

CABINET MEMBER FOR REGENERATION AND DEVELOPMENT SERVICES

Venue: Training Room, 3rd Floor, Date: Monday, 16 June 2008
Bailey House, Rawmarsh
Road, Rotherham. S60
1TD

Time: 10.30 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 later in the agenda as a matter of urgency.
3. Minutes of previous meetings of the Cabinet Member for Regeneration and Development Services held as follows:-
 - 4th April, 2008.
 - 21st April, 2008.
 - 6th May, 2008.

(for signature by the Chair – see Orange Book – Schedule of Delegated Decisions – 4th April to 16th May, 2008)
4. Minutes of the meeting of the Tourism Panel held on 2nd June, 2008 (Pages 1 - 5)
5. Extension of area and lease period of Wheatley's and Sons Amusements at Clifton Park (Pages 6 - 7)
Andy Lee, Assistant Engineer, to report.
 - to consider extension of the lease.
6. Floods June 2007 - Progress Report (Pages 8 - 20)
Alan Matthews, Emergency and Safety Manager, to report.
 - to report progress to improve resilience against future flooding and information that has been shared with affected communities.
7. Sheffield to Rotherham Bus Rapid Transit Scheme (Pages 21 - 25)
Dave James, LTP Delivery Manager, to report.
 - to report on progress.
8. **EXCLUSION OF THE PRESS AND PUBLIC**
The following item is likely to be considered in the absence of the press and public as being exempt under those Paragraphs, indicated below, of Part 1 of

Schedule 12A to the Local Government Act 1972 (as amended March 2006).

9. Notes of a Stage 3 Complaint Panel held on 21st May, 2008 (Pages 26 - 30)
- to note the decision of the Complaint Panel
(Exempt under Paragraphs 1 and 2 of the Act – identify of an individual)

Extra item authorised for consideration by the Cabinet Member:-

10. Town Centre Spaces - Applications for Mobile Catering Units (Pages 31 - 45)
Bernadette Rushton, Assistant Town Centre Manager, to report.
- to consider applications.
(Exempt under Paragraphs 2 and 3 of the Act – information relating to individuals/business/financial affairs)

**TOURISM PANEL
MONDAY, 2ND JUNE, 2008**

Present:- Councillor Smith (in the Chair); Councillors Austen, Boyes and Walker.

together with:-

Julie Roberts	Town Centre Manager
Joanne Edley	Tourism Manager
Alison Hall	Renaissance Marketing Officer
Matthew Beck	Chief Executive, MAGNA
Tom Waldron- Lynch	Hellaby Hall Hotel
Bernard Jones	South Yorkshire Transport Museum

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from:-

Elenore Fisher	Cultural Services Manager
Steve Blackbourn	Principal Officers, Museums, Galleries and Heritage
Marie Hayes	Events and Promotions Service Manager
Natalie Haynes	Holiday Inn
Keith Ayling	Chesterfield Canal Partnership

2. MINUTES OF THE PREVIOUS MEETING HELD ON 17TH MARCH, 2008

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 17th March, 2008.

Agreed:- That the minutes be agreed as a correct record.

3. MATTERS ARISING

There were no matters arising from the previous minutes.

4. ITEMS RAISED BY INDUSTRY REPRESENTATIVES

There were no issues raised by the industry representatives.

5. PANEL VISIT TO WINTHROP PARK

Further to Minute No. 62(2) of the meeting of the Tourism Panel held on 4th February, 2008, consideration was given to the invitation to visit Winthrop Park - Nature Therapy Garden.

Agreed:- That the next meeting of the Panel take place at Winthrop Park.

6. **MINUTES OF THE YORKSHIRE TOURIST BOARD AUTHORITY FORUM**

Consideration was given to the minutes of the Yorkshire Tourist Board Authority Forum as follows:-

- (i) Voice of Tourism
- (ii) Tourism Authority Forum – 24th January, 2008
- (iii) Tourism Authority Forum – 25th April, 2008
- (iv) Tourism Authority Forum – 25th April, 2008 – Activity Update

Joanne Edley, Tourism Manager, Matthew Beck, Chief Executive of MAGNA and Tom Waldron-Lynch, Hellaby Hall Hotel, commented on key issues arising from the above meetings and minutes.

Reference was made to the following:-

- changes to the tourism organisation and the Framework Review for the development of British Tourism
- the developing Business Plan
- the importance of the Area Tourism Partnerships
- YTB management changes
- issues re: transparency and links with local authorities
- Yorkshire Forward and the prospective budget allocation
- Rotherham's contribution in officers' time
- communication difficulties
- the need for input from local authorities

Agreed:- (1) That the minutes of the meetings of Yorkshire Tourist Board Authority Forum be noted.

(2) That the Tourism Manager asks the Strategic Director, Environment and Development Services, the Leader and the Chief Executive to use their best efforts to encourage the local M.P.'s to give support to local authorities' representation in the review of the delivery of Tourism in the region and on organisations resulting therefrom.

(3) That the Chief Executive of Yorkshire South Tourism be asked to give a briefing on the proposed Yorkshire Plans for Tourism and Sub Regional Tourism Partnerships to the July meeting of the Panel.

7. **ROTHERHAM VISITOR CENTRE RETAIL POLICY - UPDATED 2008**

Consideration was given to a report, presented by Joanne Edley, Tourism Manager, detailing the updating of the above Retail Policy to bring it into line with Culture and Leisure Services Fees and Charges.

It was noted that charges for photocopying were still under review.

Members asked about:-

- Use of Customer Service Centres as retail outlets for Rotherham merchandise
- Average spend
- Information provided to the country parks, and venues beyond the Borough boundary

The Tourism Manager also reported that currently stock in the Visitor Centre was being run down to enable work to concentrate on the introduction of Databox, then it would be re stocked which would mean that the Visitor Information Centre could sell tickets for other events and thus bring in income.

