely depend on effective dissemination, feedback and ensuring that the results are used to inform policy development, priorities and service improvement.

The CMT has a key role to play, and has agreed to consider Reachout findings on a regular basis and ensure that the outcomes are used in an appropriate way to inform

service planning and policy development. The success of Rotherham Reachout will largely depend on ensuring that the outcomes of such surveys are considered and are used to inform priorities and service improvement.

10. Policy and Performance Agenda Implications

Improving the level of involvement of local people is a major part of the Government's agenda to delivering improved services and policies and greater user satisfaction, nationally and locally.

In addition, new guidance emerging across a range of CCI issues is being reflected in the *Strong and Prosperous Communities - The Local Government White Paper*. The vision is of revitalised local authorities, working with their partners, to reshape public services around the citizens and communities that use them.

On a local level, Reachout contributes to the Corporate CCI Framework, Corporate Plan and Community Strategy. It is integral to the new Shared Vision for the Borough as set in Rotherham's Community Strategy. This for example seeks to ensure that "Active Citizenship and democracy will under-pin how Rotherham works"... and "that there will be many opportunities for people to be involved in civic life and decision making".

Effective use of Reachout will also be key to the theme of Excellent Council, with improvements in consultation and involvement helping to secure improvements in service delivery. How councils consult and the use the results of consultation is a key line of enquiry in Comprehensive Performance Assessment.

Neighbourhood Renewal Strategy (NRS): Reachout enables the Council and its partners to gather the views of residents across Rotherham as to what services they feel are working well, what they would like to improve and which new services they would like developed. This will enable the Council and its partners to improve and develop services to meet the needs of its residents and in doing so contribute to the delivery of the NRS.

Sustainability: Reachout is a cornerstone of the Council's approach to consultation, and provides a key mechanism for consulting with local residents. Effective consultation and involvement are essential for a sustainable Rotherham.

Equalities Issues: Reachout respondents are broken down into different socio – economic groups including gender, age, working status, ethnicity and disability. To encourage involvement in the Survey, media methods are utilised with Reachout feedback and survey assistance where required.

Corporate Performance Assessment: The CPA assessment undertaken last year provided the Authority with the well deserved results it had hoped for. Consultation was mentioned as a key driver in the improvements for RMBC. Comments regarding Reachout and Strategic consultation driving improvements are:

"..Reachout surveys are used to consult on satisfaction rates and drive improvement"

“Consultation is effective in Rotherham. A longstanding citizen panel has been regularly consulted over the last five years on a wide range of council and partner issues.”

“Rotherham ambitions are based on a sound analysis of need. Consultation for the recently revised community strategy was extensive and included work with community interest groups such as older people, lesbian gay bisexual and transsexual people, disabled people and BME residents”

“There were some particularly innovative approaches to consultation with children and young people. Consultation outcomes are carefully tracked and are reflected in the final strategy and action plans”

Background Papers and Consultation

Reference materials: Rotherham Reachout: Findings from the 15th Survey of Panel Members. Report by Ipsos MORI: Executive Summary and Full Report (please see Appendix 1).

The findings have been distributed to the officers within the Council including those involved in the drafting of the questions for the survey.

The questions were submitted through the Corporate Consultation & Community Involvement Officers Group members from each Directorate. All questions were considered by the Group for effectiveness and readability, prior to full agreement with Ipsos MORI for Reachout 15.

Contact Names:

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Research Study Conducted for
Rotherham Metropolitan Council

V1

26821

May 2007

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Introduction

1.1 Background and Objectives

Rotherham Metropolitan Borough Council and its partners have been running consultation exercises with the borough's residents for some time under the Rotherham Reachout banner. Fifteen waves of Reachout have been carried out at regular intervals over recent years.

The aims of the 15th Wave were to establish views on :

- road safety and the condition of the roads
- '5 A DAY'
- play facilities for children and young people in Rotherham
- children and young people's services
- early years and childcare services, and
- GPs (making an appointment, being referred and contacting out of hours).

1.2 Methodology

The survey took the form of a self-completion postal questionnaire, open to all adults (aged 16+ years). The questionnaire was sent out to a sample of randomly selected residential addresses across the borough, drawn from the Post Office Small Users Address File (PAF).

Fieldwork took place between 21st February and 16th April 2007. In total 3,500 questionnaires were despatched, including one reminder and 1,000 were returned – a response rate of 29%.

1.3 Analysis and reporting

This report shows the findings for the 15th Wave of Rotherham Reachout. The findings are based on a full set of data tables held under separate cover by the Council and its partners.

The data has been weighted by area, age, gender and ethnicity at the borough level. A 'weight' is the percent assigned to a particular demographic descriptor. The sample needs to be weighted if the responses show that particular groups (for example younger people or those living in a particular area) are under or over represented in the sample. If this is not carried out then the results will not reflect properly the views of the population being considered. Where data has not been weighted, this is referred to as 'unweighted' data.

All results shown in this report are weighted, unless otherwise stated.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout this volume, an asterisk (*) denotes any value of less than half a per cent, but greater than zero.

1.4 Executive Summary

1.4.1 Out and about in Rotherham

The most important specific measures in improving road safety are seen to be :

- a reduction of congestion (23% say most important, 58% say either most, 2nd or 3rd most important)
- lower speed limits in residential areas (18%, 52%)

The most favoured traffic calming measures are pedestrian islands (51% say they should be used to calm traffic down), speed/red light cameras (44%) and speed cushions (39%).

For most of the aspects of the physical environment in the town centre roundly four in ten say they are excellent/good. The exceptions are the condition of the roads (24% say excellent/good) and pavements (27%).

1.4.2 Healthy Eating

- 53% say they are definitely aware of the '5 A DAY' programme
- most have heard about it from the TV (75%), with newspapers (46%) and supermarkets (44%) also key sources of information
- 48% of those who have heard of 5 A DAY know that it is specifically about eating 5 portions of fruit or veg, whilst nine in ten (90% of the total number of responses) show awareness that it is to do with nutrition/eating fruit and veg generally
- the average number of portions of fruit and veg eaten in a day is 3.9, 38% eat 5 or more portions daily.

1.4.3 Children and Young People

The most important forms of play provision for 0-10 year olds are seen to be :

- playgrounds (51% say most important, 91% say important overall)
- adventure play (40%, 87%)
- multi-use games areas (20%, 82%)

For 11-19 year olds, the top 3 are :

- multi-use games areas (40%, 75%)
- organised activities (25%, 73%)
- sports coaching (19%, 65%)

The most important priorities for inclusion in the Children's and Young People's Plan are aims to reduce drug and alcohol misuse (53%) and improving sexual health awareness (38%).

Interest in being involved in the Children's Service parents involvement group is higher for commenting on information via post (28%) compared to 9% interested in attending events and 6% attending quarterly meetings.

Around six in ten of those with children are satisfied with the availability (60%) and quality (56%) of early education. Amongst those giving an opinion, satisfaction is highest for the availability of :

- day nurseries (62%)
- childminders (48%).

A third (34%) of those with children feel that the cost of childcare is too high. Two-thirds (69%) are aware that childcare costs can be claimed through tax credits and 44% are aware that they can be reduced with employer supported childcare vouchers.

1.4.4 GP Services

- 88% have contacted their GP in the last year, with 38% doing so within the last month
- 55% of respondents rate their ability to get through to their GP practice by telephone as excellent/good. Twenty percent rate their ability to speak to a doctor on the phone for advice as excellent/good.
- the majority of GP appointments are routine (79%) with 16% emergency appointments. Eighty-six percent were able to see their GP within a week, with 64% being able to see them within 48 hours. Fifty-seven percent were able to see the GP of their choice.
- 52% felt they had to wait too long to see their GP; 39% were seen straight away
- amongst the 20% who have tried to contact their GP out of hours, 61% of these are satisfied with the advice/treatment they received
- 57% are aware that when their GP refers them to hospital they have a choice of hospitals they can visit.

2. Out and about in Rotherham

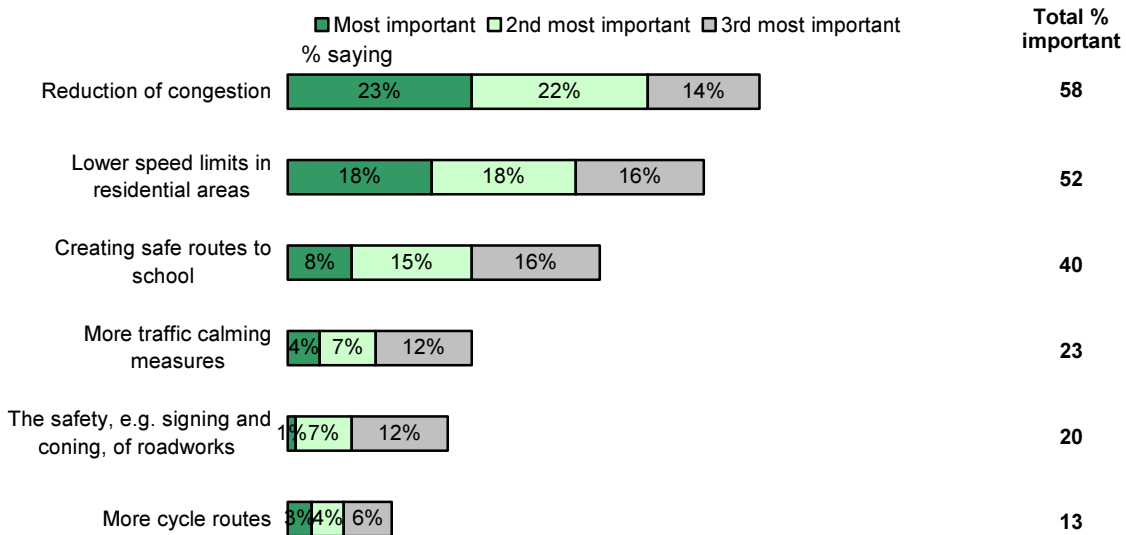
The questionnaire included questions on road safety and traffic calming measures, as well as the condition of different aspects of Rotherham Town Centre.

2.1 Making roads safer

Respondents are most likely to say that improved road safety in general is an important measure to them (39% say this is most important to them and 76% say it is either most, 2nd most or 3rd most important). In the same battery of questions respondents were asked to consider which specific measures were the most important to them with regard to making roads safer.

When considering various aspects concerned with making roads safer, the most important measures are a reduction of congestion (23% say this is most important) and lower speed limits in residential areas (18%).

Figure 1 : Making roads safer – specific measures (Q1)
Base : All respondents – 1000 (weighted)



The expansion of cycle routes is viewed as least important (13% say it is important to them, 3% most important).

Those aged 25-44 are more likely to feel that safe routes to school are important (50% see as most, 2nd or 3rd most important vs. 40% overall). Residents in social rented accommodation are more likely to view lower speed limits in residential areas (71% vs. 52% overall) and creating safe routes to school (49% vs. 40%) as important and less likely to be concerned about a reduction of congestion (32% vs. 58%) and the safety of roadworks (10% vs. 20%).

Respondents with children in the household are not surprisingly more in favour of creating safe routes to school (60% of both those with pre-school age and school age children vs. 40% overall) and view as less important the safety of roadworks (15% of those with any children vs. 20% overall).

Respondents in Rotherham North are more likely to say more traffic calming measures are important (34% vs. 23% overall) and less likely to say a reduction of congestion (48% vs. 58%) and more cycle routes (7% vs. 13%) are important

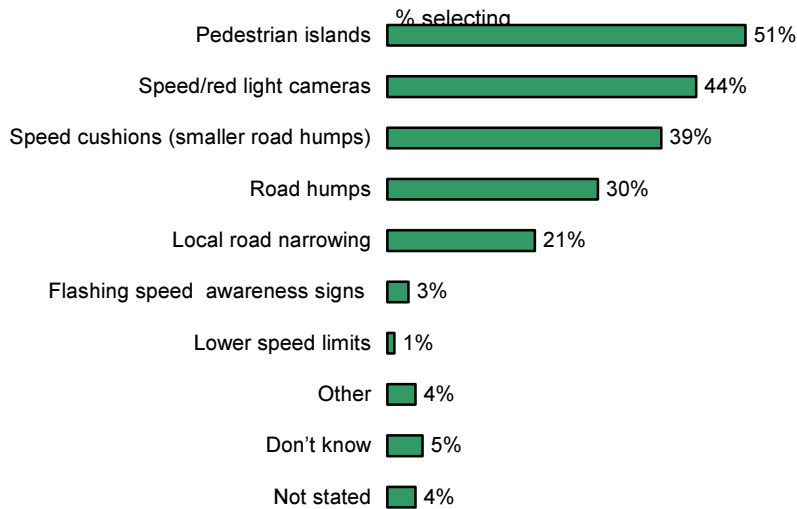
General improved road safety is least important to those in Wentworth South (68% vs. 76% overall) and those in Rotherham South are less concerned about traffic calming measures (13% vs. 23%).

Respondents were asked which traffic calming measures they thought should be taken to slow traffic down.

Around half (51%) think traffic should be slowed down by pedestrian islands, while speed/red light cameras, speed cushions and road humps are also popular measures (44%, 39% and 30% respectively).

Figure 2 : Traffic calming measures when trying to slow traffic down (Q2)

Base : All respondents - 1000 (weighted)



NB. Percentages do not add up to 100 due to multiple responses

Respondents with children in the household are more supportive of road humps (41%) and those with pre-school age and school age children in particular are more likely than overall to prefer speed cushions (53% and 48% respectively).

