

TOURISM PANEL

Venue: Town Hall,
Moorgate Street,
Rotherham.

Date: Thursday, 15th January, 2009

Time: 2.00 p.m.

A G E N D A

1. To determine if the following items are likely 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. Introductions.
4. Apologies for Absence.
5. Minutes of the previous meeting held on 5th November, 2008. (copy attached) (Pages 1 - 6)
6. Matters Arising.
7. Update from Industry Representatives.
8. Rotherham Tourism Forum - next meeting 27th January, 2009.
9. Access Guide for Visitors. (report attached). (Pages 7 - 62)
Joanne Edley, Tourism Manager, to report.
10. Web site www.visitrotherham.org - presentation of updated information.
Joanne Edley, Tourism Manager, and Jayne Oates, Tourism Assistant, to report.
11. Serviced Accommodation needs study and profile of the Borough's facilities for the future. (report attached) (Pages 63 - 82)
Joanne Edley, Tourism Manager and Ryan Shepherd, Senior Planner. to report, together with Richard Jones, Chief Executive Officer, Yorkshire South Tourism.
12. Yorkshire South Tourism Update.
Richard Jones, Chief Executive Officer, to report.
13. Any Other Business.
14. To agree the Date, Time and Venue for the next meeting.
To confirm: Monday, 2nd February, 2008 at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

**TOURISM PANEL
WEDNESDAY, 5TH NOVEMBER, 2008**

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

together with:-

together with:-

Matthew Beck	Managing Director, MAGNA
Dawn Campbell	Events & Promotions Officer
Joanne Edley	Tourism Manager
Natalie Haynes	Holiday Inn
Bernard Jones	South Yorkshire Transport Museum
Jayne Oates	Tourism Assistant
Tom Waldron-Lynch	General Manager, Hellaby Hall Hotel
Caroline Wilson	Yorkshire South Tourism

35. INTRODUCTIONS/APOLOGIES FOR ABSENCE

The Chairman welcomed those present and introductions were made.

The Chairman welcomed Jayne Oates, Tourism Assistant, to her first meeting.

Apologies for absence were received from:-

Councillor Austen	
Councillor Littleboy	
Lizzy Alageswaran	Principal Officer, Community Arts
Keigh Ayling	Chesterfield Canal Partnership
Marie Hayes	Events & Promotions Service Manager
Julie Roberts	Town Centre Manager
Julie Williamson	Dearne Valley College

36. MINUTES OF THE PREVIOUS MEETING HELD ON 15TH SEPTEMBER, 2008

Consideration was given to the minutes of the previous meeting held on 15th September, 2008.

Reference was made to Minute No. 30 - Heritage Open Days and the following amendments were reported:-

3rd paragraph – The event had included:- should read:- Chesterfield and not Sheffield

4th paragraph – It was reported that over 500 people had taken part – at the Chapel of Our Lady on the Bridge

Agreed:- That the minutes, with the above amendments, be agreed.

37. MATTERS ARISING**Minute No. 29(3) - Rotherham Walking Festival – evaluation of the value of publicity**

Joanne Edley, Tourism Manager, submitted details of the calculated value of publicity that the Walking Festival had attracted. The evaluation had considered:-

- Editorial Coverage:- Rotherham Advertiser; Staffordshire Journal; Midlands Review; Maltby News
- Radio Coverage:- Rother FM
- 5 news pieces, website banner and What's on? Guide

It was reported that the estimated total value equated to £4,534.

In response to Panel Members' questions Joanne explained that 2008 was the 9th year of the Festival, and the event was still receiving good coverage from the walking magazines. Press releases had been issued and articles had been published before, during and after the festival. However, there was no guarantee that the information would be taken up by the press. Information had also been placed in local post offices. Quite a lot of people from the Midlands attended events during the festival, although mostly attendees were from the local area. Unfortunately there was no budget to place specific information in national magazines.

38. ITEMS RAISED BY INDUSTRY REPRESENTATIVES

Matthew Beck reported on the following successful events that had been held at MAGNA:-

- Business Tourism Awards
- Sports Presentations

He added that in the current economic climate the business tourism sector was collapsing.