Bernard Jones, South Yorkshire Transport Museum, commented on the "average spend" being in the region of £2 per purchaser.

Matthew Beck, MAGNA, confirmed that visitor spend was currently going down although catering spend was increasing.

Agreed:- That the report and updated Policy be noted.

8. ROTHERHAM RENAISSANCE MARKETING UPDATE INCLUDING BUS ADVERTISING CAMPAIGN

Alison Hall, Renaissance Marketing Officer, reported that a marketing plan had been put together including actions which will promote Rotherham Renaissance and increase footfall within the town centre.

She explained that these actions have taken the form of:-

- (i) Bus advertising – a 4 week campaign across Doncaster, Barnsley, Rotherham and Sheffield promoting Rotherham town centre as a place to "eat, live, and shop", whilst also promoting the All Saints' quarter developments
- (ii) Hanging baskets campaign – subject to funding from partners
- (iii) A window dressing campaign for the High Street empty properties
- (iv) Update of Map/information boards to show information of development work and town centre events.

Members commented on the extensive use of Clifton Park by Borough and non-Borough residents.

Agreed:- That the update be noted.

9. UPDATE ON PROGRESS ON THE DRAFT ROTHERHAM VISITOR ECONOMY PLAN 2008-2013

Consideration was given to a report, presented by Joanne Edley, Tourism Manager, relating to the ending of the Rotherham Tourism Plan 2005-2008. It was explained that this Plan had now come to an end, and in its place a Draft Visitor Economy Plan 2008-2013 had been produced following consultation with partners.

The four key objectives of the Draft Visitor Economy Plan, which matched those of Yorkshire Forward, were outlined as follows:-

Objective 1

To promote Rotherham as a visitor destination, improve the image and perception of Rotherham. This will increase the number of visitors and economic impact for the area.

Objective 2

To improve the quality standards of the facilities, provide excellent experiences for the local residents and visitors to the area.

Objective 3

To increase the skills base in the visitor economy associated areas.

Objective 4

To implement a Destination Management Plan that follows a sustainable model for the visitor economy to be effective. As it is essential that all tourism related developments are sensitive to the local community, benefits the local economy and environment.

It was reported that an action plan and editorial had been developed around these objectives and the local, sub regional, regional sub pan regional and national objectives.

It was also reported that Yorkshire Forward and VisitBritain were reviewing the delivery of tourism regionally and nationally and this would affect how tourism was delivered in Rotherham. Therefore the Draft Visitor Economy Plan would need to be changed to take these plans(available from the end of June) into account.

Agreed:- That the update be noted and the work on the Draft Visitor Economy Plan be put on hold until receipt of the reports referred to above.

10. ANY OTHER BUSINESS

The following issues were raised:-

(i) Promotions to potential European visitors were to be investigated with Yorkshire South Tourism, Yorkshire Tourist Board, England's North Country and VisitBritain.

Agreed: That the availability and distribution of leaflets for P&O and the

VisitBritain office in Holland be revisited.

(ii) In-house How's the Service Survey previously How's The Visitor Economy Today? Business Survey

It was reported that it was intended to run a How's the Service Survey in June. It was requested that the email survey would be sent to the industry representatives to send back a response by way of testing that the survey technology was working before sending to all the email list of businesses and a further 20 would also be sent by post to businesses that did not have email addresses.

(iii) Triathlon Event at Rother Valley Country Park 31st May & 1st June

This event had been organised in conjunction with One Step Beyond and was reported as a great success. Over 600 competitors took part over the weekend.

The number of tourism nights was difficult to assess as many people waited to see what the weather would be before booking and then booked directly with the hotels rather than via the hyper-link on Yorkshire South Tourism's website.

A breakdown of Postcodes had been requested.

(iv) Walking Festival – 30th June to 13th July, 2008

35 walks had been organised in association with various local walking groups and the Walkers Action Group. The health and education elements were noted. It was thought that further links could be made with the senior Sports & Physical Activity Development Officer.

(v) Freedom of Information request

A request for information had been received from the Shadow Minister for Culture, Media and Sport, relating to a review of tourism and the Tourism Service had supplied relevant information.

(vi) Ministry of Food

Julie Roberts, the Town Centre Manager, gave a synopsis of work and activities.

11. DATE, TIME AND VENUE FOR THE NEXT MEETING

Agreed:- That the next meeting of the Tourism Panel be held on MONDAY, 14TH JULY, 2008 at 2.30 p.m. at Winthrop Park, Wickersley, Rotherham (subject to detailed arrangements being confirmed).

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Regeneration and Development Services
2.	Date:	16th June 2008
3.	Title:	Extension of area and lease period of Wheatley's and Sons Amusements lease at Clifton Park
4.	Directorate:	Environment and Development Services

5. Summary

Following discussions a request has been received from Wheatley's and Sons Amusements to extend the area of the children's amusements and period of their existing lease until March 2025 for the operation of children's amusements and mini golf within Clifton Park.

6. Recommendations

That Wheatley's and Sons Amusements existing 5 year lease (due to expire in March 2010) is extended to March 2025. That an extended area of operation in line with proposals previously presented to the Heritage Lottery Fund and Project Board is negotiated with Wheatley and Sons Amusements.

7. Proposals and Details

Following a successful tender in 2004, Wheatley's and Sons Children's Amusements have operated successfully in Clifton Park since March 2005 providing a high quality service to park users. As part of the recent submission of plans to the Heritage Lottery Fund the designs for this area proposed an enlargement of the leased area. The increase in the area of this site will generate further income following renegotiation of lessees rent. Having built up their business over a 2 year period they wish to invest further in the site and provide a more comprehensive service to park users in line with Culture & Leisure's aspirations for the park. Prior to further investment in the site by Wheatley's they are keen to secure a longer term lease to protect their future investment. Legal services have been consulted regarding extending Wheatley's lease and agree that extending the existing lease as proposed is allowed for within standing orders as a full and proper tender process was followed in 2004 at the outset of the original lease.