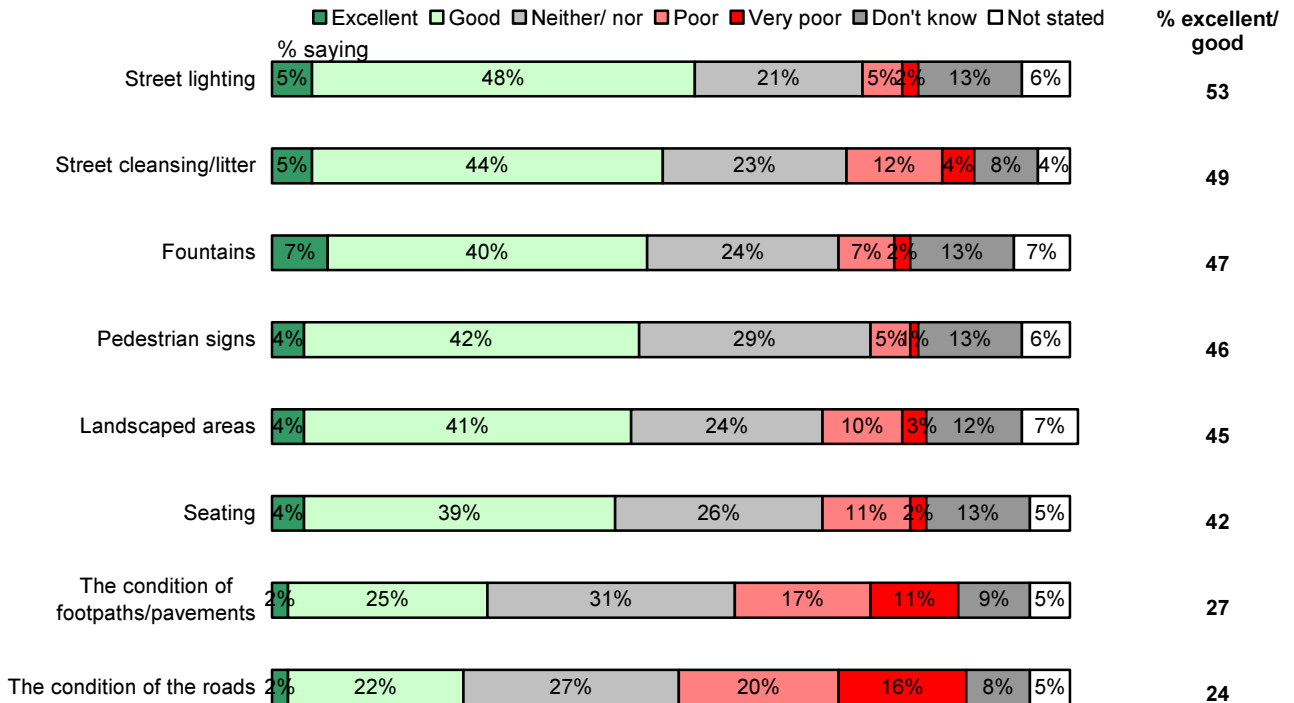
The table below shows traffic calming measures that are significantly more or less likely to be favoured in the individual areas.

| Area | Significantly more likely to be selected (+) | Significantly less likely to be selected (-) |
|---------------------|---|--|
| Wentworth North | | Road humps (22%) |
| Rotherham North | Local road narrowing (28%) Lower speed limits (3%) | |
| Wentworth South | | Speed/red light cameras (35%) |
| Rotherham South | | |
| Wentworth Valley | | |
| Rother Valley West | Pedestrian islands (58%) | |
| Rother Valley South | Road humps (37%) | |

2.2 Rotherham Town Centre

For most aspects roundly half of respondents rate the physical environment as excellent or good, with the exception of the condition of the roads (24% say excellent/good) and the condition of the pavements (27%).

Figure 3 : Town centre physical environment (Q3)
Base : All respondents - 1000 (weighted)



Generally, those renting from the Council or a housing association, and to a lesser extent those renting privately, are more likely to rate aspects of the town centre physical environment as

excellent or good. Those aged 65+ are more likely to rate landscaped areas and seating as excellent/good (52% and 50% respectively) and less likely to be happy with fountains (42%). Respondents aged 25-44 are more likely to rate positively the condition of the roads (30%).

Wentworth South respondents are happier than the overall sample with :

- seating (53% vs. 42%)
- pedestrian signs (55% vs. 46%)
- the condition of the pavements (35% vs. 27%).

Pedestrian signs are more appreciated by those in Wentworth North (56% vs. 46% overall).

2.3 Summary

The most important specific measures in improving road safety are seen to be :

- a reduction of congestion (23% say most important, 58% say either most, 2nd or 3rd most important)
- lower speed limits in residential areas (18%, 52%)

The most favoured traffic calming measures are pedestrian islands (51% say they should be used to calm traffic down), speed/red light cameras (44%) and speed cushions (39%).

For most of the aspects of the physical environment in the town centre roundly four in ten say they are excellent/good. The exceptions are the condition of the roads (24% say excellent/good) and pavements (27%).

3. Healthy eating

Awareness of the '5 A DAY' initiative and portions of fruit and vegetables eaten per day was asked about in the questionnaire.

3.1 '5 A DAY'

Awareness of the 5 A DAY programme stands at around half (53%) definitely aware with 5% not sure. Four in ten (40%) have not heard of the 5 A DAY programme.

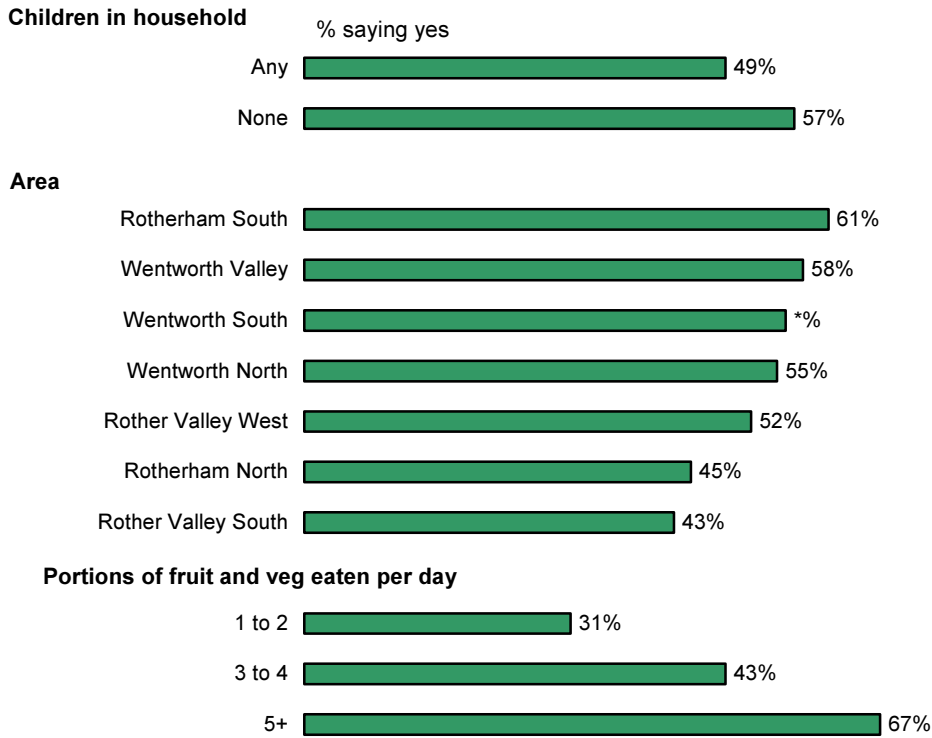
Figure 4 : Heard about 5 A DAY programme (Q4)
Base : All respondents - 1000 (weighted)



Those more likely to have heard of 5 A DAY are women (56% have heard of it), those aged 45-64 (61%) and owner occupiers (56%).

Awareness rises as the number of portions of fruit and veg eaten per day rises; that is among those who eat 1-2 portions of fruit and veg 31% are aware of 5 A DAY whilst among those who eat 5 or more portions, awareness stands at 67%.

Figure 5 : Heard about 5 A DAY programme (Q4)
Base : All respondents (1000)

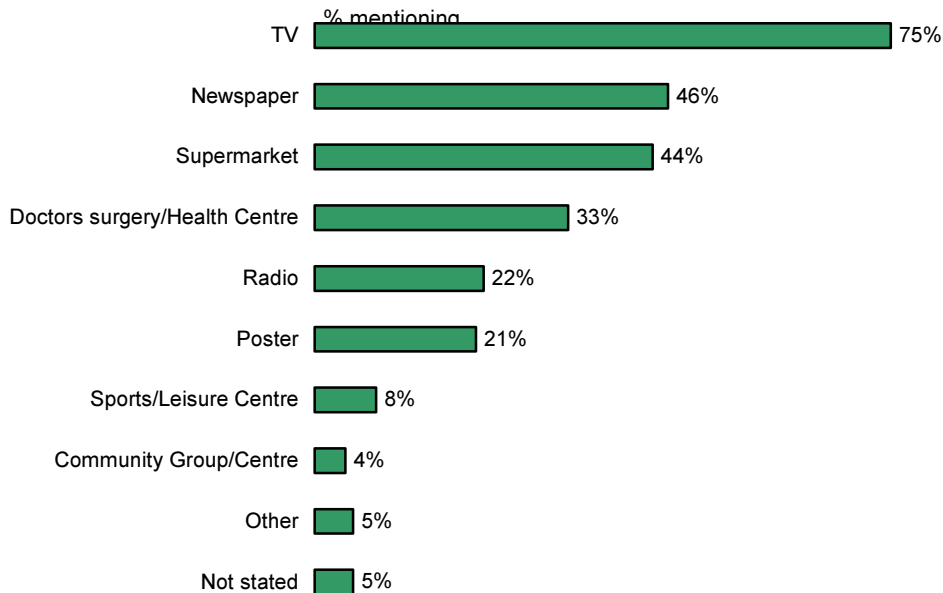


Most likely to have heard of 5 A DAY are households with no children (57%) compared to 49% of those with children.

Those in Rother Valley South are least likely to have heard of 5 A DAY (43% have heard of it).

The most frequently mentioned source of information about 5 A DAY is the television with three-quarters (75%) of those who have heard of it getting their information from this source. Newspapers (46%), supermarkets (44%) and doctors surgery/health centres (33%) are also main sources of information.

Figure 6 : Sources of information about 5 A DAY (Q5)
Base : All who have heard of 5 A DAY - 579 (weighted)



Those more likely than overall to have heard about 5 A DAY from the TV are aged 65+ (82%) and have no children in the household (81%).

Men are more likely than women to get their information from newspapers (54% vs. 39% of women) and the radio (27% vs. 19% of women).

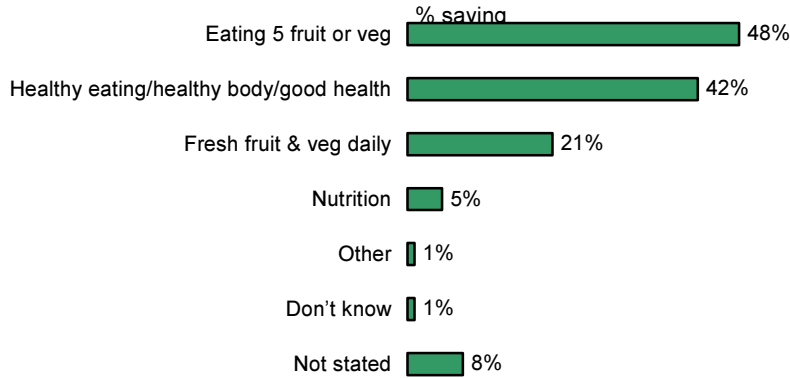
Those living in Wentworth North are more likely to get their information from supermarkets (64%) and newspapers (58%).

Those respondents who have heard of the 5 A DAY programme *and* eat 5 or more portions of fruit and veg a day (47% of the sample overall) are more likely to have got information about 5 A DAY from posters (26% vs. 21% overall), supermarkets (52% vs. 44%) and the radio (32% vs. 22%). In this sense these sources of information could be assumed to be the most successful.

Respondents were asked to say spontaneously what they thought 5 A DAY was about. Among those answering, only 1% said they did not know, the remainder were correct at least to the extent that they were aware that 5 A DAY was to do with ‘nutrition’, ‘good health’ etc.

Around half of the responses (48%) from those who have heard of 5 A DAY know that it is specifically about eating 5 portions of fruit or veg, whilst nine in ten (90%) of the total responses show awareness that it is to do with nutrition/eating fruit and veg generally.

Figure 7 : What is 5 A DAY about - spontaneous responses (Q6)
 Base : All who have heard of 5 A DAY - 579 (weighted)



NB. Percentages exceed 100 due to multiple responses

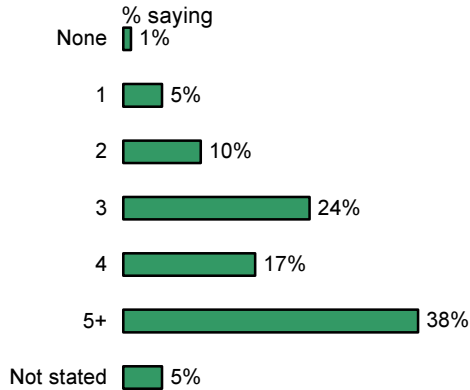
Those more likely to mention ‘5 fruit or veg’ specifically are :

- female (54% vs. 40% of males)
- aged 25-44 (61% vs. 43% of those over 45)
- living in Rother Valley West (56%)
- working (56%).

The average number of portions of fruit and veg eaten in a day for Rotherham overall is 3.9, and almost four in ten (38%) claim to eat 5 or more portions.

Figure 8 : How many portions of fruit and vegetables do you usually have each day (Q41)

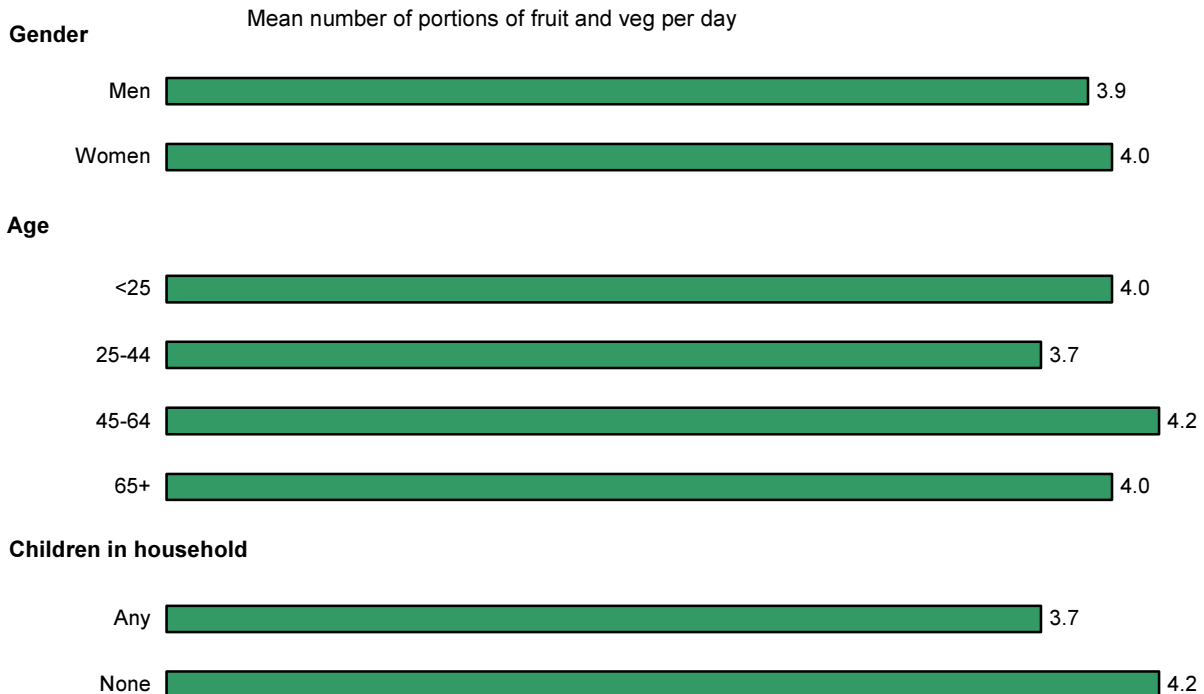
Base : All respondents - 1000 (weighted)



The average decreases to 3.2 portions of fruit and veg eaten per day for those renting from the Council/housing association, with a higher proportion eating 1-2 portions (26% vs. 15% overall).

Figure 9 : How many portions of fruit and vegetables do you usually have each day (Q41)

Base : All respondents (1000)



Those most likely to eat 5 or more portions a day are aged 45-64 (44%), female (41%) and live in households without children (45%).