39. ROTHERHAM TOURISM FORUM UPDATE

Joanne Edley, Tourism Manager, reported on the following items which had arisen and been discussed at the Tourism Forum meeting held at the Aston Sheffield Rotherham Hotel on 18th September, 2008:-

(i) Training Information:-

Attendees had reported that they were not receiving training information, or were unable to access training.

Matthew Beck and Caroline Wilson reported that they were in discussion with Talent Services to put together a total training package under the Yorkshire South banner. It was hoped that this would be accessible for

local smaller companies. It was thought that as this was being developed in respect of the sub-region it was more likely to attract funding.

Joanne Edley added that Business link had also sent out information about their seminars and workshops programme.

Reference was made to the value of on-line training e.g. for health and safety; food hygiene.

Funding sources, including from Business Link, were being explored.

Members of the Panel commented that it was often difficult for smaller companies to release their staff to undertake training.

(ii) Local Products and contacts:-

Joanne reported that Forum Members had carried out an exercise to compile a list of local products and services which would be useful to the industry.

Their list included:-

- Local artists and crafts people – to work with the hotels to produce items either for decoration or for sale
- Local books – hotel copies in room which were then available for purchase
- Swinton Lock Activity Centre – a group of artists worked at this Centre and proposed to invite industry representative to their Open Day on 4th December
- Local plumbers and electricians – a list was to be provided by the Chamber

Familiarisation visits:- these were for hotel staff, reception staff, Tourist Information Centre staff to visit various attractions first hand between November 2008 and April 2009. To date Magna, Winthrop Park and RSPB Old Moor had offered guided tours. This information had been sent to hotels and accommodation providers and a good response was being received.

A leaflet setting out details of dates and venues involved in the Accommodation, Attraction and Tourist Information staff free familiarisation visits to local attractions, which included a booking form, was distributed for information at the meeting.

40. MINUTES OF THE YORKSHIRE TOURIST BOARD TOURISM AUTHORITY FORUM

Joanne Edley, Tourism Manager, reported on issues arising from the minutes of the meeting of the Yorkshire Tourist Board Tourism Authority Forum held on 3rd October, 2008 which she and Councillor Walker attended.

Joanne pointed out to the Panel that after the Yorkshire Tourist Board AGM in November 2008 there may not be any further meetings of the Tourism Authority Forum and the Tourism Operators' Group and a new way of communicating information would be established through the review of Tourism in Yorkshire.

It was also pointed out that the outcome of the review was not yet known.

In addition Caroline Wilson reported that from her understanding there would be a Strategic Board for the Yorkshire Tourist Network, and that board would consist of the 6 area tourism partnerships, including Yorkshire South Tourism and the Yorkshire Tourist Board. There would be one Business Plan which all the partnerships would work to, and this business plan was being submitted to Yorkshire Forward by the end of November. It was pointed out that the review was being driven by Yorkshire Forward.

It was further explained that the Executive Team would consist of the Chief Executives of the 6 area tourism partnerships and the new Chief Executive of the Yorkshire Tourist Board. There would only be one (or two) Local Authority Members who would sit on the strategic board of the Yorkshire Tourist Network. It was proposed that the LGA Yorkshire and Humber meeting would ask for a nominated representative.

Panel Members commented on:-

- the importance of local authorities being represented
- the tourism agenda being driven by Yorkshire Forward
- the current budget process and budget implications for tourism particularly in respect of the level of subscription
- the importance of tourism as an aspect of regeneration

Agreed:- (1) That the information, and minutes, and Panel Members' comments be noted.

(2) That the Cabinet Member for Regeneration and Development Services consider nominating a Councillor to attend the Yorkshire Tourist Board AGM on 26th November, 2008 in York, in place of Councillor Walker.

41. UPDATE OF THE REVIEW OF YORKSHIRE TOURISM

As detailed in Minute No. 40 above, Joanne Edley, Tourism Manager, explained that the final outcome of the review was not yet known.