8. Finance

Extending the period of this lease will ensure that income and service levels can be secured from the children's amusements provision until 2024 and will allow the lessee to invest in capital items for the site and reduce the council's requirement to reinvest to provide a similar level of service.

9. Risks and Uncertainties

Wheatley's have proven to be an excellent partner to Culture & Leisure and have continued to invest in the amusements site in Clifton Park from the outset of their existing lease. It is therefore considered that this proposal does not bring with it any significant risk.

10. Policy and Performance Agenda Implications

This would meet the following priorities:

- **Rotherham Achieving** by supporting continued investment in the amusement area with consequent benefits for employment and tourism.
- **Rotherham Safe** by continuing to provide a service within the park which attracts families and ensures that the park has heightened natural surveillance by the park being busy.
- **Rotherham Alive** by investing in opportunities for the next generation and focusing on children and young people.

11. Background Papers and Consultation

This has been requested by Wheatley's and Sons Amusements. The proposals for all projects submitted as part of the HLF submission have been publicly consulted on as part of HLF requirements. Wheatley's have been a key stakeholder throughout HLF consultation and the continuation of this service within the park has been welcomed by other stakeholders.

Wheatley and Sons existing lease (2005 to 2010)

Contact Name: *Andy Lee, Operations Manager – Green Spaces*
Ext 2457 email: Andy.lee@rotherham.gov.uk

ROTHERHAM BOROUGH COUNCIL – REPORT TO DELEGATED POWERS

1.	Meeting:	Delegated Powers
2.	Date:	16 June 2008
3.	Title:	Progress Report - Floods June 2007
4.	Directorate:	Environment and Development Services

5. Summary

To provide an update following the June 2007 floods on what progress has been made by the council to further improve resilience against future flooding and information that has been shared with affected communities.

6. Recommendations

- 6.1 That the contents of the report be noted.**
- 6.2 That the future financial implications of the council be noted.**
- 6.3 That the Director of Planning and Regeneration presents a report to CMT to examine the potential impact upon planning policy and development within the borough.**

7. Proposals and Details

June 2007 saw unprecedented rainfall and was recorded as the wettest month in Yorkshire since 1882. Full details of events and how it affected the Borough have been included in the Post Incident Report issued by the Emergency and Safety Team. This report was issued in October last year. Since this event a number of national, regional and local reviews have taken place. The main National Review has of course been the Sir Michael Pitt review, in which all flooded areas were visited and an interim report was published on 17 December 2007. The interim report contained fifteen urgent recommendations and seventy-two interim conclusions. The report is broken down into four main areas:

- **Flood Risk Management** (climate change - developing understanding of forecasting and building and planning)

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- **Critical National Infrastructure/Loss of Essential Services** (protecting our infrastructure - information sharing - single points of failure/complete loss)
- **Emergency Response** (local risk register, business continuity, emergency planning, improved communication links with agencies and dams and reservoirs)
- **Recovery Arrangements.**

An overview of the urgent recommendations are as follows:

Recommendation		Lead Organisation
1	Monitoring of groundwater levels	Environment Agency
2	Identify areas at risk of surface water flooding	Environment Agency
3	Use of temporary defences	Environment Agency
4	Flood rescue	Local Resilience Forum
5	Resilience of Rest Centres	Local Resilience Forum
6	Stockpiles of equipment	Local Resilience Forum
7	Agencies providing scientific advice	Department of Health
8	Identification of vulnerable people	Cabinet Office
9	Creation of a national flood emergency framework	Defra
10	Identification of critical infrastructure at risk	Environment Agency (key deliverer)
11	Role out of "opt-out" flood warning services	Environment Agency
12	"Door knocking" to increase flood warning take up	Environment Agency (key deliverer)
13	Involve local media	Environment Agency
14	Flood kits	Environment Agency (key deliverer)
15	People increase their state of readiness	Environment Agency (key deliverer)

Consultation on this interim report closed on 31 March 2008 with a final report due summer 2008.

The list of interim conclusions is held by the Emergency and Safety Team and other relevant departments within the council.

For the purposes of this progress report, four main areas have been explored and reviewed; Drainage, Forward Planning, Emergency Planning and Communications and Marketing. Specific information following the floods of June 2007 around these areas are as follows:

7.1 Drainage

Public meetings were held by the council at Catcliffe, Dinnington and Laughton Common, Whiston, Thorpe Hesley and Scholes, where it was agreed that the council would carry out extensive drainage surveys to establish the cause of the flooding and to indicate possible solutions and/or improvements needed to existing drainage systems. Five summary reports have now been completed by the council and have been published on the council's web site for residents to gain access.

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In addition, the Environment Agency held three 'Drop In Sessions' at Catcliffe and Parkgate for the residents, which were also attended by representatives of the council's Drainage and Forward Planning section.

Since June 2007 floods the council along with its partners such as the Environment Agency have carried out various improvement works in areas affected by the floods, and are listed below:

- **Whiston**

- In 2007 the council completed general clearance works within the River Whiston Brook, at a cost of £20,000.
- The Environment Agency in partnership with the council will shortly be carrying out a scheme for major clearance and repair to flood walls along the River Whiston Brook. The cost of these works are estimated at £61,000.
- The Environment Agency with the help of the council are carrying out a flood study report, which will identify possible restrictions and hydraulic problems within the River Whiston Brook.
- Shortly after the floods the council completed the cleansing of all road gullies affected by the floods and culverts were cleansed under public highways.
- The council has arranged for a developer to rebuild the damaged river wall opposite to The Pieces South, Whiston.