3.2 Summary

- 53% say they are definitely aware of the '5 A DAY' programme
- most have heard about it from the TV (75%), with newspapers (46%) and supermarkets (44%) also key sources of information
- 48% of those who have heard of 5 A DAY know that it is specifically about eating 5 portions of fruit or veg, whilst nine in ten (90% of the total number of responses) show awareness that it is to do with nutrition/eating fruit and veg generally
- the average number of portions of fruit and veg eaten in a day is 3.9, 38% eat 5 or more portions daily.

4. Children and Young People

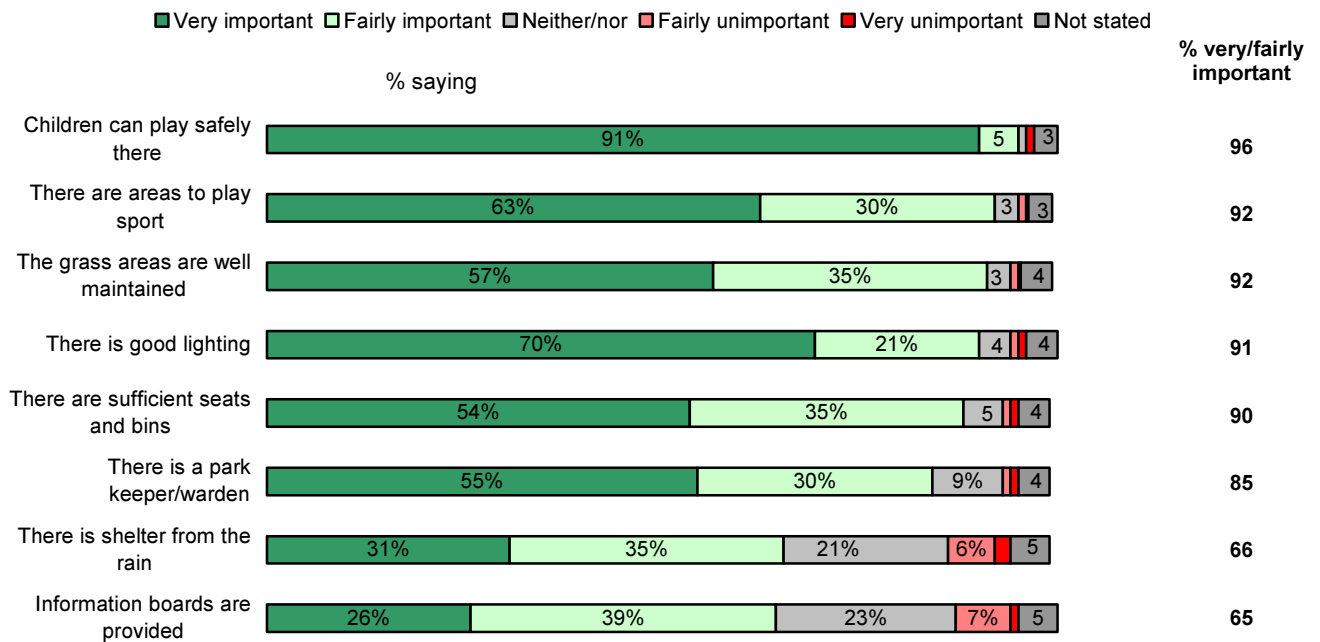
Respondents were asked about services for children, young people and their families provided or supported by Rotherham Council; this includes play facilities and early years childcare services.

4.1 Play facilities

Generally, the **most important** factors to encourage the use of parks and green spaces by children are concerned with safety, with 91% saying it is very important that children can play safely there and more than two-thirds (70%) saying good lighting is very important. Other factors viewed as important are areas to play sports and well kept grass areas (92% say very/fairly important for both), the presence of a park keeper/warden (85% very/fairly important) and sufficient seats and bins (90%).

Figure 10 : Importance for helping children play in parks/green spaces (Q7)

Base : All respondents - 1000 (weighted)



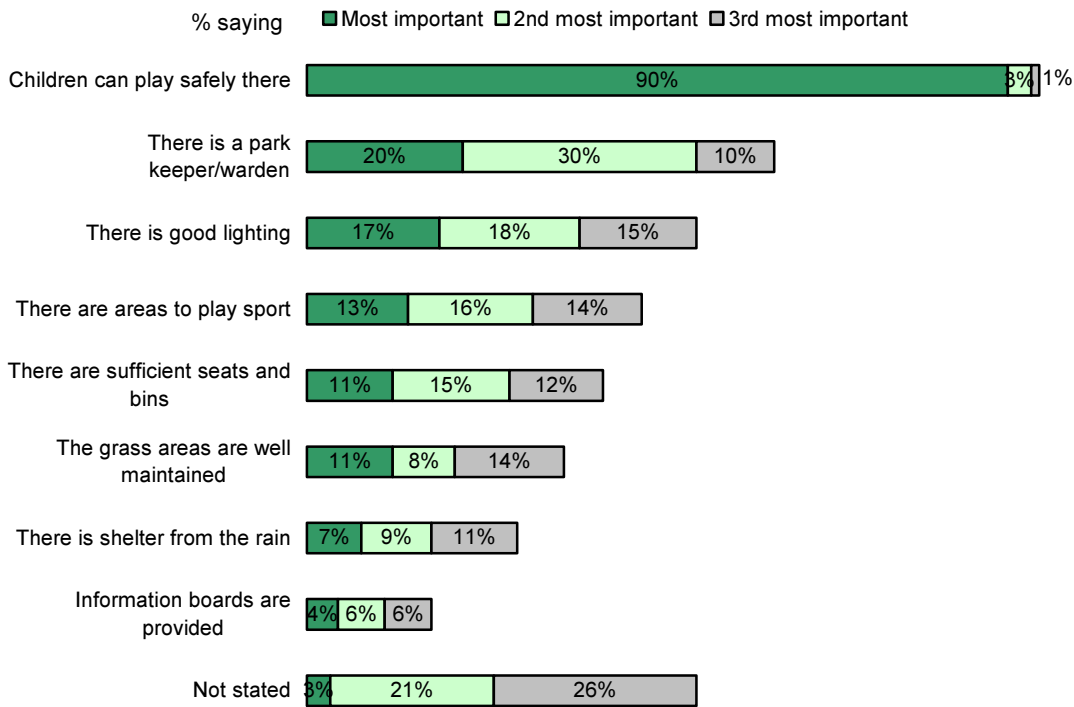
Women are more likely to say safety is very important (95% vs. 87% of men), as are those living with pre-school (99%) or school-age children.

The most likely to say having somewhere to play sport is very important are older (aged 45-64; 67% say this), and have school age children (70%).

Respondents were then asked which 3 of these factors are the most important in helping children to play. A high proportion of respondents did not state their 2nd or 3rd most important factor, whereas almost all (97%) provided a response for their **most important**. Again, safety is seen as the most important factor by a long way in helping children to use parks/green spaces with 90% of respondents saying it is most important.

Figure 11 : Importance for helping children play in parks/green spaces (Q8)

Base : All respondents - 1000 (weighted)



Women are more likely than men to say the following aspects are **most important** :

- safety (92% vs. 88% of men)
- good lighting (18% vs. 15%)
- sufficient seats and bins (13% vs. 10%).

Those with pre-school children in the household are more likely to say that it is most important to have sufficient seats and bins (21% vs. 11% overall), well maintained grass areas (20% vs. 11%), information boards (11% vs. 4% overall) and shelter from the rain (13% vs. 7%).

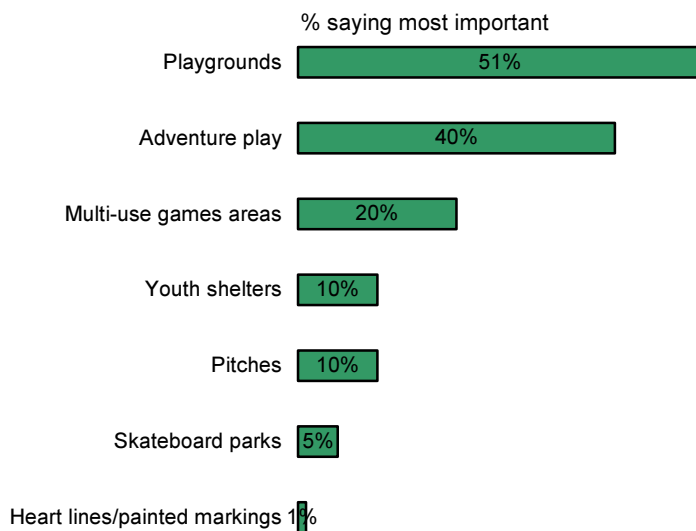
Those with school age children are less likely to say that good lighting is important (11% vs. 17% overall).

4.2 Play facilities for 0-10 years

Respondents were asked to rate the importance of different types of play area from most important through to 5th most important. Although the majority of respondents provided a response for their **most important** type of play area, up to a third did not for subsequent levels of importance.

In terms of provision of play areas for children up to the age of 10, the most important types of play facilities are seen to be playgrounds (51% say they are most important), adventure play (40%) and multi-use games areas (20%).

Figure 12 : Important for Council to provide (0-10 year olds) (Q9)
Base : All respondents - 1000 (weighted)



Those with pre-school and school-aged children are more likely to say adventure play (57% of pre-school and 49% of school-aged children vs. 40% overall) is most important. Households with 15-18 year olds in the household are more likely to say playgrounds (61% vs. 51% overall) and skateboard parks (12% vs. 5%) are most important.

4.3 Play facilities for 11-19 year olds

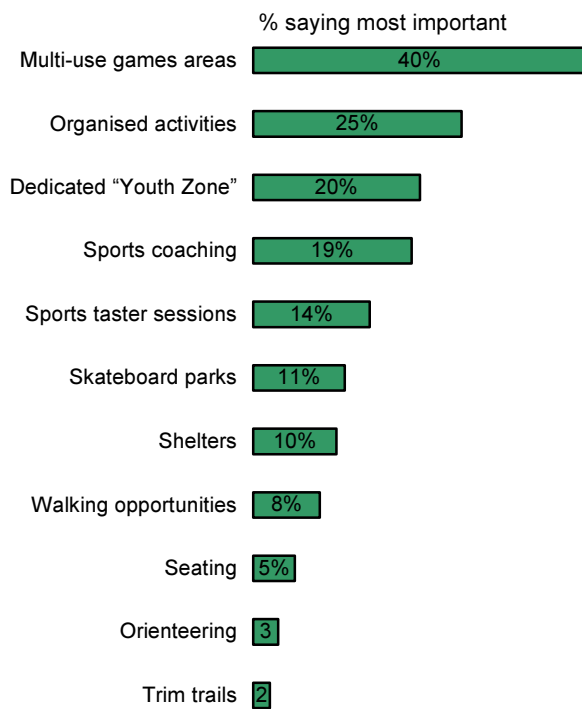
The most important aspects in the provision of play facilities for 11 to 19 year olds are primarily to do with games/sports and generally being active, relating to games areas and sports coaching.

Again there are high proportions not providing an answer (up to three in ten respondents) although the almost all (92%) identified the play facility they viewed as most important.

Four in ten (40%) say multi-use games areas are **most important**, while a quarter (25%) say organised activities are important. A dedicated 'Youth Zone' is viewed as important by a fifth (20% say most important) as is sports coaching (19%).

Of lesser importance are trim trails, orienteering, seating and walking opportunities.

Figure 13 : Important for Council to provide (11-19 year olds) (Q10)
Base : All respondents - 1000 (weighted)



Women are more likely to view as most important :

- organised activities (28% vs. 22% of men)
- dedicated 'Youth Zones' (26% vs. 13%).

Respondents with 15-18 year olds in the home are more likely to favour multi-use games areas (51% say most important vs. 34% of those with school-aged children), whilst those with school-aged children are more likely to say organised activities are important (32% vs. 25% overall).

Table 2 shows the different types of play areas viewed as significantly more or less important for both 0-10 year olds and 11-19 year olds by area assembly. A (+) indicates a significantly higher proportion saying most important than overall, while a (-) indicates a significantly lower proportion.

| TABLE 2: IMPORTANCE OF PLAY AREA TYPES (0-10 yrs and 11-19 yrs) : SIGNIFICANT DIFFERENCES Base : All respondents - 1000 (unweighted) | | | | |
|--|---|--|------------------------------------|---|
| Area | Compared to sample overall, satisfaction differs... | | | |
| | 0 - 10 years | | 11 - 19 years | |
| | (+) | (-) | (+) | (-) |
| Wentworth North | Pitches (16%) | Multi-use games areas (14%) Playgrounds (39%) | Skateboard parks (22%) | Multi-use games area (31%) Sports taster sessions (9%) |
| Rotherham North | Heart lines/markings (4%) | - | Seating (11%) Orienteering (6%) | |
| Wentworth South | Youth shelters (17%) | - | Organised activities (34%) | Seating (1%) |
| Rotherham South | - | - | Sports taster sessions (22%) | - |
| Wentworth Valley | Multi-use games areas (30%) Skateboard parks (10%) | - | - | - |
| Rother Valley West | - | - | - | Organised activities (19%) Skateboard parks (6%) Walking opportunities (4%) |
| Rother Valley South | - | - | Multiuse games areas (50%) | |

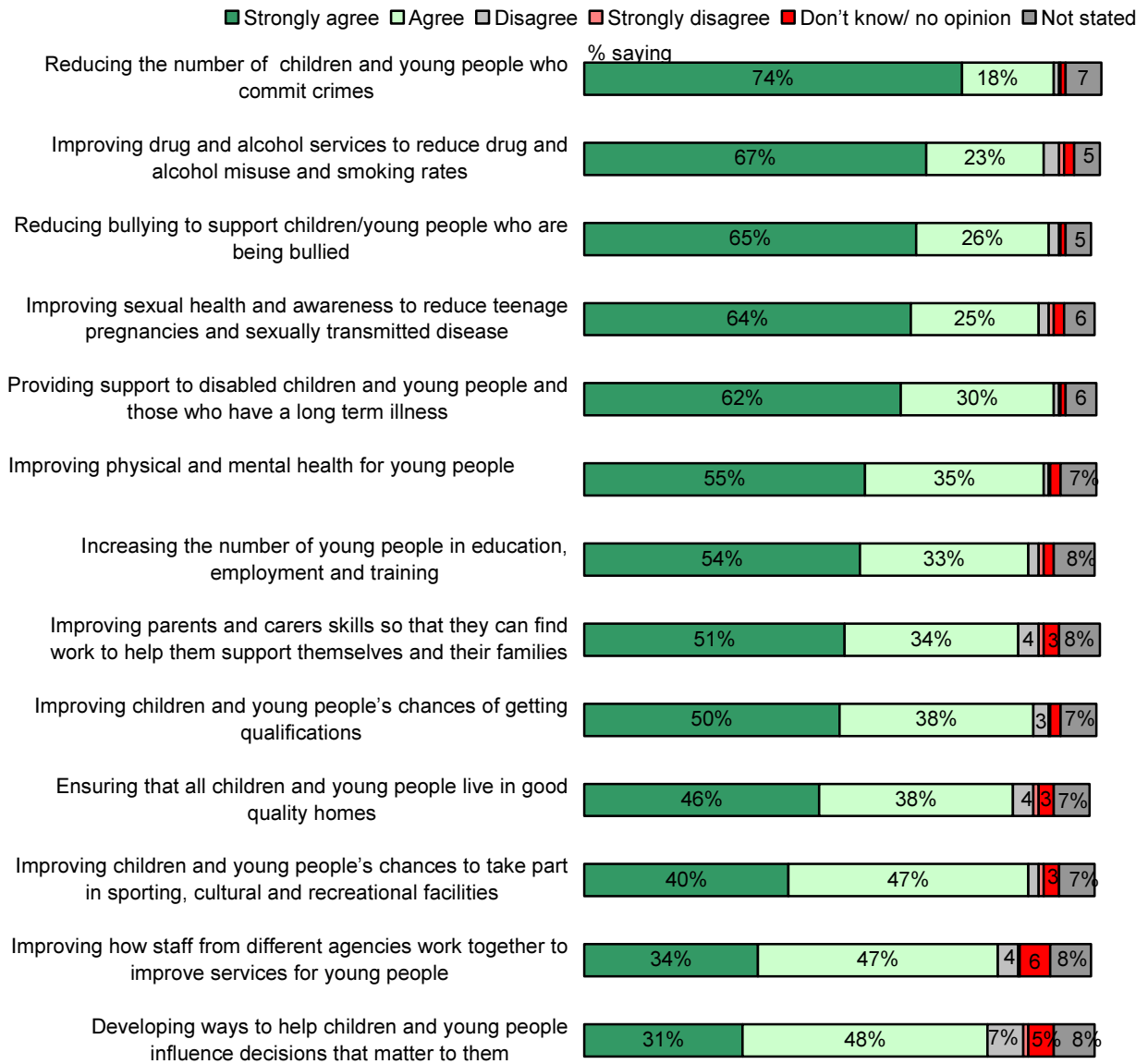
4.4 Children's and Young People's Services Priorities

Rotherham's Children and Young People's Plan and Well-being Strategy sets out aims for the next three years, in terms of providing services to children, young people and their families and ensuring different agencies work together.