Matthew Beck added that the Tourism Operators' Group was due to meet on 10th November, 2008, where further information made be made available.

42. UPDATE OF THE WORK OF YORKSHIRE SOUTH TOURISM

Joanne Edley, Tourism Manager, reported on the following aspects of work:-

- (i) Partnership information
- (ii) Leisure
- (iii) Gardens of South Yorkshire
- (iv) Business tourism, including conferences, exhibitions, press features and on-going campaigns

Agreed:- That the on-going work be noted.

43. WEBSITE UPDATE AND DESTINATION MANAGEMENT ICT SYSTEM STITCH IN

Caroline Wilson from Yorkshire South Tourism, and Jayne Oates, Tourism Assistant, reported on on-going work to update the Council's website in respect of tourism and to "stitch in" to the Destination Management ICT system.

The Panel considered three alternative designs, printed copies of which were provided at the meeting.

Panel Members commented on:-

- the need to minimise the amount of script and maximise visuals
- simplicity so that people completed their bookings/search using the least number of clicks
- ability to check availability
- links to information about events
- links to attractions (websites within a website)
- quality control through Yorkshire South Tourism
- the need for consistency

Agreed:- That the Panel supports the design illustrated at option 1.

44. ON YOUR DOOR STEP LOCAL RESIDENTS' CAMPAIGN NOVEMBER 2008

Joanne Edley, Tourism Manager, reported on the above campaign, and distributed leaflets which included vouchers/special offers, and a flyer detailing accommodation officers during November, 2008.

Details were given of where and how these leaflets had been distributed.

Natalie Haynes, from the Holiday Inn, reported that they had already received two bookings for November as a result of this campaign.

45. ANY OTHER BUSINESS

The following items were reported:-

- (i) Christmas Events 2008

Dawn Campbell, Events and Promotions Officer, reported on events and

activities planned for the town centre in the lead up to Christmas including:-

Christmas Lights Switch-on – Thursday, 20th November – event commencing at 4.30 p.m.

Real Reindeer – Saturday, 13th December

Lantern Making and Procession – this was a joint activity involved the Minster and Community arts and local schools in lantern making with a procession Thursday, 18th December and songs in the Square followed by a service and nativity play in the Minster

Victorian Craft market – in the Minster at the end of November

Markets events – donkey rides; Santa's Grotto; Punch and Judy

Dawn provided details of where the events had been advertised and where people could find out more information. The Panel's attention was drawn to the new town centre website www.rotherhamtowncentre.co.uk.

Dawn informed the Panel about the "Clickbacks scheme" which town centre management had developed to assist business and this included offers from 1st December. The Chamber had also developed two pages of vouchers to compliment this and to showcase the town centre and events.

(ii) Information Posts

Joanne Edley, Tourism Manager, reported that a new information board was being installed at Parkgate Retail centre, on attractions and accommodation in the area. New information was also being placed in the reception at Hellaby Hall Hotel.

46. DATE, TIME AND VENUE FOR THE NEXT MEETING

Resolved:- That the next meeting of the Tourism Panel be held on Monday, 1st December, 2008 at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:-	Tourism Panel
2.	Date:-	15 th January 2009
3.	Title:-	Access Guide for Visitors
4.	Directorate:-	Environment and Development Services

5. Summary

In 2006, the first Access Guide for Visitors was compiled by Rotherham Tourism Services. The publication has recently been updated in conjunction with the Tourism Service, the Industry Representatives, the Access Officer and the Access Liaison Group.

6. Recommendations

- That the report be received by members.

7. Proposals and Details

The Access Guide is produced to standards recommended by the RNIB, Access Officer and Access Liaison Group. The publication contains establishments who wished to be included and agreed to be checked by the Access Officer or volunteers prior to it being a public document. Some establishments were visited and it was agreed that they were not suitable to be included in the document.

The new Access Guide is available in PDF format on the www.visitrotherham website and through requests through Rotherham Visitor Centre and the Access Officer. The new publication will replace the previous publication and be available in January 2009. A copy of the Access Guide is attached at Appendix 1.