- **Catcliffe**

- Shortly after the floods the council completed the cleansing of all road gullies affected.
- The Environment Agency in partnership with the council will shortly be carrying out major scheme to obtain six number 150 mm diameter diesel driven pumps and associated ancillaries, and two number pumping chambers, which will assist in pumping flood water in areas most at risk from flooding. The cost of these items are estimated at £200,000.
- In June 2008 the council and John Healey MP, the Floods Minister, agreed to allow the company 'egan' to distribute, free of charge, 2,500 FloodSax to residents of Catcliffe, as part of a pilot scheme. The FloodSax should provide additional defence against any possible flooding. It is proposed that these FloodSaxs will be held and distributed to residents by the Parish Council. A separate report will be submitted to CMT regarding the policy of Parish Councils holding sandbag stocks.
- The council has repaired a damaged highway drain in Sheffield Lane.

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- The council in partnership with the Environment Agency and Yorkshire Water are preparing an Action Plan based on high river levels which will inform the deployment of pumps and generators on site to deal with possible flood water.
- **Dinnington and Laughton Common**
 - Shortly after the floods the council completed the cleansing of all road gullies affected.
 - The council commissioned a Contractor JBA, to carry out a flood study report, which has identified restrictions and hydraulic problems within the watercourses known as Cramfit Brook and Eel Mires Dike. The cost of the report was £14,300.
 - The council has cleared debris from Cramfit Brook on two occasions.
- **Thorpe Hesley**
 - Shortly after the floods the council completed the cleansing of all road gullies affected.
 - The council has cleared debris and maintained the watercourse to the south of Oakenwood Road, and cleansed the culvert under the footpath near Oakenwood Road.
- **Scholes**
 - Shortly after the floods the council completed the cleansing of all road gullies affected.
 - The watercourse within land known as Kepples field has been maintained by the council and a new culvert has been installed to allow the free passage of water through the land.

General works have been carried out by the council throughout Rotherham, such as the cleansing of gullies and culverts. The council is discussing with the riparian owners (ie landowners) the importance of maintaining watercourses which are their responsibility.

The council is at present commencing its investigation works into other areas of Rotherham adversely affected by the floods in June 2007 and as a precautionary measure clearing gullies and culverts in the vulnerable areas on a more frequent basis. This work is carried out at an additional cost to the Streetpride Revenue Budget.

7.2 Forward Planning

- **Guidance**

The Government provides guidance to local authorities on flooding issues through Planning Policy Statement (PPS) 25 - Development and Flood Risk, A Practice Guide Companion, and PPS1 - Planning and Climate Change.

In line with that guidance (PPS25) the council has engaged consultants (Jacobs) to undertake a Strategic Flood Risk Assessment (level 1) - SFRA - for the whole Borough. The SFRA will then inform the allocation of land for development in the Local Development Framework.

This work was due to be completed in spring 2007 but the June 2007 floods required additional work to be carried out to ensure the SFRA was comprehensive. Unfortunately, much of the additional information needed has to be obtained from the Environment Agency, which is still under intense pressure following the floods of last summer. This information is now almost ready for release so that the SFRA can, finally, be completed.

- **Development Control**

The SFRA will assist Development Control officers dealing with planning applications and provide for consistency in planning decisions.

Following last summer's floods we are aware of the areas most vulnerable to flooding in the Borough and will ensure that new developments in the vicinity of these areas do not exacerbate the situation.

Developments on Brownfield sites will have to reduce the amount of run-off compared to the previous use of the site.

Developments on Greenfield sites will have to limit run-off to no more than existing.

The Government are considering a call for sustainable drainage systems (SUDS) to be compulsory in all new developments.

Codes for sustainable buildings can include rainwater capture (harvesting) and grey water recycling to reduce run-off and water demand. These are under consideration in Rotherham.

- **Templeborough Flood Alleviation Scheme**

For the last few years the council, in conjunction with partner organisations has been implementing the multi-million pound Templeborough Flood Alleviation Scheme.

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These works involve erecting flood barriers, creating a water retention area and removing obstructions such as weirs and utility bridges to provide protection for Rotherham Town Centre and the Templeborough area against 1 in 100 year flooding events.

The works will also bring land forward for development which will assist the Rotherham Town Centre renaissance project. A SFRA (level 2) sequential test has been produced for this stretch of the River Don, to satisfy the

Environment Agency that sites required for the regeneration of Rotherham can now be safely developed providing certain flood mitigation measures are incorporated.

Details of these mitigation measures can be found in the Town Centre Interim Planning Statement which is currently out to public consultation.

The design work for phase II of the scheme, from Don Street, through the town centre to Don Bridge has begun. No funding source has been identified at present.

7.3 Emergency Planning

The main focus of work since the floods of June 2007 have been centred around the undermentioned areas:

- **Corporate Recovery Group**

In order to ensure that comprehensive support was in place to address the issues arising from the events of June 2007, a Corporate Recovery Group was formed with its first meeting taking place on Tuesday 3 July 2007. The composition of the group, which was chaired by the Director of Asset Management, included representation from each Directorate, specialist departments and external partners such as Voluntary Action Rotherham and the Primary Care Trust (PCT). The group met on a weekly basis until 26 July 2007. This was then reduced to fortnightly in line with developments and the frequency of the South Yorkshire Flood Recovery Group attended by the Chief Executive.

The areas addressed by the Corporate Recovery Group included:

- Economic
- Social
- Health and Environmental impacts

More specifically:

- Business recovery and the macro-economy
- Infrastructure recovery
- Interruptions to daily life
- Accommodation issues

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- The management of charitable donations
- Parish Council involvement
- Waste and pollution
- Bio-diversity and eco-systems
- Children activity groups during summer holiday period
- Street cleansing and sandbag collection
- Loss of natural resources
- Outcomes from public meetings
- Medium to longer term planning
- Communications with local communities, local/regional/national media and other key stakeholders.

A full detailed breakdown of the work undertaken by the Recovery Group is included in the Post Incident Report, which is updated as and when further information becomes available or is known.