Agreement for the priorities which should be included in the 'Children and Young People's Plan' is roundly eight to nine in ten (80-90%) for all statements.

Agreement is highest for reducing the crime amongst children and young people (74% strongly agree).

Figure 14 : Priorities for children's and young people's plan (Q11)
Base : All respondents - 1000 (weighted)



Respondents aged 25-44 (those most likely to be parents of children/young people) are more likely than the overall sample to agree with all statements.

There are consistent differences of opinion between two area assemblies with respondents in Wentworth South more likely to agree and respondents in Rother Valley South less likely to agree with the following statements :

- improving how staff from different agencies work together (Wentworth South 90% agree and Rother Valley South 75%)
- helping children and young people influence decisions (86% and 79% respectively)
- increasing the number of young people in education, employment and training (94% and 83%)

Furthermore, respondents in Rother Valley South are less likely to agree with 'reducing bullying' as a priority (79% vs. 92% overall) and those in Wentworth South are more likely to agree with 'reducing the number of children and young people who commit crimes' (97% vs. 92%).

With regard to 'improving how staff from different agencies work together', agreement is lowest in Wentworth North (74%) and higher than overall in Rother Valley West (87%).

Respondents were then asked to identify their **most important** and **least important** priorities. Those viewed as most important are plans to reduce drug and alcohol misuse (29% say most important) and improving physical and mental health for young people (18%). Around one in ten think reducing the number of young people who commit crimes (11%) and improving sexual health awareness (8%) is most important.

Least important is seen to be improving how staff from different agencies work together (17% say this is least important) and helping children and young people influence decisions (16%).

Figure 15 : Priorities for children’s and young people’s plan – most important (Q12/13)

Base : All respondents – 1000 (weighted)



The top 3 priorities differ by area :

- ‘improving drug and alcohol services’ is seen as more important in Rother Valley South (35% say it is most important) and less important in Rother Valley West (19% say most important) and Wentworth North (21%)
- ‘reducing the number of young people who commit crimes’ is viewed as more important in Wentworth North (20%)
- ‘improving the physical and mental health of young people’ is viewed as less important in Wentworth North (12%).

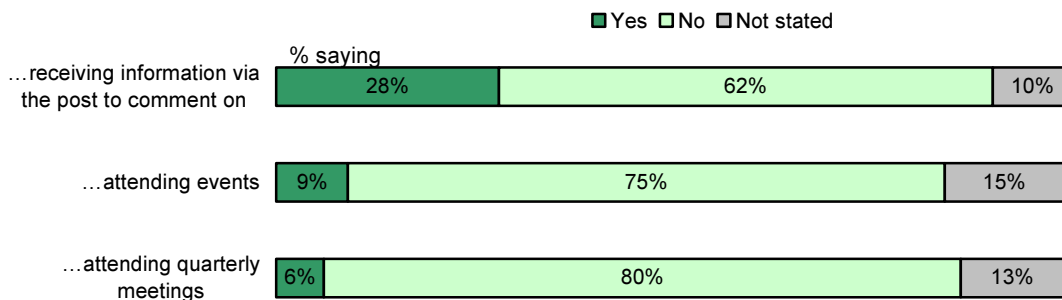
Respondents were given the opportunity to raise any issues that they thought the priorities set out by the Council had missed. Seven percent provided a response that differed from those set out by the Council; three percent thought that these priorities should include teaching respect and improving social skills, while two percent want to see a reduction in anti-social behaviour. Also mentioned (by one percent of respondents for both) was cultural/racism awareness and tougher punishments for crimes. Gambling awareness was mentioned by less than one percent (n=5) of respondents.

4.5 Parents Involvement Group

Respondents were asked about their interest in the Children’s Service parents involvement group. The group will regularly be asked for their views on decisions affecting children and young people in Rotherham. Willingness to be involved by post is higher (28%) than for being involved in person with 9% interested in attending events and 6% in attending quarterly meetings.

Figure 16 : Interest in being part of parents involvement group (Q15)

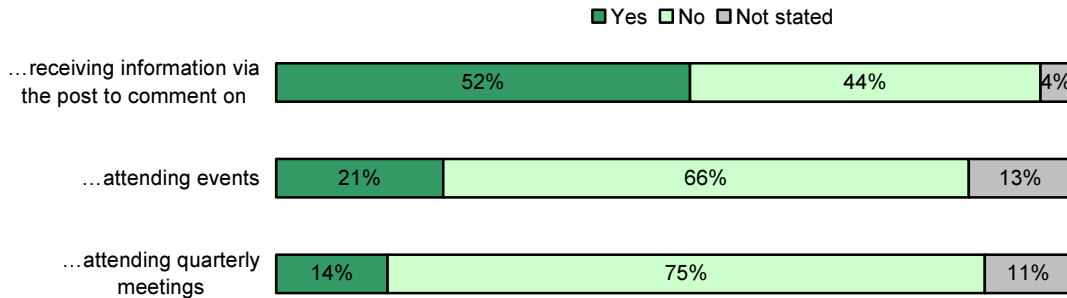
Base : All respondents - 1000 (weighted)



Amongst those with children in the household, interest in becoming involved rises to around half (52%) interested in commenting via post, one in five (21%) attending events and one in seven (14%) attending meetings.

Figure 17 : Interest in being part of parents involvement group (Q15)

Base : All with children in the household - 333 (weighted)



Interest is consistent across the seven areas and is not affected by the age of children in the household.

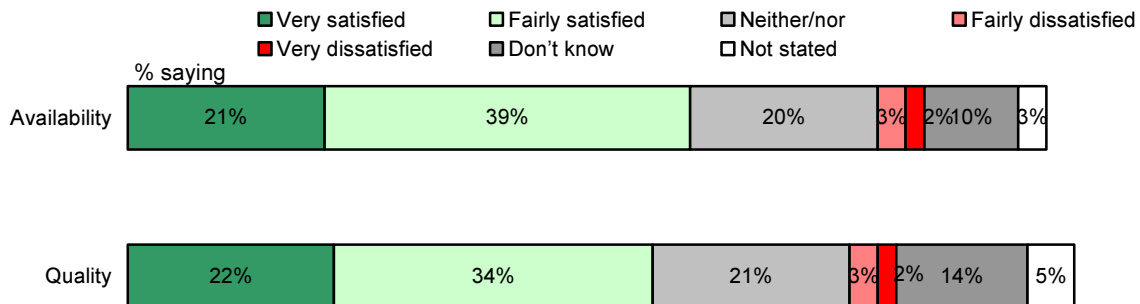
4.6 Early Years and Childcare Services

The Early Years and Childcare Service have responsibility for the development of affordable, accessible, quality childcare and early education in Rotherham. This section of the questionnaire (Q16 to Q22) was to be completed by those who have child(ren) under 15.

Six in ten (60%) are satisfied with the availability of early education, six percent are dissatisfied. Satisfaction is higher amongst those with school-age children (69%).

Figure 18 : Satisfaction with availability and quality of early education (Q16 & Q17)

Base : All with children - 333 (weighted)



A similar proportion is satisfied with the quality of early education (56%), and satisfaction is higher amongst those with pre-school and school age children (64% and 65% respectively).

Around 30-50% did not answer this question or stated ‘don’t know’. Net satisfaction (the % saying satisfied minus the % saying dissatisfied) is highest for day nurseries (+33%) and childminders (+22%). All net satisfaction scores are positive with the exception of holiday clubs (-1% net satisfaction).

Around one in five are satisfied with the various types of childcare availability, with the exception of day nurseries (39% satisfied) where satisfaction is higher.

Figure 19 : Satisfaction with availability of childcare (Q18)
Base : All with children - 333 (weighted)

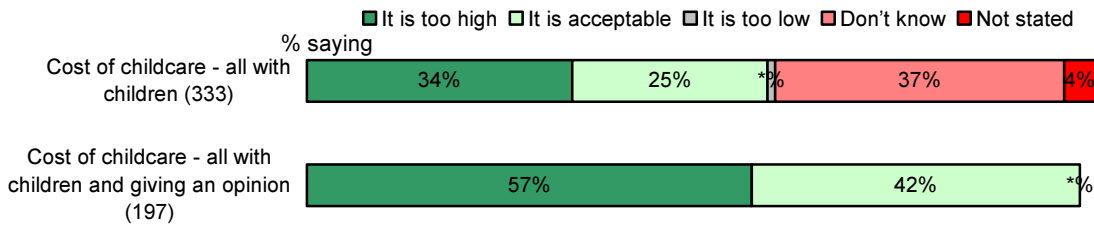


Amongst those giving an opinion (presumably those with sufficient knowledge about the specific childcare services to make a judgement) satisfaction with availability of the different types of childcare is :

- day nursery, 62% satisfied
- childminders, 48%
- after school club, 39%
- pre-school playgroup offering extended care, 38%
- before school club, 34%
- holiday club, 32%.

A third (34%) of those with children feel that the cost of childcare is too high.

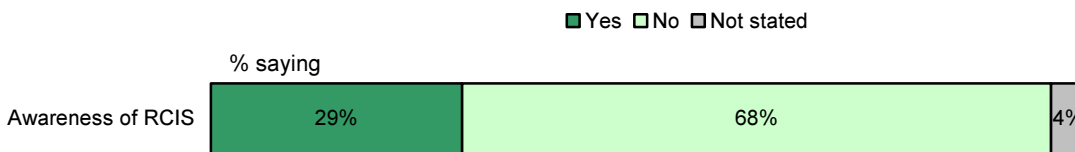
Figure 20 : Opinion on cost of childcare (Q19)
Base : All with children () - weighted



Amongst those giving an opinion (excluding those saying ‘don’t know’ and not stating), 57% think that the cost of childcare is too high and 42% feel that it is reasonable.

Three in ten (29%) have heard of Rotherham Children’s Information Service, 68% have not.

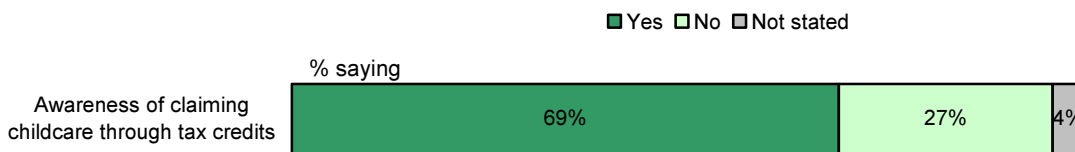
Figure 21 : Heard of Rotherham Children’s Information Service (Q20)
Base : All with children - 333 (weighted)



This proportion is consistent across parents with pre-school age, school age and older children.

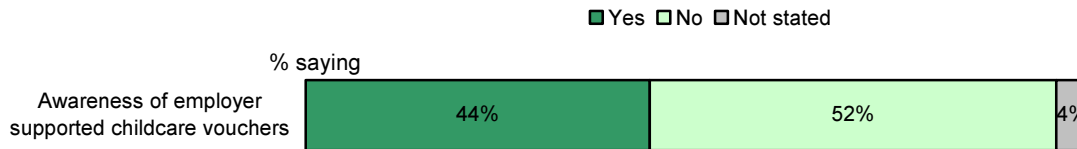
Two-thirds (69%) are aware that childcare costs can be claimed through tax credits. Those with school age children are more likely to be aware (74% vs. 60% of those with pre-school children).

Figure 22 : Aware that childcare costs can be claimed through the Inland Revenue tax credits (Q21)
Base : All with children - 333 (weighted)



Fewer are aware that childcare costs can be reduced with employer supported childcare vouchers (44%) and this proportion does not differ depending on the age of children in the household.

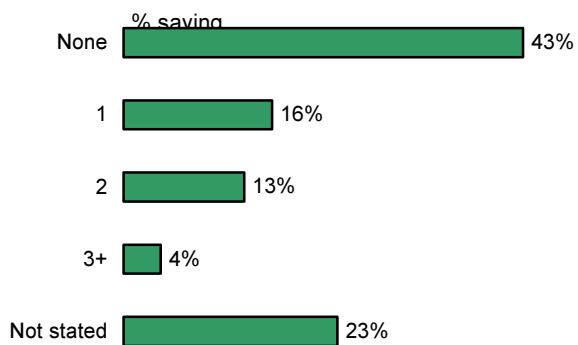
Figure 23 : Aware that childcare costs can be reduced by using employer supported childcare vouchers (Q22)
Base : All with children - 300 (weighted)



4.7 Children in the household

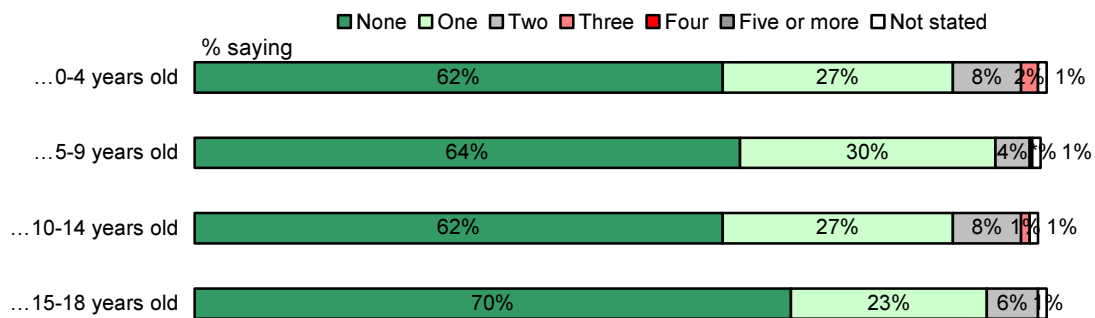
One-third (33%) of respondents have children in the household, with the average number of children 1.7.