Background

Findings and recommendations

The Access Guide is utilised by a small quantity of people at present, but is a useful tool for visitors with specific needs. It has the opportunity to add more facilities and update the information easily with the document being in PDF format and printed as required by the customer or through the Visitor Centre staff printing the required pages for the customer to post or email the full document as requested.

8. Finance

The Access Guide was undertaken within existing financial budgets and undertaken through the internal Design Studio Service in the council.

9. Risks and Uncertainties

The information in the Access Guide will change, through facilities upgrading their premises and services overtime. The Tourism Service will have to ensure that this information is updated then clarified by the Access Officer / Access Liaison Group in the future and the existing document updated as required.

10. Policy and Performance Agenda Implications

- It is important that information that is provided to a visitor offers the opportunity for all to visit and make informed choices of where they wish to stay and visit.
- The Access Guide publication is included in the Equalities Tool Kit information for the Visitor Centre Business Plan and the Equalities Tool Kit information for the Tourism Plan 2005-2008.

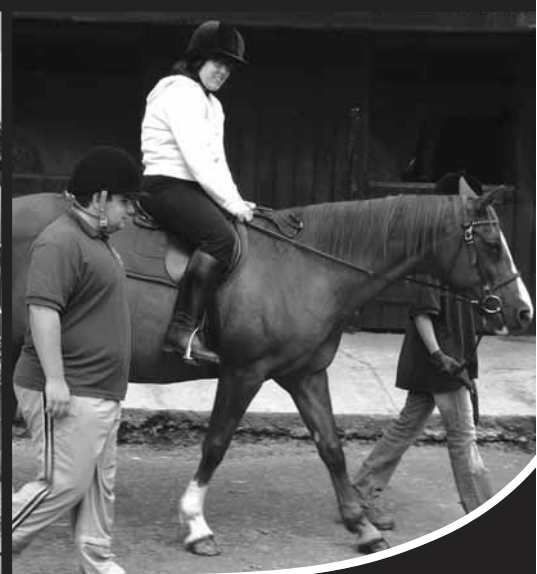
11. Background Papers and Consultation

- **Forms / update information completed by the establishments to be included in the Access Guide**
- **Access Officer and Access Liaison Group**
- **Equalities Tool Kit for the Visitor Centre Business Plan 2006 - 2011**
- **Equalities Tool kit for the Tourism Plan 2005 - 2008**

Contact Name:- **Joanne Edley, Tourism Manager**, ext.6891,
joanne.edley@rotherham.gov.uk



Rotherham's Access Guide for Visitors



Contents

1	Introduction	3
2	Description of symbols	4-8
3	Tourist Information	9
4	Travel Information	10
5	South Yorkshire Transport Executive's Traveline	10
6	Travel Contact Information National Rail Enquiries	10
7	Hackney Carriage Taxis which are pre-bookable	11-12
8	Private Coach/Mini Bus Hire	13
9	Mobility Services	14-15
10	Banks	16
11	Public Rights of Way	17-18
12	Attractions	19
13	Place of Interest	19-27
14	Leisure Activities	28-32
15	Entertainment	33-35
16	Conference and Meeting Room Venues for Hire	36-48
17	Accommodation	49-53

Introduction

This is the second version of the Rotherham Access Guide for Visitors. It is the first publication to include a number of different services in a comprehensive format.









This guide has been produced for visitors and residents wishing to visit the area's local facilities. The information has been compiled in conjunction with the Rotherham Metropolitan Borough Council Access Officer, Tourism Services and Local Volunteers.









The private, public and voluntary sector establishments have completed their information individually.









Some establishments have been assessed by a volunteer or Access Officer to check if the information provided is a true reflection of what is available to the customer.








Please contact each individual establishment for your specific requirements prior to your visit.



I hope you find this guide informative and helpful.