All main issues arising from the floods have, in the main, been addressed. Minor issues have been picked up by the appropriate Directorate as part of routine operations. In terms of housing, seven local authority premises, all at Catcliffe (3 on The Crofts and 4 on Chapel Walk) remain vacant pending outstanding work. In addition to these seven there is believed to be around eighteen private dwellings within the Borough still currently unoccupied.

Where local authority residents have been displaced and where they have advised that they do not want to return to their home, a management transfer is being facilitated through the Housing Assessment Panel.

- **Local Multi Agency Flood Plans**

The Emergency and Safety Team are pulling together a Local Multi Agency Flood Plan that will outline actions and procedures that enable local agencies to respond in a co-ordinated, timely and flexible manner to all main rivers, ground water and surface water flooding incidents within the borough.

To deliver this plan a local Multi Agency Flood Group has been formed, which is chaired by the Emergency and Safety Manager and comprises of:

- Various departments of Rotherham MBC
- Environment Agency
- Emergency Services
- Utility companies
- Voluntary Sector
- Rotherham Primary Care Trust
- British Waterways
- Rail Network/South Yorkshire Passenger Transport Executive
- UK Coal Authority.

The main objectives of the plan, when produced, will be to:

- Provide clear definition of the roles, responsibilities and actions of key agencies throughout the response.

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- Implement a risk based approach to responding to flooding within the Borough.
- Set out a clear activation procedure so that all agencies are informed appropriately regarding timings and information shared.
- Implement a pre-flood group/meeting when flooding is expected to ensure all agencies are alerted early and can respond accordingly.
- Set out the flood plan co-ordination and control arrangements specific to the flooded area.
- Provide a reference of the contact details of all main responders.
- Outline the council's sandbag policy.
- Detail how the recovery arrangements will be implemented.
- Address the issues of warning and informing the public as linked with the new National Performance Indicator 37.

An added feature to this plan (and linked to the final bullet point above) will be the production of a "Z-Card", which is a wallet sized information leaflet that expands to A4 size and provides specific information on what to do before, during and after a flooding event. In addition, appropriate telephone numbers are also included for easy reference. These actions are to emphasis self help within the community rather than depending on responding agencies.

Three meetings of the Multi Agency Flood Group have taken place and the draft plan is developing. Once the plan has been completed it will be tested with a desktop exercise. It is envisaged that the plan and exercise will be complete by October/November 2008. Once complete, it is envisaged that the plan will go to open consultation with appropriate Area Assemblies, Parish Councils, Flood Action Groups and interested residents residing in the high risk and vulnerable areas. The Environment Agency have stated that when the plan is complete it will be one of a few that have been completed nationally and will be easily twelve months in front of other local authorities.

- **Meeting with Parish Councils**

One aspect of the Multi Agency Flood Response Plan is the capacity of appropriate local parish councils to store sandbags either, filled hessian or nylon bags of sand (the type normally distributed by the council) or the newly introduced flood defence sacks which contain silica gel and need to be soaked in water prior to use.

In preparation for a report that will be submitted to the Corporate Management Team shortly, members of the Emergency and Safety Team together with Streetpride have met with the Parish Councils of Catcliffe, Treeton, Dinnington and Whiston with a view to determining their willingness to store, maintain and

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distribute stockpiles of these sandbags. The sandbags can then be easily deployed at the appropriate trigger point of the Multi Agency Flood Response Plan in accordance with the draft council's sandbag policy. All Parish Councils visited have agreed to this in principle and a questionnaire has been forwarded to each Parish Council requesting confirmation of their capacity to store and issue the sandbags. A copy of this questionnaire is attached at Appendix 1 for reference.

On receipt of all these questionnaires a report will be submitted to the Corporate Management Team for consideration and appropriate action.

- **Meetings with Local Communities**

The Emergency and Safety Team are currently liaising with the Flood Action Groups of the areas that were flooded with a view to working with the local community in meeting their needs to responding and recovering to future incidents. All issues agreed will be published in the Multi Agency Flood Response Plan.

- **Internal Issues**

Over the past twelve months, a number of internal arrangements have been looked into ranging from investment in alternative Borough Emergency Operations Rooms, Satellite Communications through to purchase of additional Emergency Planning Stores and recruitment of additional voluntary staff to be trained in an Emergency Planning role. Internal response developments identified during the extensive council debriefings are listed in the Post Incident Report. These developments have been addressed and implemented by the various departments.

7.4 **Communications and Marketing**

- **Post Flooding Public Meetings**

The corporate Communications and Marketing team has been responsible for setting up and administering the series of public meetings referred to previously in this report in the areas most affected, ie:

- **Catcliffe** (11 July, 26 September 2007)
- **Whiston** (12 July, 3 October 2007)
- **Dinnington** (13 July, 9 October 2007, 13 May 2008)
- **Thorpe Hesley** (21 August, 23 October 2007)

This work has included co-ordinating the involvement of appropriate council officers and representatives of relevant external agencies; liaison with local groups, including Parish Councils; promotion and publicity of the events; taking and distribution of the official record of the meetings, and associated media relations - before, during and after the sessions.

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The meetings have provided an opportunity to feed back to local residents on progress made and work completed in response to the flooding, as well as to hear from them about their specific concerns and to collate local intelligence which can contribute to the overall operational response.

- **General Media Relations**

The flooding and its aftermath has continued to generate media interest at local, regional and national level (eg Radio 4's File on Four Focus on Dams and Reservoirs) around issues such as:

- Funding eg impact of decisions taken by Central Government and impact on local residents.
- Council decision on future of Ulley Reservoir.
- People back in their homes.

Corporate press officers have continued to deal with these speedily and effectively in the interests of providing useful information for citizens; rebutting inaccuracies, reporting on progress around specific issues such as drainage, flood allevation, etc and thereby protecting the council's reputation.

- **Television Documentary Proposals**

Corporate press officers have been working closely with both the BBC and Channel 4 on documentary programmes focusing on the floods, their aftermath, progress made and/or the actual anniversary of the flooding as part of a wider analysis of the national picture and climate change issues.