Figure 24 : Number of children in household (Q23)
Base : All respondents - 1000 (weighted)



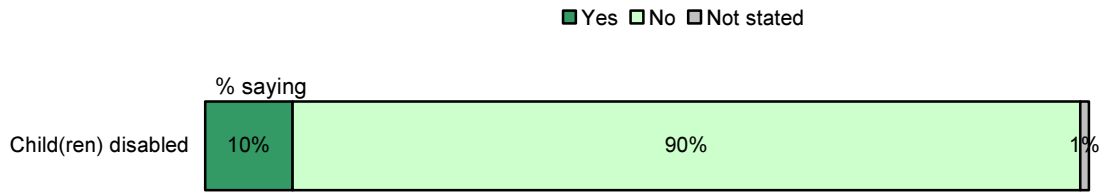
The breakdown of children of different ages in the household is shown below.

Figure 25 : How many are aged... (Q24)
Base : All with children - 333 (weighted)



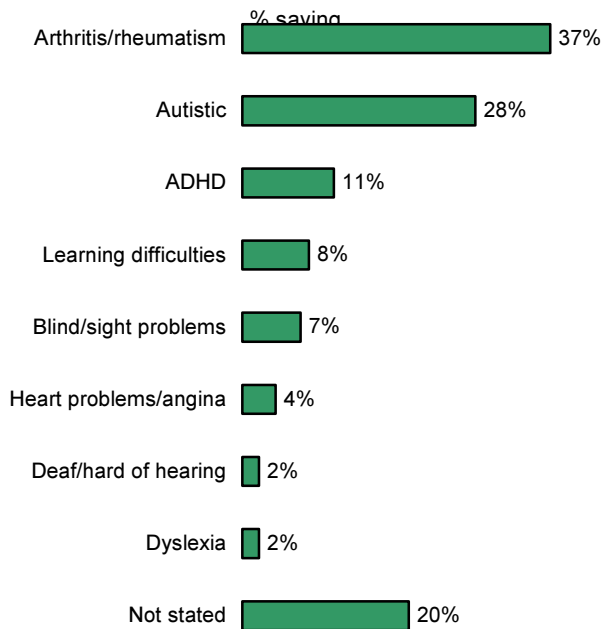
One in ten households with children have a child(ren) with a disability or life limiting illness.

Figure 26 : Are any disabled or have a life limiting illness (Q25)
 Base : All with children - 333 (weighted)



The most common disability is arthritis/rheumatism, affecting almost four in ten (37%) of those children with a disability, whilst autism affects almost three in ten (28%).

Figure 27 : Details of child's disability (Q26)
 Base : All with children with a disability - 32 (weighted)



4.8 Summary

The most important factors to encourage the use of parks and green spaces by children are concerned with safety :

- 91% say it is very important that children can play safely there
- 70% say good lighting is very important

Other factors viewed as important are areas to play sports and well kept grass areas (92% say very/fairly important for both), the presence of a park keeper/warden (85% very/fairly important) and sufficient seats and bins (90%).

The most important forms of play provision for 0-10 year olds are seen to be :

- playgrounds (51% say most important, 91% say important overall)
- adventure play (40%, 87%)
- multi-use games areas (20%, 82%)

For 11-19 year olds, the top 3 are :

- multi-use games areas (40%, 75%)
- organised activities (25%, 73%)
- sports coaching (19%, 65%)

The most important priorities for inclusion in the Children's and Young People's Plan are aims to reduce drug and alcohol misuse (53%) and improving sexual health awareness (38%).

Interest in being involved in the Children's Service parents involvement group is higher for commenting on information via post (28%) compared to 9% interested in attending events and 6% attending quarterly meetings.

Around six in ten of those with children are satisfied with the availability (60%) and quality (56%) of early education. Amongst those giving an opinion, satisfaction is highest for the availability of :

- day nurseries (62%)
- childminders (48%).

A third (34%) of those with children feel that the cost of childcare is too high. Two-thirds (69%) are aware that childcare costs can be claimed through tax credits and 44% are aware that they can be reduced with employer supported childcare vouchers.

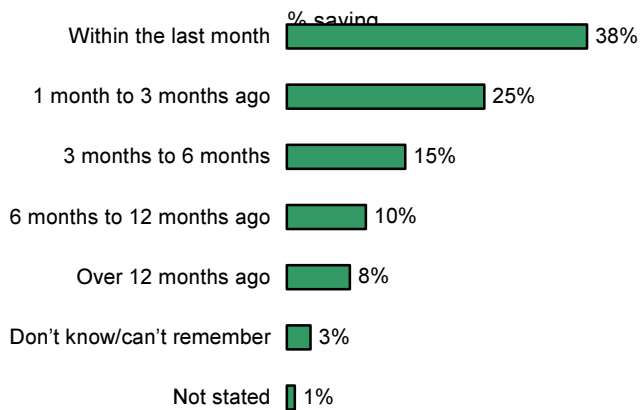
5. GP Services

Respondents were asked about their experiences of making an appointment with their GP and their experiences of being referred to a specialist.

5.1 Making an appointment

Almost nine out of ten (88%) have contacted their GP in the last year, with 38% doing so within the last month.

Figure 28 : Last time contacted GP (Q27)
Base : All respondents - 1000 (weighted)

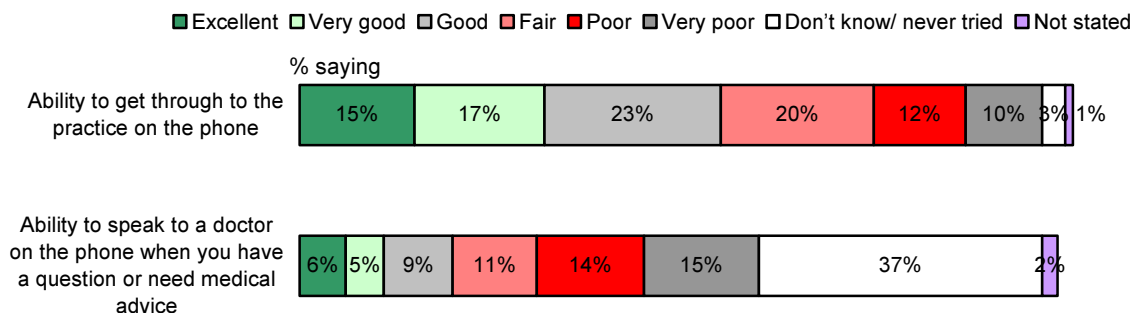


Women are more likely than men to have contacted their GP in the last year (91% vs. 85% of men).

Fifty-five percent of respondents rate their ability to get through to the practice by telephone as excellent, very good or good, and one in five (21%) rate it as poor/very poor.

One in five (20%) are happy that they can speak to a doctor on the phone for advice, although nearly two in five (37%) say they do know or have never tried.

Figure 29 : Rating of GP practice phone contact (Q28)
Base : All respondents - 1000 (weighted)



With regard to getting through to the practice on the phone, women are less likely than overall to rate their experience positively (51% say excellent/good) and those in Rother Valley South are the least happy (25% rate it positively, 46% rate it as poor). Those with children are also less happy; 47% rate their ability to get through positively.

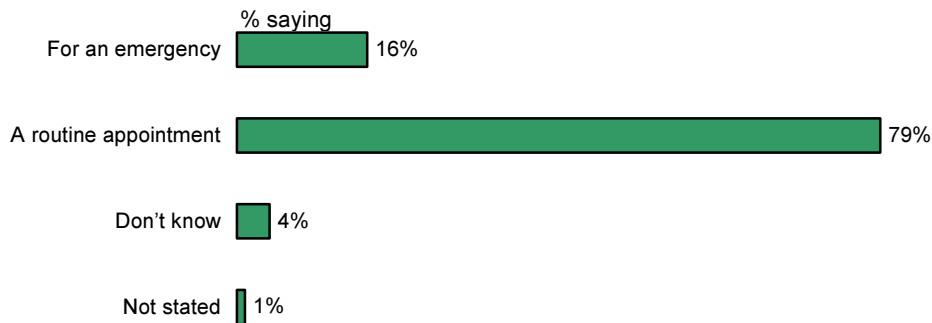
Happiest with their ability to get through on the phone are those over 65 (62%) and those in Wentworth North (79%).

Respondents in Wentworth North are also more positive about their ability to speak to a doctor on the phone (32% say excellent/good, compared to 13% in Rother Valley West) and women are less satisfied (17%) than overall.

The majority of GP appointments are routine (79%), with around one in six (16%) for an emergency.

Figure 30 : Was your last GP appointment... (Q29)

Base : All respondents - 1000 (weighted)

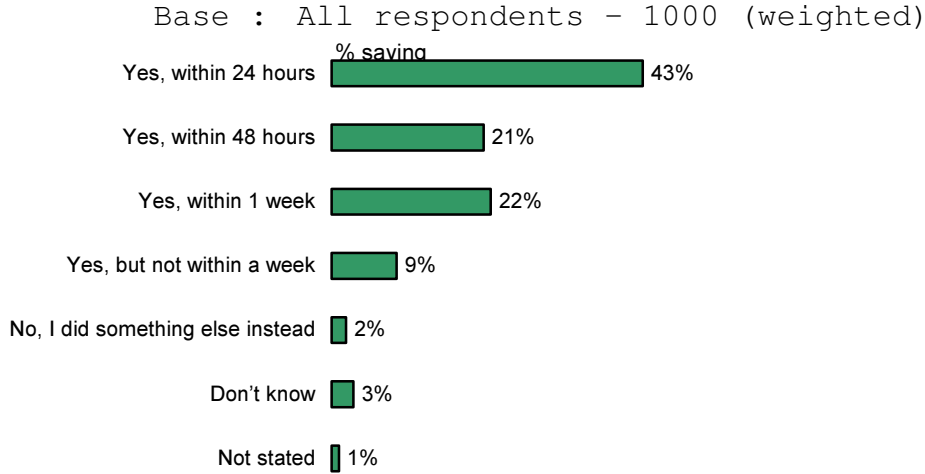


Women are more likely than men to make emergency appointments (22% were for an emergency vs. 10% of men's).

Those with children are more likely to have made an emergency appointment (26%).

The majority of respondents are able to see their GP within a week (86%) with almost two-thirds (64%) seeing them within 48 hours.

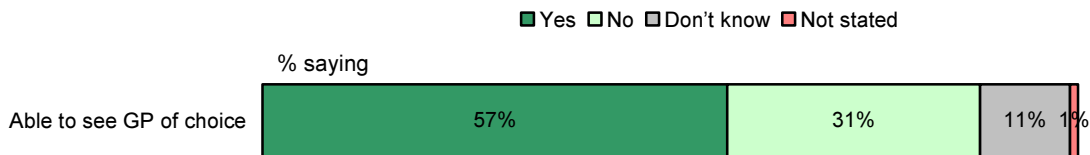
Figure 31 : When last contact your GP for an appointment, were you able to see a GP (Q30)



Those in Rotherham South and Rother Valley South are more likely to have to wait longer than a week to see their GP (14% and 22% respectively had to wait longer than a week compared to 9% overall). Most likely to be able to get an appointment within 24 hours are those in Wentworth North (59% vs. 43% overall) and Rotherham North (53%).

Almost six in ten (57%) were able to see their GP of choice.

Figure 32 : Were you able to see the GP of your choice (Q31)
Base : All able to see their GP - 947 (weighted)



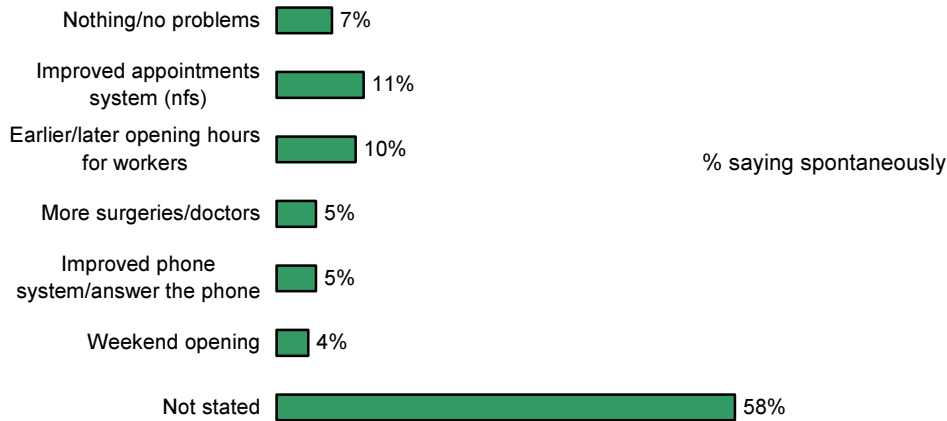
Less likely to be able to see the GP of their choice are :

- those with children in the household (47%)
- women (51%)
- 25-44 year olds (46% vs. 78% of over 65s).

Again those in Wentworth North and Rotherham North tend to be more positive with 69% and 66% respectively able to see the GP of their choice; in Rother Valley South this proportion is a third (32%).

The majority of those who made suggestions as to what would make it easier to see their GP were concerned with increasing capacity (extended opening times for workers, 10%; more surgeries/doctors, 5%; weekend opening, 4%) and ease of making the appointment (improved appointments system, 11%; improved phone system/answering the phone, 5%).

Figure 33 : What would make it easier for you to see your GP (Q32)
 Base : All able to see their GP (mentioned by 4% or more) - 947 (weighted)

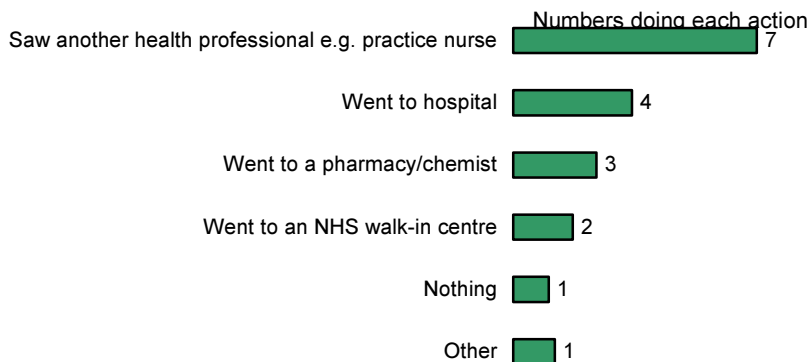


Not surprisingly those in employment are more likely to suggest earlier/late opening hours (14%) and weekend opening (6%) as well as an improved appointments system (14%).

Those in Rotherham South are more likely to suggest earlier/late and weekend opening hours (16% and 8% respectively) and more surgeries/doctors (10%), whilst respondents in Rother Valley South are more concerned with an improved phone system/answering of the phone (11%).

Two percent (n=18) of respondents stated that they could not get an appointment with their GP and so did something else instead.