Symbol Code	Symbol Title	Symbol Description
	Category 1	Accessible to a wheelchair user travelling independently
	Category 2	Accessible to a wheelchair user travelling with assistance
	Category 3	Accessible to somebody with limited mobility, but able to walk a few paces and up to a maximum of three steps
	Level entrance	
	Ramped entrance	
	Level interior	
	Number of steps to entrance	Indicates steps to entrance
	Automatic and Fixed Open Entrance	Indicates the main entrance doors are automatic or fixed open

Symbol Code	Symbol Title	Symbol Description
	Car parking for disabled users	Number identifies number of spaces
	Width restrictions	Indicates any internal and external width restrictions of 1.2m
	Internal ramped/stepped access within floor area	Indicates provision of either ramps or steps within floor levels
	Wheelchair accessible counter	Indicates a counter point desk facility is available, no higher than 900mm
	Facilities for the deaf and hard of hearing	Indicates facilities, which may assist hearing-aid users e.g. sound induction loops
	Facilities for the blind or partially sighted	
	Facilities for people with learning difficulties	
	Facilities for people with behaviour difficulties	

Symbol Code	Symbol Title	Symbol Description
	Wheelchair accessible Lift available	Indicates provision of a lift
 <p>May indicate if you can pre-book a wheelchair accessible table (Table height 700mm min)</p>	Accessible eating area	Indicates eating areas where moveable seating is provided thereby allowing wheelchair manoeuvre around tables. (Please note this symbol does not indicate the eating areas have full access for wheelchair users).
	Assistance available	Indicates suitably trained staff are available to assist disabled persons or in the opinion of the surveyor, the staff appeared to be particularly helpful to their needs.
 <p>  Up only  Down only  Up and Down </p>	Escalator Provision	Indicates escalator provision, either up only, or up and down. Refer to the directional arrows
	Wheelchair accessible W.C	Indicates suitable unisex disabled person's W.C. facility

Symbol Code	Symbol Title	Symbol Description
	Assistance Dogs Welcomed	Indicates all dogs registered under the Assistance Dogs (UK) Scheme are permitted to enter premises. This includes guide dogs, hearing dogs, support dogs and dogs for disabled people
	Sign language interpreter available	
	Looped public telephone	
	Baby changing facilities Children's facilities Adult facilities	If you require adult changing facilities, please contact the attraction in advance to ensure this is available.
	Braille/Makaton signs/ large print available	
	Seat available	Indicates availability of seating
	Accessible changing rooms	Changing area for adults with disabilities

Symbol Code	Symbol Title	Symbol Description
	Emergency evacuation plan	
	Internal stairs	

Tourist Information

Rotherham Visitor Centre

40 Bridgegate, Rotherham S60 1PQ

☎ **01709 835904**

Email address:

tic@rotherham.gov.uk

www.visitrotherham.org

Leaflets and information on places to visit in the area. Local books, maps and souvenirs. Local and National tourist information including around Britain accommodation booking service. Events information and tickets on sale, including Rotherham Civic Theatre.

(If you are a wheelchair user travelling alone, ring the door bell for assistance).



By Road

Traveline Telephone: 01709 515151 Website: www.sypte.co.uk

Rotherham is located just off the M1 at Junction 33 or 34 and the M18 at Junction 1.

By Rail

Rotherham Station is linked to Sheffield (15 mins) and Doncaster (20 mins) stations which connect to towns and cities all over the UK.

National Rail Enquiries Telephone: 08457 484950.

website: www.nationalrail.co.uk

By Air

There are several airports located near Rotherham.

■ Robin Hood Airport Doncaster/Sheffield (20 mins) Telephone: 08708 332210

■ East Midlands Airport (45 mins) Telephone: 01332 852852

■ Leeds Bradford Airport (50 mins) Telephone: 0113 2509696

■ Manchester International Airport (90 mins) Telephone: 0161 4893000.