- Britain Under Water is a one-hour special for BBC1 to be presented by Huw Edwards, exploring the science of the floods - what happened; why did it rain so much and what impact did it have on our rivers and drains? It will also tell the stories of those directly involved with the terrible events - The Navy, Army, RAF, flood victims, rescue workers, evacuees. The BBC is revisiting the scene a year on to survey how this unprecedented modern catastrophe has affected Britain. The proposed angle on Ulley is to "celebrate the bravery and tenacity of everyone involved in staving off this possible disaster".
- The Channel 4 Dispatches programme examined the impact of the floods, looking in particular at the adequacy of Britain's flood defences, the resilience of critical infrastructure such as dams and drainage, and what can be done to prepare for this kind of extreme weather in the future.

This has involved providing strategic advice to members and officers, liaising with production crews, setting up interviews and working with the relevant specialist officers to ensure accurate information is provided and the authority's case is appropriately presented.

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- **Internal Communications**

The corporate Communications and Marketing team, particular the Internal Communications Officer - has worked with colleagues across the council to inform staff (and also external agencies) of the contribution of the authority to the flood response; to advise on action required to prepare for potential future events, and also to acknowledge the hard work and commitment of staff who were involved in June 2007.

This work has included:

- A special post-floods issue of "Unite".
- Working with Strategic HR on the flooding element of the 2008 VIP Awards, including a guest speaker with a focus on the impact of climate change.
- Working with colleagues at Voluntary Action Rotherham to secure an appropriate flood element in the 2007 Community Achievement Awards.

Meeting Future Needs - Improvements and Initiatives

(a) Wider Emergency Planning Issues

As with other colleagues across the council, the Communications and Marketing team have identified a number of areas in their specific response to the 2007 floods where further development is required.

This includes the need for a formal rota of public information lead officers to be established, with the provision of appropriate training and the necessary updating of the Borough Emergency Plan.

The team is also contributing to the ongoing work to develop RMBC's plan for warning and information the public - National Indicator 37 - including:

- Closer working with Parish Councils and Area Assemblies to reach local communities, and particularly hard to reach groups.
- Information in the final issue of Rotherham Council Matters and following its launch in September 2008, the new LSP newspaper.
- Making optimum use of the RMBC website.

(b) June 2008 - A Year On from the Summer Floods

The corporate Communications and Marketing team will work with local newspapers, radio and regional TV to identify how they are proposing to mark and deal with the anniversary of the floods, and how RMBC can contribute to this - in particular taking the opportunity to highlight what progress has been made and actions taken - such as the development of the Multi Agency Flood Plan, investment in flood alleviation etc.

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It will also provide a useful opportunity on which to “piggy back” the provision of information and reassurance to the public in support of the council’s delivery of National Indicator 37.

(c) Ongoing Media Management

The corporate Communications and Marketing team will continue to deal with routine media calls relating to the June 2007 floods, the potential for future events and the council’s emergency response and preparedness, and to generate positive coverage in this context.

The Press Office rota which was operational during summer 2007 was deemed to have worked well, and remains in force in the event of future events.

8. Finance

The costs relating to the flood damage, response and recovery has been subject to previous separate reports submitted by Financial Services. To summarise the costs are as shown:

	Revenue £m	Capital £m	Total £m
Cost of dealing with the emergency	1.9		1.9
Grants and assistance to individuals and businesses	0.4		0.4
Damage to council property and equipment	0.9	9.0	9.9
Loss of income	1.0		1.0
TOTAL	4.2	9.0	13.2

The funding position, in brief, can be summarised as follows, but it must be taken into consideration that the capital costs are subject to change:

Revenue	£m
Bellwin Grant	1.1
Other revenue grants	0.4
Other budgets	0.2
Insurance claims to date	0.3
National non domestic rates pool	0.7
Collection fund	0.2
TOTAL REVENUE RESOURCES	2.9

Capital	
Capital grants and insurances etc	2.3
Deferred capital work at Greasbrough Depot	0.9
Leaving to be met from council resources:	
Capital programme	5.8
General fund revenue	1.3
TOTAL	13.2

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At the time of submission of this report a further funding stream - Restoration Grant totalling £30.6m has recently been announced. Details of the allocation should be known by the end of July when a further report from Financial Services will be submitted to the Corporate Management Team.

Investigation drainage works carried out by the council has identified additional works required for further improvement for resolving or improving the flooding problems. Further investigation works are required in other areas within Rotherham which were also adversely affected by the floods. These additional works together with further identified response improvements will have financial implications for the council.

9. Risks and Uncertainties

- A small number of the residents affected by the floods have not yet returned to their homes and residents are very concerned that lives and properties could be at risk from similar flooding events in the future. In addition, the anniversary of the floods is fast approaching, which will bring renewed media interest which may result in heightened residential tensions and concerns. To address these concerns, the council continues liaison including neighbouring authorities and the Flood Minister, John Healey MP.
- Sir Michael Pitt Review and the Environment Agency Review of 2007 - Summer Floods 2007 recommend that improvement to existing drainage systems, which are the responsibility of the council is carried out to minimise potential flooding problems.

10. Policy and Performance Agenda Implications

The issues contained within this report support the council's main themes of Rotherham Safe and Rotherham Achieving.

11. Background Papers and Consultation

- Post Incident Report - June 2007 Floods.
- Minutes from Corporate Recovery Group Meeting (*individually submitted to CMT after each meeting*).
- The Interim Pitt Review - December 2007.
- Environment Agency Review - Summer Floods 2007.

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Regeneration and Development Services
2.	Date:	16 June 2008
3.	Title:	Sheffield to Rotherham Bus Rapid Transit scheme
4.	Directorate:	Environment and Development Services

5. Summary

This report updates Cabinet Member on the development of outline business cases for a Bus Rapid Transit (BRT) scheme between Sheffield and Rotherham.