Figure 34 : Which of the following did you do instead (Q33)
 Base : All who did something else instead - 18 (weighted)

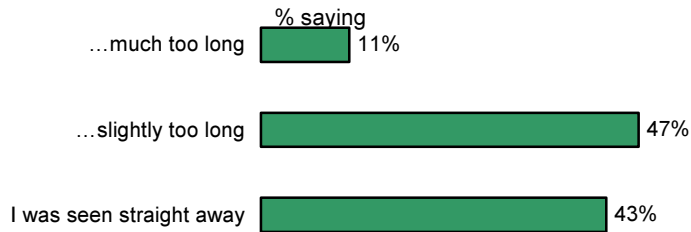


Seven of the 18 respondents saw another health professional and the remainder went to a chemist, a hospital, a walk-in centre or did nothing.

5.2 GP waiting times

Around six in ten (57%) felt they had to wait too long to see their GP when they turned up for their appointment, although only one in ten (11%) felt they had to wait ‘much too long’. Four in ten (43%) were seen straight away.

Figure 35 : Was the length of time you have to wait to see your GP/health professional... (Q35)
 Base : All respondents giving an opinion - 903 (weighted)



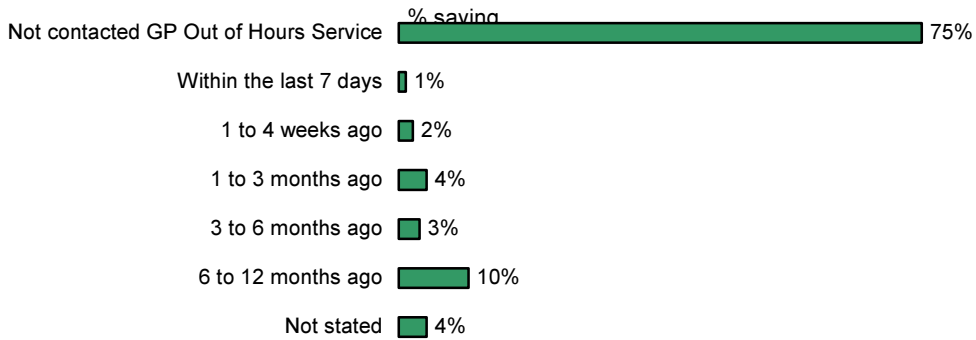
More than two-thirds (70%) in Wentworth North were seen straight away; the proportion is lowest in Rother Valley South (21% with 79% saying they had to wait too long).

5.3 Contacting your GP out of hours

One in five (20%) have tried to contact their GP out of hours in the last 12 months.

Figure 36 : Have you tried to contact your GP out of normal working hours (Q36)

Base : All respondents - 1000 (weighted)

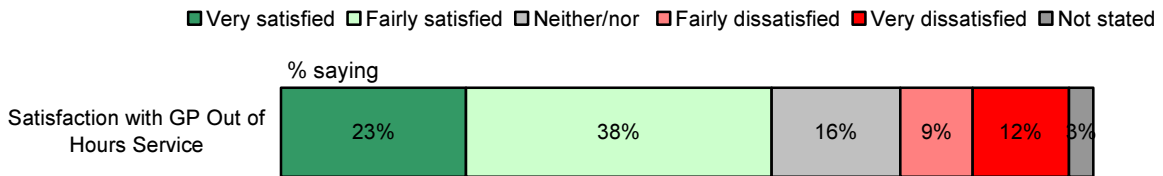


Six in ten (61%) of those who have used the out of hours service are satisfied with the advice/treatment they received.

Figure 37 : How satisfied were you with the advice/treatment you received from the GP Out of

Hours Service (Q37)

Base : All who have used service - 205 (weighted)



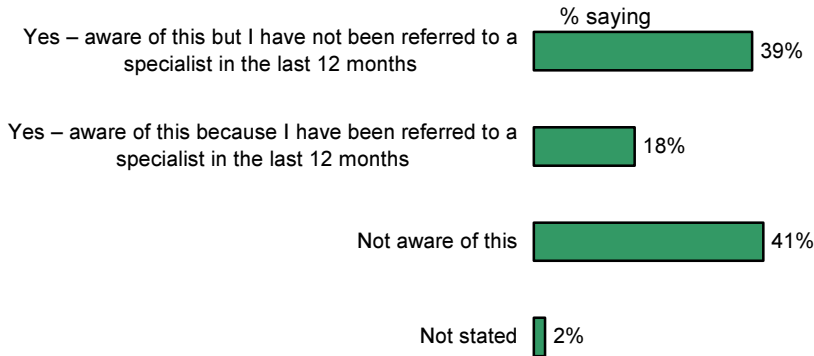
Women are less satisfied (56%) and so are those aged 45-64 (50%).

Satisfaction is higher for those in Rother Valley West (81%) and lower in Rother Valley South (42%).

5.4 GP referral to specialists

Almost six in ten (57%) are aware that when their GP refers them to hospital they have a choice of hospitals they can visit – 18% are aware of this because they have been referred to a specialist in the last 12 months.

Figure 38 : Awareness of choice of hospitals (Q38)
Base : All respondents - 1000 (weighted)

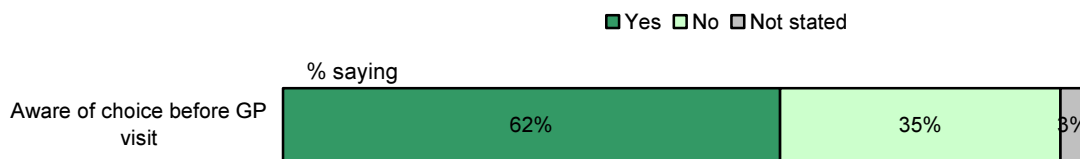


Awareness is highest amongst over 65 year olds (71% aware, including 27% who been referred to a specialist) and those living in Wentworth North (68% aware, 21% referred) and Rother Valley South (66% aware, 18% referred).

Awareness is lower in Wentworth South (45% aware, 18% referred) and amongst those living in social rented accommodation (39% aware, 14% referred).

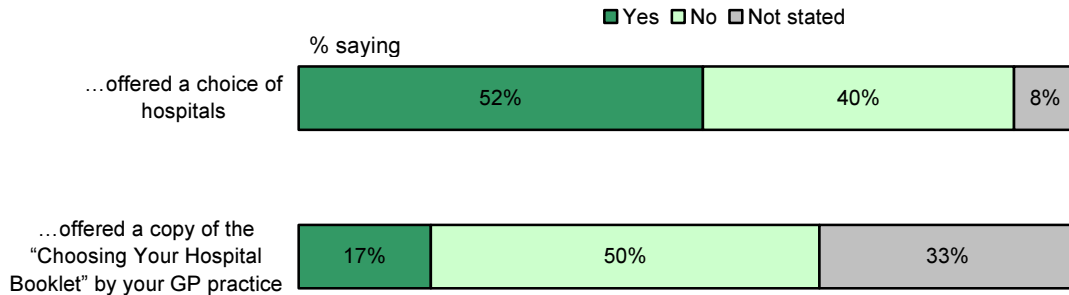
Amongst those who have been referred to a specialist in the last 12 months, six in ten (62%) were aware of the choice of hospitals before this referral.

Figure 39 : Aware of choice before GP visit (Q39)
Base : All referred to a specialist in last 12 months - 182 (weighted)



Half (52%) were specifically offered a choice of hospitals at the time of their referral, four in ten were not. Around one in six (17%) were offered a copy of the ‘Choosing You Hospital Booklet’ by their GP practice.

Figure 40 : When you were referred to a specialist, were you... (Q40)
 Base : All referred to a specialist in last 12 months - 182
 (weighted)



Respondents in Wentworth North and Rother Valley South are more likely to have been offered a choice of hospitals (75% and 70% respectively), although respondents in both these areas were less likely to have been offered a booklet (5% and 2%).

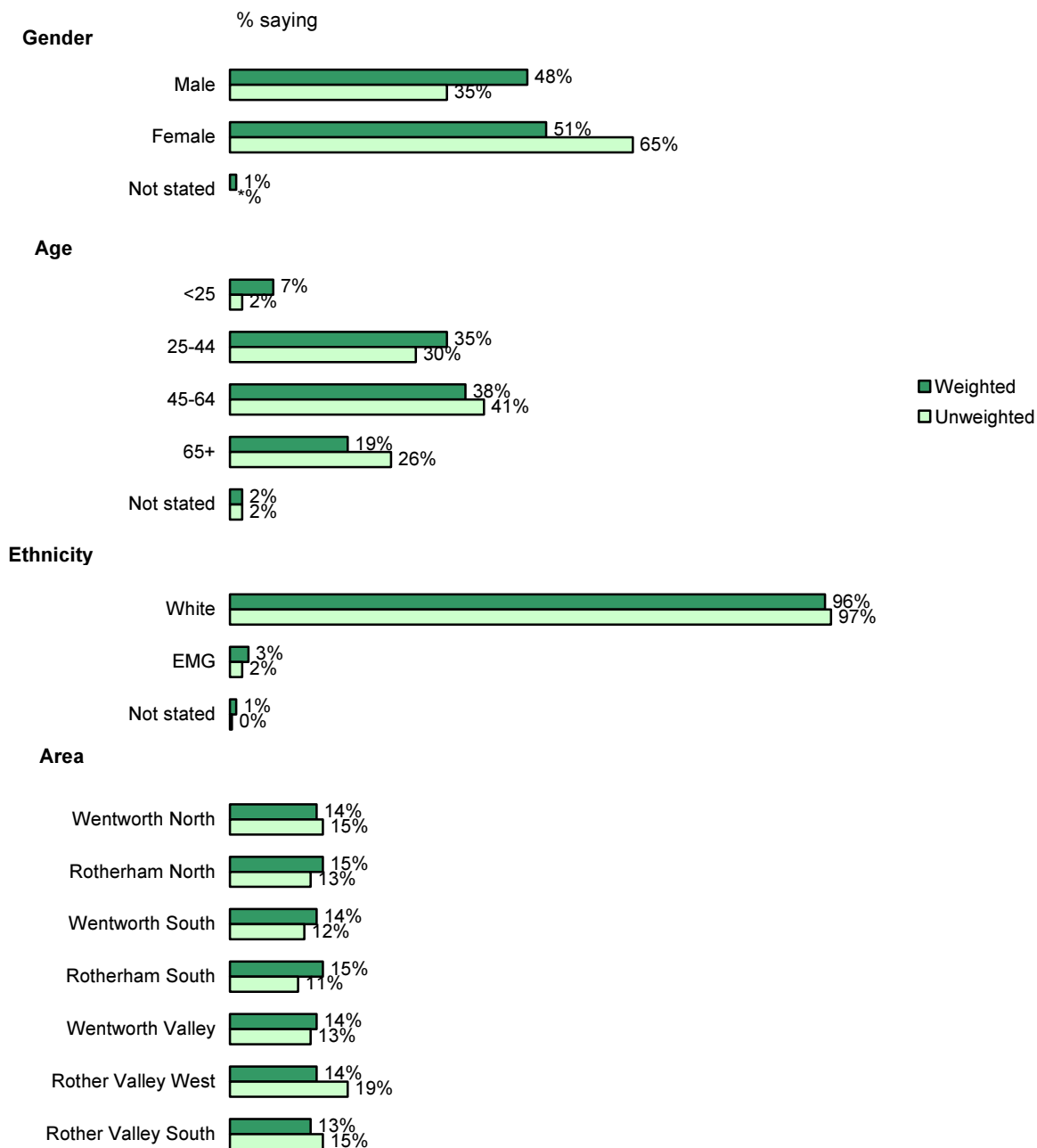
5.5 Summary

- 88% have contacted their GP in the last year, with 38% doing so within the last month
- 55% of respondents rate their ability to get through to their GP practice by telephone as excellent/good. Twenty percent rate their ability to speak to a doctor on the phone for advice as excellent/good.
- the majority of GP appointments are routine (79%) with 16% emergency appointments. Eighty-six percent were able to see their GP within a week, with 64% being able to see them within 48 hours. Fifty-seven percent were able to see the GP of their choice.
- 52% felt they had to wait too long to see their GP; 39% were seen straight away
- amongst the 20% who have tried to contact their GP out of hours, 61% of these are satisfied with the advice/treatment they received
- 57% are aware that when their GP refers them to hospital they have a choice of hospitals they can visit.

6. Respondent Profile

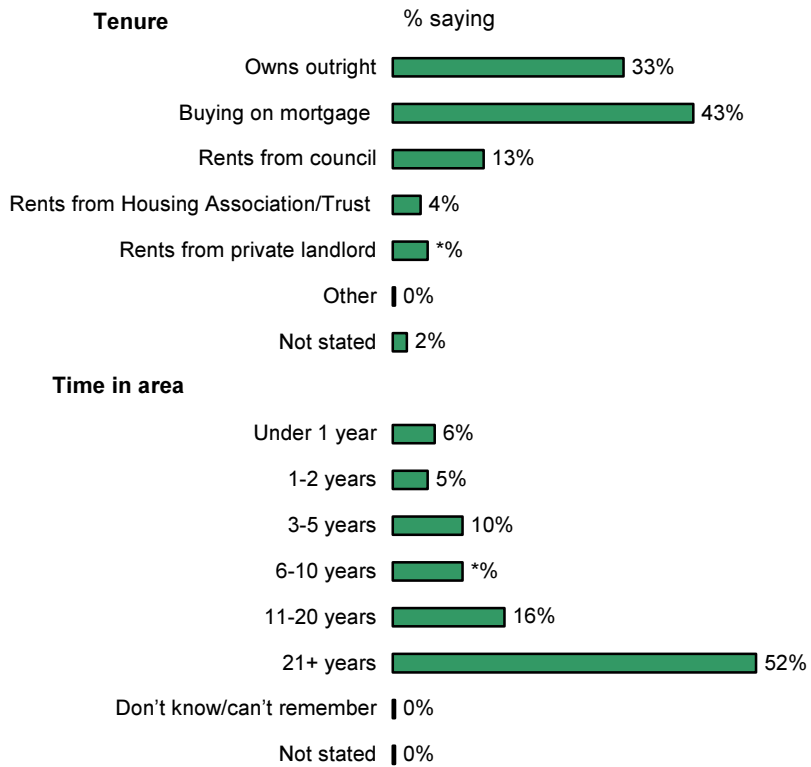
As is normal with postal surveys, the unweighted profile is biased towards women and older people: this has been corrected by the weighting. The unweighted ethnicity profile matches that of the borough as a whole.

Figure 41 : Respondents demographics (Q42-Q44 & Q52)
Base : All respondents - 1000



In terms of area, the unweighted profile matches reasonably well to the actual population of the borough.