6. Recommendations

That the Cabinet Member resolves to:-

- a) Endorse the work that has already taken place in developing submissions to the Regional Transport Board (RTB),**
- b) Note the decisions of the RTB to support both the BRT Northern and Southern Route schemes,**
- c) Agrees the outline routes for both the BRT Northern and Southern schemes, as shown on the drawing accompanying this report at Appendix A (Bus Rapid Transit – Northern and Southern Route Proposals Version 1.0)**
- d) Notes the further development of Major Scheme Business Cases for both the BRT Northern and Southern Route schemes,**
- e) Refer this report to Cabinet and Regeneration Scrutiny Panel, and**
- f) Receive further progress reports as appropriate.**

7. Proposals and Details

Cabinet Member will recall that in July 2006, South Yorkshire Passenger Transport Executive (SYPTe), Sheffield City Council (SCC) and Rotherham Metropolitan Borough Council (RMBC) - were advised by the Department for Transport (DfT) to investigate bus-based alternatives to the previous 'Supertram Extensions' scheme. In discussions with the DfT in October 2006, it was agreed that the partners would not simply consider the same alignment as the Supertram extensions. Options would be reviewed in the context of the issues that need to be addressed in the current area particularly in the light of the developments since the tram scheme was first considered.

The bus based alternatives have been developed with the primary aim of improving connectivity between Sheffield City Centre and Rotherham Town Centre. The Bus Rapid Transit (BRT) network comprises two routes, a Northern route via Meadowhall and the Lower Don Valley and a Southern route via Waverley. This network has been chosen because of the numbers of people travelling to work between the two centres, indeed, recent research by the Centre for Urban and Regional Studies at the University of Birmingham, published in April 2007, has shown that the economies of Rotherham and Sheffield link to form a distinct economic entity within both the broader South Yorkshire sub-region and Sheffield City Region. Patterns of labour market interaction are strong and distinctly more intense than cross-boundary interaction between other neighbouring Districts in South Yorkshire, resulting in a unified travel-to-work area. Almost 10% of total Sheffield/Rotherham jobs involve a cross border commute between the two Districts, equating to 33,000 jobs. This degree of integration is roughly three times that of Sheffield's other adjoining Districts and markedly higher than between any other neighbouring South Yorkshire Districts.

However, there are significant transport issues to be overcome in this area, such as

- Congestion issues at M1 Junctions 33 and 34, the barrier that the M1 creates and the consequent impact on public transport and economic development;
- Air Quality in the vicinity of the motorway corridor. The area has been declared an AQ Management Area.
- The quality and availability of transport links between the two urban centres and into employment areas;
- Growing overcrowding on the Supertram system.

It is anticipated that a BRT Network will provide rapid, reliable journeys between the two centres, thereby benefiting the large number of daily commuters travelling along these routes and in turn contributing towards easing the transport issues mentioned above.

The BRT Network has been refined over the past year or so under the guidance of a Steering Group, set up by the South Yorkshire Passenger Transport Authority (SYPTA) and comprising the Chair of the PTA and the Cabinet Members of the two District Councils. Bids for funding have now been made to the Regional Assembly's Regional Transport Board (RTB). The bid for the Southern Route was approved in

September 2007 and the bid for the Northern Route was approved in April 2008. Both bids were approved on the basis of their value for money, cost benefit and deliverability. This essentially means that the Yorkshire and Humber Region agrees that the schemes are sound and in line with policies as set out in the Regional Spatial Strategy (RSS) and the Regional Transport Strategy (RTS). The two routes described briefly below and are shown on the plan in outline attached as Appendix A.

A. The Southern Route

The route in Sheffield includes a loop around the City Centre. It then runs along the A57/A630 Sheffield Parkway to Catcliffe Interchange and Poplar Way to a Park and Ride site within the Waverley complex. It then runs back to Catcliffe Interchange and onto Europa Link to Wood Lane, Brinsworth Road, Bonet Lane, Bawtry Road, Centenary Way, Canklow Road, Westgate and Corporation Street to Rotherham Transport Interchange.

There are various bus priority measures proposed, including a bus lane on Sheffield Parkway towards the City Centre, bus lanes on Bawtry Road and bus priority signals at Bonet Lane/Bawtry Road and Canklow Road/Sheffield Road/Westgate. Although not determined in detail, there will be a limited number of stops.

Following approval by the RTB in September 2007, the partners are refining and developing the proposals to create a robust Major Scheme Business Case (MSBC) for submission to the Department for Transport (DfT) which is the next step in the approval process. The costs and benefits have been refined and low cost and next best alternatives are being developed, as required by the DfT. A meeting has been held between the Partners and the DfT to discuss progress on the proposals and the required elements the MSBC. The current capital cost estimate for this route is £37m.

The current programme anticipates the submission of the MSBC in the autumn 2008 and that the DfT could grant the scheme Programme Entry status early in 2009. If all goes well the scheme could be constructed in 2010/11 and be operational by mid 2012.

B. The Northern Route

The route from Sheffield City Centre runs through Attercliffe towards Meadowhall. From Meadowhall there is a new road proposed linking Meadowhall Way and Sheffield Road (under M1/A631 Tinsley Viaduct). From Sheffield Road the route continues to Westgate, Corporation Street to Rotherham Transport Interchange.

There are significant bus priority measures proposed through Attercliffe and Sheffield Road, Templeborough and this route will also benefit from the bus priority measures proposed for the Canklow Road/Sheffield Road/Westgate junction.

The RTB approved this part of the network in April 2008 and further work is now being undertaken to develop and optimise the preferred route as part of the preparation for the MSBC. The current capital cost estimate for this route is £40m.

The current programme anticipates the submission of the MSBC in the spring 2009 and that the DfT could grant the scheme Programme Entry status by summer/autumn 2009. If all goes well the scheme could be constructed in 2011/12 and be operational by mid 2013.