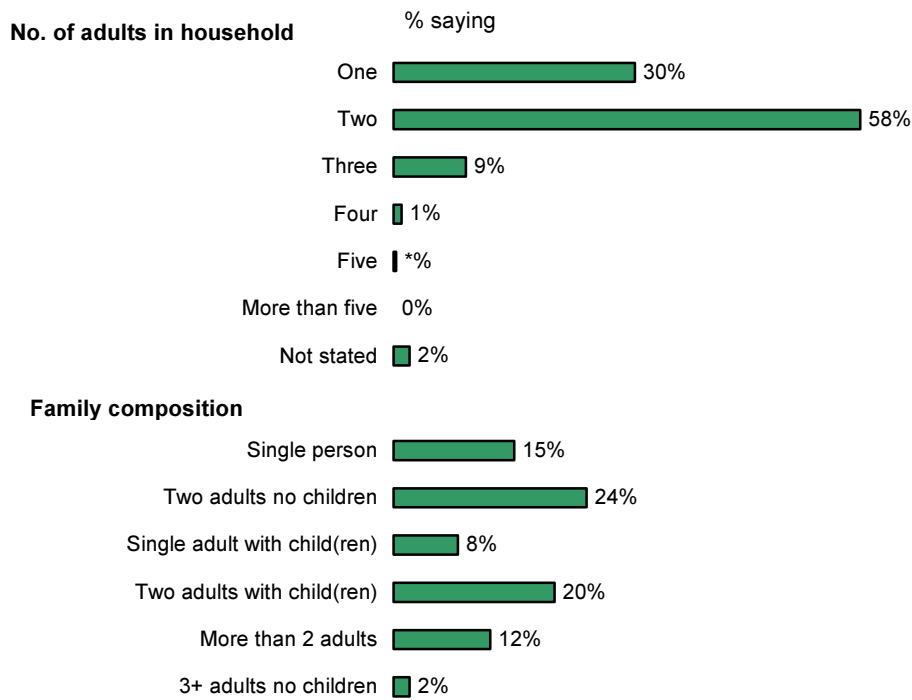
Figure 42 : Personal demographics (Q44 and Q46)
Base : All respondents - 1000 (weighted)



Three-quarters (76%) are owner occupiers and 17% are renting from the Council (13%) or a housing association (4%).

Half of the sample (52%) have lived in the area for more than 20 years.

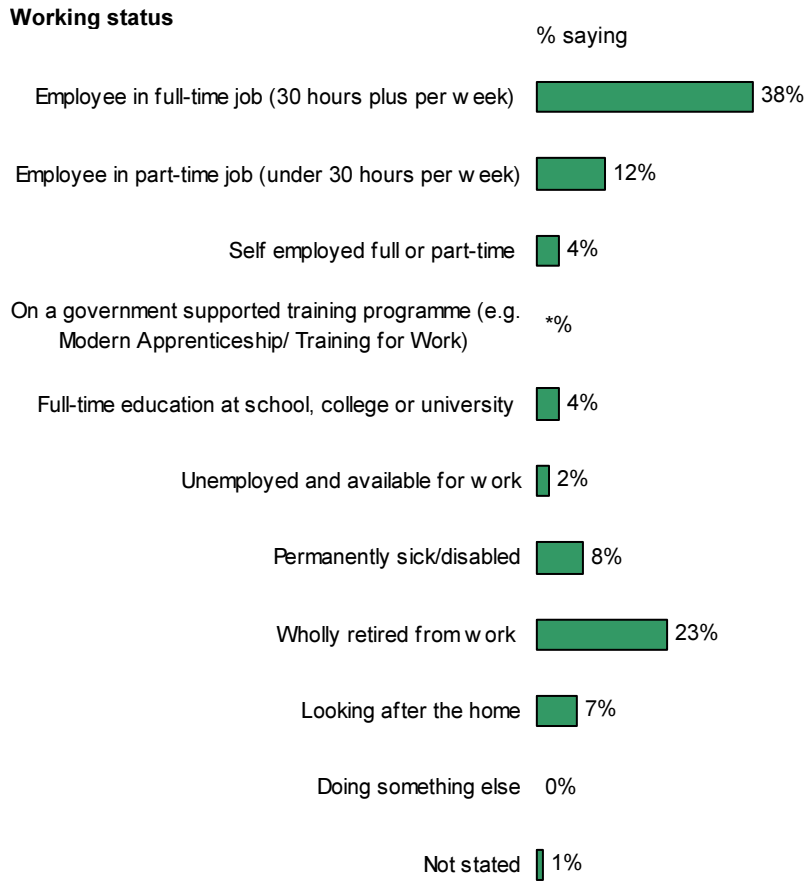
Figure 43 : Respondents demographics (Q46-Q47)
 Base : All respondents - 1000 (weighted)



Three in ten (33%) live in households with children and around a third of these are single adults with children.

Half of the sample (54%) are working, a quarter (23%) are retired one in ten (10%) are unemployed or permanently sick/disabled.

Figure 44 : Respondents demographics (Q48)
Base : All respondents - 1000 (weighted)



One-third of respondents have a long-standing illness or disability – of these three-quarters (76%) say it limits their activities.

Figure 45 : Disability (Q49)
Base : All respondents - 1000 (weighted)

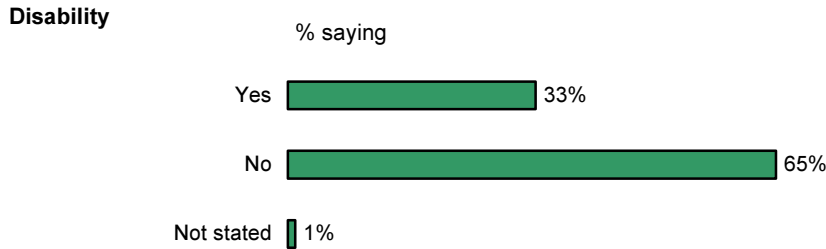
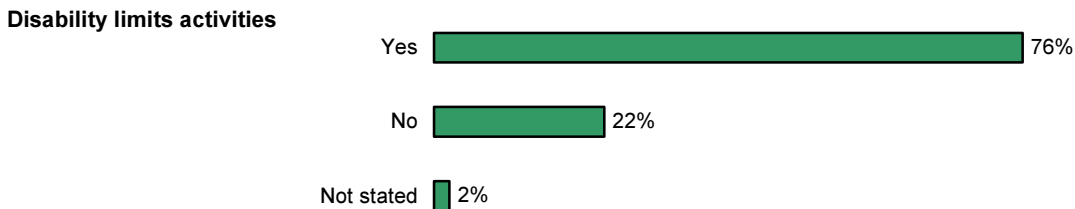
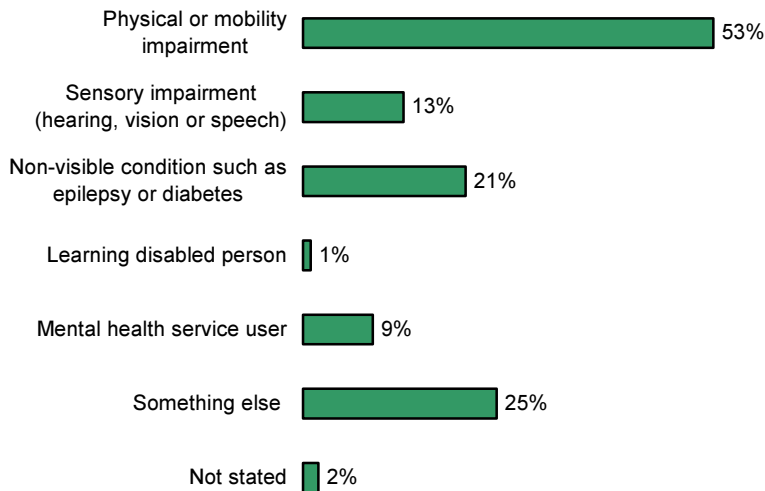


Figure 46 : Type of disability (Q50-51)
Base : All with a disability - 335 (weighted)



Type of disability



The most common disability is physical/mobility impairment; 53% are affected by this.

Appendices

Statistical Reliability and Presentation of Data

Questionnaire

A. Statistical Reliability and Presentation of Data

A.1 Presentation and Interpretation of Data

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout this volume, an asterisk (*) denotes any value of less than half a per cent, but greater than zero.

A.2 Statistical Reliability

A sample of 1000, rather than the entire population, has been interviewed for this survey. All results are therefore subject to sampling tolerances, which means that not all differences in findings are statistically significant. The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the “true” values). We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

| Approximate sampling tolerances applicable to percentages at or near these levels | | | |
|--|-------------------|-------------------|------------|
| | 10% or 90% | 30% or 70% | 50% |
| Interviews | | | |
| 100 | 6 | 9 | 10 |
| 300 | 3 | 5 | 6 |
| 400 | 3 | 4 | 5 |
| 500 | 3 | 4 | 4 |
| 1000 | 2 | 3 | 3 |

Source: Ipsos MORI North

For example, with a sample of 1000 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points from the sample result.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one – i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the

differences between the two sample results must be greater than the values given in the table below:

| Differences required for significance at or near these percentage levels | | | |
|---|-------------------|-------------------|------------|
| | 10% or 90% | 30% or 70% | 50% |
| Size of the samples compared | | | |
| 100 and 100 | 8 | 13 | 14 |
| 100 and 200 | 7 | 11 | 12 |
| 100 and 300 | 7 | 10 | 11 |
| 100 and 400 | 7 | 10 | 11 |
| 100 and 500 | 7 | 10 | 11 |
| 500 and 500 | 4 | 6 | 6 |

Source: Ipsos MORI North

**MINUTE NO. 30 OF THE MEETING OF THE TOURISM PANEL HELD ON
17TH September, 2007**

**"HOW'S THE VISITOR ECONOMY TODAY?" - CONSULTATION
RESULTS**

Joanne Edley, Tourism Manager, reported on the results of annual consultation with the industry which takes place in May each year to find out how the visitor economy is performing in the Borough.

The results informed the Tourism Service how the industry was performing and what the industry thought of the services provided by the Council's Tourism Service.

A very low response rate of 31 responses was reported.

Reference was made to the availability of the questionnaire "on-line". However, it was noted that there had been some problems with this and so not all responses may have been received.

The report detailed statistics in relation to business prospects compared to the same time last year, and identified items which have had both a positive, and a negative, impact on businesses in the previous year.

Statistics relating to overall occupancy rates for serviced accommodation – Monday to Thursday/Friday to Sunday, were also recorded, noting an overall average of 62.25%.

It was noted that the results of this survey were fed into a national survey and compared and benchmarked against other similar local authorities.

Those present commented on:-

- Value of the statistics
- Questions asked in the survey
- Categories used

Agreed:- (1) That the issues regarding the on-line questionnaire be brought to the attention of the Cabinet Member for Sustainability and Innovation.

(2) That the report be received and content noted.

(3) That the Tourism Service endeavour to improve the satisfaction levels for the Tourism Service through increased public relations on the services and products available to the local visitor economy and local press.

(4) That an action plan be formulated to address the negative impacts

upon the Visitor Economy Businesses.

(5) That the Tourism Manager discusses the possibility of the involvement of students from Dearne Valley College in a marketing exercise.

(6) That the Assistant Tourism Officer raises the issue of the validity of these statistics (in view of the very small number of responses received) at the national meeting.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

| | | |
|----|------------------------|--|
| 1. | Meeting: | Cabinet Member for Sustainability & Innovation |
| 2. | Date | 8 th October 2007 |
| 3. | Title: | RBT – Performance Update |
| 4. | Programme Area: | RBT |

5. Summary

The report presents the progress and performance of RBT for the period August 2007.

6. Recommendations

That the information in the report be noted

7. Proposals and Details

Highlights

Highlights for the period have included:

- The automated payment line for Streetpride is proving to be a success with an increase to 217 payments taken in August in comparison to 71 in July.
- Alternate weekly collection resulted in 3,647 calls answered for the month
- Money Advice sessions in CSC continue to prove successful
- RMBC received praise at the South Yorkshire Pension Authority district meeting
- New link with HM Revenues and Customs live within HR & Payroll
- Time to process contracts improved from eight days in June to three days in August
- Positive feedback received from delegates on courses provided by the HR & Payroll Advise & Guidance Service
- ICT Equipment now received to enable refresh to begin
- Richard Copley from RBT to commence as ICT Client Manager within RMBC
- Procurement Savings confirmed as £887,000 to 31st July 2007
- 93.33% pass rate for exam success in Procurement
- Work experience student currently within RBT
- RBT shortlisted in the annual Association for Public Excellence (APSE) awards in the category "Best Efficiency Initiative".

7.1. Service by Service Overview

7.1.1. Customer Services / Public Access

As the contract re-negotiations continue the overall Public Access programme is undergoing a period of re-planning and new scope definition.

As the re-negotiations take place work continues in the following areas:

- Contact Centre and CRM Technology Project
- Customer Service Centres
- CRM Integration Projects

It is pleasing to report that all measured SLAs across Customer Services were achieved in August.

Within the Contact Centre the 'alternate weekly collection' golden number received 3,988 calls of which 3,647 were answered, resulting in 8.5% of calls being abandoned.

The flood relief payment line has been operating in the contact centre throughout August. As calls offered have reduced to a minimum, it has been agreed that the line will close on 5th September, 2007. Any outstanding requests will be managed by the Customer Service Centre.

Within the Customer Service centre in order to promote the usage of Swinton staff have attended the Rotherham Impact team Roadshows. This enabled the staff to educate and communicate with citizens across the borough and promote the facilities and services available at this site.

In the town centre the Civic Customer Service Centre staff are continuing to answer contact centre calls through Contact Central. The further roll-out of this capability to other Customer Service Centre's is continuing.

The Registrars Service has been asked to put forward a proposal to be a pilot site for the "Tell Us Once" project. We are working hard to make sure that this does not have any impact on core service delivery.

As reported last month the Money Advice service are piloting a number of sessions at the Civic Customer Service Centre. These sessions are continuing to prove successful demonstrating improved customer service through joined-up working. One customer whom was referred to the service had rent arrears, a Housing Benefit overpayment and Council Tax arrears. Following liaison between the debt advisers and Revenues and Benefits staff on these matters the customer was over £700 better off.

7.1.2. HR and Payroll

Within the HR Service, it is again pleasing to report that all measured SLAs have been achieved for the period.

The HR03 payroll accuracy SLA reported performance of 99.50% thereby achieving its target for the second consecutive month following June's underperformance as a result of the floods. 127 errors were reported from the 25,409 payslips that were produced in August.

RMBC received praise at the South Yorkshire Pensions Authority (SYPA) meeting with District Councils on 3rd August 2007 for the co-ordinated approach the partnership has taken to achieve the new employee interface and Form 9 development. An extract from their minutes state, "*The move to automated, linked payroll/pensions transactions in Rotherham is providing real visible improvements. Sharing of experience amongst the other employers is vital.*" The SYPA confirmed that funds would still be available to aid further technological initiatives.

The Electronic Data Interchange (EDI) with HMRC went live for P45 and P46 from 13th August 2007, allowing us to also print P45 documents. This will benefit employees by submitting and receiving tax code changes on a daily

basis by secure electronic link and present a more professional service to employees leaving the Council.

Within the HR service centre call volumes decreased during August resulting in a lower abandonment rate, however this change is seasonal and volumes are expected to increase once again after the summer holiday period. The SLA target monitoring call volumes in the HR Service Centre reverted to 80% with effect from 1st August 2007 and it is pleasing to report that this target was achieved.

Time to process employment contracts from receipt of new starter wizard has reduced from an average of eight days in June to three days in August. The percentage of contracts issued, prior to commencement of employment, has risen from 29% in June to 66% in August.

The Advice and Guidance Service continues to provide courses to managers. Two courses were delivered during August as part of the "People Management" programme. The sessions: "A Managers role in dealing with Capability Issues" and "A Managers role in dealing with Absence Management", were both well attended and well received.

7.1.3. ICT

All monthly SLA measures were achieved within August in the ICT service.

We have now agreed to recommence the ICT refresh programme. Work on shaping the programme is just about to commence. This will be an intelligent refresh based on business needs.

Rollout of the IKON intelligent MFD print devices is now approximately 80% complete, with the introduction of the new machines into town centre offices. The devices have been welcomed by the many staff and there have been relatively few problems.

An event to market the Design and Printing Services section is to be scheduled. Planning will start in September for a Schools Open-Day event. The event will be held during November to promote RBT services to schools and colleges.

Richard Copley is leaving RBT to take up his new position in the Client Team as the ICT Client. Richard will be very much missed in the service and ICT look forward to working with him in the future. A release date of 30th September has been agreed.

7.1.4. Procurement

Good progress has taken place across procurement in the month of August.

Following the completion of end user training in EDS, the Procurement Card is now live. The next steps for P-card roll out across the Council are being finalised.

SLAs within Procurement for the month of August were all above target.

Procurement savings for the month of July were confirmed at £250,000. This achievement is partly due to BPP bringing 'live' some initiatives either earlier or with higher than anticipated unit savings, and partly due to increased 2010 throughput. Many Directorates are still cutting back on areas of non-essential expenditure; savings for the year to date are £887,000, this is £193,000 ahead of the annual plan target.

Performance against the BVPI8 measure (Percentage of invoices for commercial goods and services that were paid by the Authority within 30 days of such invoices being received by the Authority) is reported at 91% in August, although there is continuing focus on this indicator there has been no change to this performance for the past three months.

On a final positive note the results of CIPS (Chartered Institute of Performance and Supply) exams, taken by thirty staff within the Procurement team, have been announced with a pass rate of 93.33%, this is a superb achievement for the service.

7.1.5. Revenues & Benefits

Performance across all SLAs is progressing with the majority of targets on schedule. Those areas to highlight are detailed below:-

- **RB02/BV09 – Percentage of Council Tax collected for the year**

Collection levels have slightly increased when drawing annual comparisons. At the end of August 2007 47.73% has been collected compared with 47.58% as at the end of August 2006.

However, this improvement is likely to be attributed to additional exemptions awarded due to the flooding which has reduced the overall Council Tax debt. In real terms it is projected that we are collecting similar percentages to this time last year. The amounts awarded for council tax exemptions have been supplied to Corporate Accountancy (Anne Ellis) for consideration as part of the report to Central Government on costs associated with the recent floods.

Recovery action has been delayed because of the loss of the Rotherham Magistrates Court due to the floods the court finally reopened on 3rd September 2007, with our first hearing on 5th September 2007. We have reverted to our original timetable and all adjourned cases have been heard. However a large number of enforcement work items require processing and overtime has been made available over the last two weekends.

Three further articles appeared in the press this month, explaining the revised tough stance in respect of debt collection.

- **RB20 Number of claim reductions achieved for the year**

This SLA has been amended to reflect changes brought about in the DWP Performance measures. The DWP require Rotherham to achieve 15,290 reductions in Council Tax / Housing Benefit entitlement in order to obtain a rating of four stars for this performance measure. We have agreed that this will be the new target for RBT. As at 6th August 2007, 4,917 reductions have been achieved, this is below last year's performance and in order to address the situation we will use the data from the HBMS risk file to load 250 cases per week into the system. These will undergo a review of benefit entitlement.

Historical data indicates that 13,000 changes will be reported naturally, leaving 2,300 to be found proactively. DWP indicate a 30% success rate in the HBMS scan, from this, 250 reviews per week will generate the necessary 2,300 reductions to be found proactively.

A Direct Debit Campaign targeting NNDR cash payers saw 1,643 leaflets issued highlighting the benefits of the method of payment. This has increased the percentage of DD payers to 46.7% with 3,150 customers now using this method of payment for NNDR.

7.2. Progress against Corporate Initiatives

7.2.1. Equalities & Diversity

We were requested to deliver a presentation to the Democratic Renewal Scrutiny Panel on our progress towards the E&D agenda. The panel posed questions around Registrars and work has begun with the BME workers group, to impact assess the provision of death related service.

To ensure we meet the Equality Standard level 5, negotiations with Northgate have commenced, whom have now begun to implement a monitoring system to allow us to analyse the take up of service by the six Equality strands. Northgate have accepted the need to upgrade their software and are currently quoting for the work required to ensure the product is 'Future proofed'.

7.2.2. Investors in People

We await the corporate IIP report, which will feed into service improvement.

The TUTOR system is in test. This will enable staff within RBT to book and cost all training centrally and prompt pre-course service 'impact' assessments, further evidencing measurable improvements to service on completion of the learning. The system also includes prompts to evaluate.

7.2.3. Consultation/Complaints

Consultation

Work is currently underway to produce a survey for the Registrar's service in order to evaluate customer satisfaction. Once finalised, and agreed with the Corporate consultation officer, Dawn Price, in the Chief Executives Office, the survey will be rolled out and analysed on a quarterly basis.

Complaints

From the 1st April - 31st August 2007, performance in handling complaints has improved with 91% being closed within target, from the previous figure of 89% at the end of July 2007. The figures remain volatile due to the relatively low numbers - for example if the next complaint is closed out of time performance would drop to 89%, whereas if the next complaint is closed in time performance remains at 91%.

Over the period 40% of all complaints that were closed were upheld, the other outcomes were not upheld (47%), Inconclusive (9%) and Withdrawn (4%). This is an improvement from previous returns and it is noted that fewer complaints are escalating through the procedure in comparison to previous years. This is testament to the efforts of local managers in dealing with the complaints and also down to the quality assurance review process in place.

Learning from customer complaints is a key requirement of the corporate procedure and, up until the end of August 2007, a number of feedback sessions have been held with the specific member of staff, and / or the wider team, to help guard against similar errors in future.

8. Finance

The contract with RBT includes a service-credit arrangement, the effect of which is that whenever any SLA target is not achieved, a calculation based on the amount by which the target was missed and a number of other factors, results in a decrease in the amount of service charge payable. In other words, there is a financial penalty for RBT as a direct consequence of its underperformance.

9. Risks and Uncertainties

We proactively manage risk to prevent negative impacts on performance that may affect our CPA rating

10. Policy and Performance Agenda Implications

The partnership is responsible for key areas of service delivery and therefore has a key role in the delivery of BVPI's and LPI's.

11. Background Papers and Consultation

None

Contact Names:

Paul Broadberry, Chief Executive, RBT, X2414, paul.broadberry@bt.com
Jill Dearing, Service Leader, Performance & Improvement X 3367,
jill-rbt.dearing@rotherham.gov.uk
Mark Gannon, Client Manager, X6536

Meeting Minutes

| | |
|---------------|---|
| Meeting Title | Procurement Panel |
| Date | Monday 17th September, 2007 |
| Start time | 11.00 am |
| Venue | Committee Room 2, Rotherham Town Hall |
| Chair | Councillor Ken Wyatt |

| Attendees | Init | Programme Area |
|---------------------------|------|------------------------------------|
| Ken Wyatt | KW | Councillor |
| Andrew Bedford | AB | Strategic Director of Finance |
| Simon Bradley | SB | RBT Procurement Manager |
| Paul Clarke | PC | Environment & Development Services |
| Lesley Dabell | LD | Voluntary Action Rotherham |
| David Finch | DF | Client Officer |
| Sandra Greatorex | SG | Voluntary Action Rotherham |
| Sarah M ^c Call | SM | Client Officer |
| Laura Poulter | LP | Children & Young People's Services |
| David Rhodes | DR | Environment & Development Services |
| Julie Slatter | JS | CEX |

| Apologies | Init | Programme Area |
|-------------------|------|------------------------------------|
| Gerald Smith | GS | Councillor |
| Robin Stonebridge | RS | Councillor |
| Bob Crosby | BC | Neighbourhood Services |
| Abi Dakin | AD | RBT |
| Paul Smith | PS | Rotherham Construction Partnership |
| Jon Surridge | JS | Environment & Development Services |

| Minutes | | |
|---------|---|--------------|
| Ref | Item or Action | Action Owner |
| 54/07 | <p>Minutes of Previous Meeting</p> <p>The minutes of the previous meeting of the Procurement Panel, held on Monday, 31st July, 2007, were agreed as a correct record.</p> | |
| 55/07 | <p>Matters Arising from Previous Minutes</p> <p>(a) Voluntary and Community Sector Funding – Base Budget Review (Minute 48/07)</p> <p>The full cost recovery (FCR) has been agreed by the Rotherham Compact.</p> | |

| | | |
|-------|---|----|
| | <p>(b) Procurement – Local Performance Indicators (Minute 50/07)</p> <p>The report had been submitted to the Members' Sustainable Development Action Group and appropriate publicity had been published in respect of the current level of performance against the local indicators.</p> <p>(c) Action Plan Update (Minute 52/07)</p> <p>Action 3.05 related to the middle ground identified for electronic invoicing.</p> <p>(d) REMPLOY Consortium (Minute 53/07)</p> <p>Simon would prepare a response for the Chairman.</p> | SB |
| 56/07 | <p>Recycling Action Yorkshire (RAY)</p> <p>The Procurement Panel welcomed Jimmy Brannigan who gave a presentation about Recycling Action Yorkshire (RAY) and the way in which the RAY Programme fits in with 'Procuring the Future'. The main purposes of RAY (which is funded by Yorkshire Forward) are to create sustainable regional markets for recycled materials and to maximise the regional economic, social and environmental benefits of increased recycling.</p> <p>RAY was funded for a period of three years ending on 31st March 2008 and was actively seeking funding in order to continue operating beyond that time. RAY offered support in the following ways:-</p> <ul style="list-style-type: none"> - Five days of support - Training - Buy Recycled Guide - Buy Recycled Online - Monitoring Tool <p>The Procurement Panel learned about 'Procuring the Future', the Sustainable Procurement Task Force National Action Plan which had been launched on 12th June 2006. This project was endeavouring to embed sustainable development considerations into procurement and investment decisions in the UK public sector and:-</p> <ul style="list-style-type: none"> - avoiding adverse environmental impacts - making more efficient use of public resources - stimulating markets to innovate and to produce more cost effective and sustainable options | |

| | | | | | | | | | | | | | | | | |
|---------|--|---------|-------|---------|-------|---------|-------|-------|-----|-----|-----|------|-----|------|-----|--|
| | <p>- setting an example for business and the public sector</p> <p>Local authorities were encouraged to work through the various levels of the project, to build capacity and become project leaders themselves. Rotherham had already introduced its 'Buy Recycled Action Plan', with assistance from RAY, a copy of which had been provided for Procurement Panel members.</p> <p>Discussion took place on the availability of recycled content products from the Council's suppliers (eg: YPO) and the use of recycled content products in construction.</p> <p>In summary, working together on the RAY programme could help organisations to reduce their environmental impact, to respond the Sustainable Procurement Agenda and to publicise activity throughout the region.</p> <p>It was agreed that the Procurement Panel should receive updates at intervals of two months and a full report at the end of March 2008, about the Council's project with Recycling Action Yorkshire.</p> <p>Jimmy was thanked for his interesting and informative presentation.</p> | SM | | | | | | | | | | | | | | |
| 57/07 | <p>BVPI8 – Payment of invoices within 30 days</p> <p>Sarah McCall presented a report about BVPI 8, the performance indicator which measured performance of the payment of undisputed invoices within thirty days. The Council has agreed the following average annual targets for performance of BVPI8 with RBT:</p> <table data-bbox="539 1442 831 1547"> <tr> <td>2007/08</td> <td>96.3%</td> </tr> <tr> <td>2008/09</td> <td>97.0%</td> </tr> <tr> <td>2009/10</td> <td>97.5%</td> </tr> </table> <p>After a reduction in performance against this indicator in May 2006, a series of measures were put in place by the Council and the situation steadily improved, although the final outturn figure for the year was 91% against a target of 95.90%. Performance against BVPI8 is not as consistent as it should be and it is recognised that the Council should act to instil and embed good practice in this area and work continues to this effect. Recent performance has achieved:</p> <table data-bbox="443 1917 1061 1989"> <tr> <td>April</td> <td>97%</td> <td>May</td> <td>95%</td> </tr> <tr> <td>June</td> <td>91%</td> <td>July</td> <td>91%</td> </tr> </table> | 2007/08 | 96.3% | 2008/09 | 97.0% | 2009/10 | 97.5% | April | 97% | May | 95% | June | 91% | July | 91% | |
| 2007/08 | 96.3% | | | | | | | | | | | | | | | |
| 2008/09 | 97.0% | | | | | | | | | | | | | | | |
| 2009/10 | 97.5% | | | | | | | | | | | | | | | |
| April | 97% | May | 95% | | | | | | | | | | | | | |
| June | 91% | July | 91% | | | | | | | | | | | | | |

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| | <p>The Panel noted that June’s and Julys’ performances were adversely affected by the recent flooding, as disruptions resulted in missed payment runs. The performance for August had also been 91%.</p> <p>The Cedar system had now been altered to provide regular reminders of unpaid invoices to invoice authorisers. Reminders to requisitioners of goods and services had been in place for some time.</p> <p>The Procurement Panel noted that there were savings and benefits to be gained by the Council from the early payment of invoices.</p> <p>Agreed:- (a) That the performance of BVPI 8 be noted and the current course of rectifying action, as detailed in the report submitted and incorporating a modification to the Cedar system, be approved.</p> <p>(b) That consideration be given to further improvements to the Cedar system as an ‘invest to save’ project.</p> | |
| <p>58/07</p> | <p>Action Plan Update</p> <p>Sarah M^cCall presented a report which drew the Panel’s attention to the actions which were either amber or red and provided an update on the work being undertaken to resolve each action. Particular reference was made to the following actions listed in the report submitted:-</p> <p>1.13 – Review of Procurement Strategy and Action Plan – this review needed to be undertaken as a matter of urgency, in accordance with the wishes of the Performance and Scrutiny Overview Committee;</p> <p>4.06 – Engage with Local Market – it was intended that the forward procurement plan would be published on the Council’s internet web site, showing the contract requirements of the Council for the next three years.</p> <p>The Panel noted that the issue of Freedom of Information in respect of procurement documents was currently being investigated, in the light of issues of commercial sensitivity.</p> <p>Agreed:- (a) That the information be noted.</p> <p>(b) That the actions to implement the Procurement Strategy are noted and the updated Action Plan is approved.</p> | |

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| 59/07 | South Yorkshire Procurement Task Group | |
| | It was agreed that the Council shall continue to be represented on the South Yorkshire Procurement Task Group (David Finch and Sarah McCall to attend). | |
| | | |
| Next Meeting | | |
| Date | Monday, 5 th November, 2007 | |
| Time | 10.00 a.m. | |
| Venue | Town Hall, Rotherham | |

Dates of Future Meetings

The dates for future meetings of the Procurement Panel are agreed as follows:-

Monday, 10th December 2007, at 10.00 a.m.

Monday, 14th January 2007, at 10.00 a.m.

All actions to be completed prior to the next meeting unless otherwise stated.