The next steps are to seek the views of the public on the proposals as comments will need to be included in the Major Schemes Business Cases for both schemes. As Cabinet Member will recall a seminar was held in the Town Hall for all Council Members. In addition two stakeholder workshops were held in 2006/07, to which a comprehensive list of private organisations and public bodies were invited. The feedback from these events has helped tailor and guide the development of these two schemes.

It is proposed to visit the Area Assemblies in Rotherham and the Area Panels in Sheffield to seek views from the public. In addition, the South Yorkshire Passenger Transport Executive will be organising a public consultation, the details of which are currently being developed.

8. Finance

While funding for both routes will be sought from the DfT, a condition of their approval will be that the promoting authority must provide a minimum of a 10% local contribution towards the cost of the scheme. In this case it is likely that this will be provided through a combination of developer contributions in key regeneration areas and the South Yorkshire Local Transport Plan Strategic Capital programme, via the allocations made to the South Yorkshire Passenger Transport Authority.

9. Risks and Uncertainties

A comprehensive risk register has been developed. Regular monitoring meetings are held to review the key risks in order to ensure that risk is managed effectively.

At this stage there are several major uncertainties including land acquisition, statutory processes and securing the local contribution but the key risk at the moment is whether the DfT approve the scheme and in what timescale.

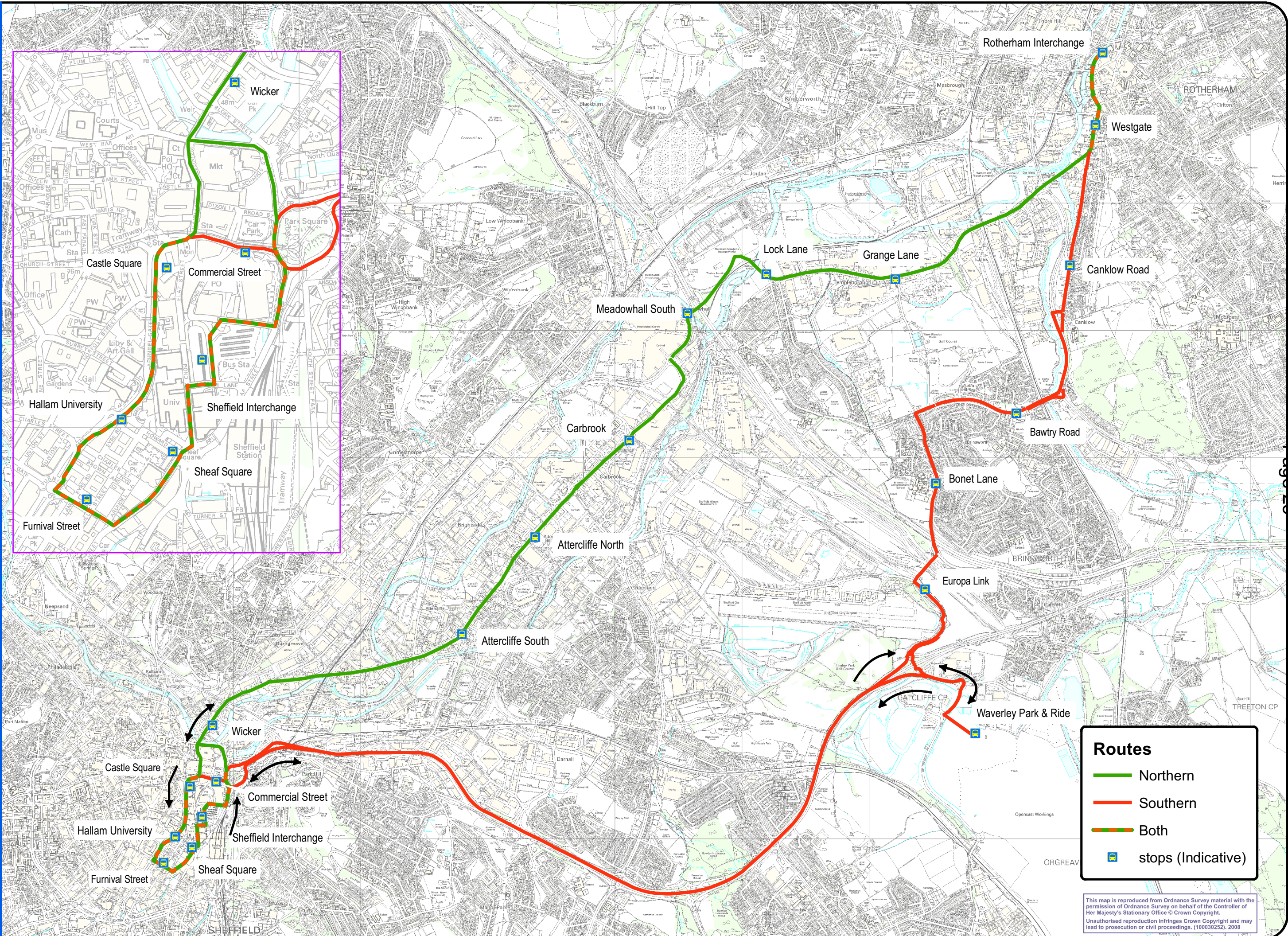
10. Policy and Performance Agenda Implications

Transport and the LTP Delivery Report 'score' are crucial to the Councils CPA and CA assessments. As a means to various ends, accessibility and high quality transport systems and infrastructure are vital if we are to achieve the aims of the Community Strategies, the Corporate Plan and the South Yorkshire Spatial Strategy "Vision".

11. Background Papers and Consultation

As stated above one of the next steps is to carry out the public consultation exercise and it is intended that this be undertaken within the next three months.

Contact Name : *Dave James, LTP Delivery Manager, Planning and Regeneration Service, extension 2954, dave.james@rotherham.gov.uk*



Routes

- Northern
- Southern
- Both
- stops (Indicative)

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