By Sea

Via the International sea port of Hull (60 mins). Telephone: 01482 327171

Hackney Carriage Taxis

(which are pre-bookable)

AI Taxis

Mr Watson ☎ **01709 555555**

Call Back Service available



Swallow Cabs

Christopher Staniland, E7 Hackney Carriage

For Advanced Bookings Mobile ☎ **07949807356**

Times and Days Available – Flexible

No Call Back Service available



Eastman's

Richard Eastman, Black Cab

For Advanced Bookings ☎ **01709 522811**

Available Monday to Saturday 8.00am – Midnight

Call Back Service available



Hackney Carriage Taxis

(which are pre-bookable)

Mohammed Asif

Fiat Scudo

For Advanced Bookings ☎ **07944089003**

Available Daily 10.00am – 10.00pm

No Call Back Service



Dial A Cab

Zubair Ahmed

For Advanced Bookings Mobile ☎ **07974893682**

Times and Days Available – after 10am

No Call Back Service available



Euro Cab 2000

For Advanced Bookings Mobile ☎ **07971 222828**

Website: www.eurocab2000.co.uk

Times and Days Available – flexible

Wheelchair accessible transport service including 8 seater minibus service.

Call Back Service available



Private Coach/Mini Bus Hire

Expressway Coaches Ltd



Category 1 6 x 16 seats

2 x 24 seats

1 x 23 seats

Number of which vehicles have lifts 9

Number of wheelchairs that can be clamped inside the vehicles

16 seats – 4 wheel chairs

24 seats – 7 wheelchairs

23 seats – 5 wheelchairs

Employees have had disability equality training

☎ **01709 877797**

Email address for advanced bookings: expresswaycoaches@btconnect.com

W. Gordon and Sons



4 Coaches with wheelchair access

Up to 6 wheelchairs can be clamped inside the vehicles

A lift and storage is available for approximately 9 wheelchairs in the boot of the vehicles depending on the size of the wheelchairs.

☎ **01709 363913 or 382912**

Mobility Services

Go Mobility Ltd

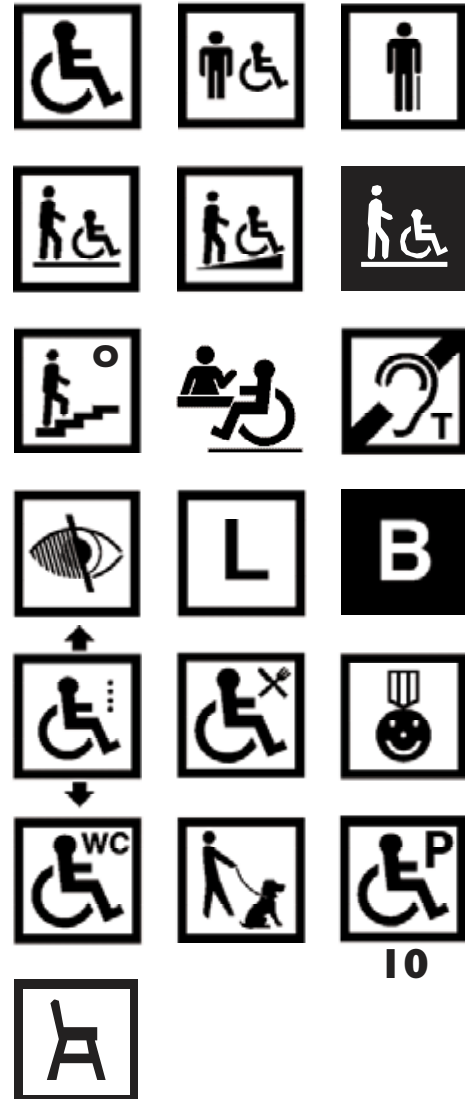
Unit 20, Thurnscoe Business Centre
Princess Drive, Thurnscoe,
Rotherham S63 0BL

☎ **01709 888200**

Email: mail@gomobility.co.uk

www.gomobility.co.uk

Sales service and repair of all mobility equipment.
Motability accredited and members of B.H.T.A.
(British Health Care Trades Association).



10

Mobility Services

British Red Cross

Unit 7 and 8, Silverwood Court,
Farfield Park, Manvers,
Wath upon Dearne
S63 5DB

☎ **01709 879451**

Email: aryder@redcross.org.uk

Immediate short term loan of wheelchairs and
commodes (up to 4 weeks).

No charge, but a donation would be appreciated.



2

Banks

Yorkshire Bank

1 Frederick Street,
Rotherham
S60 1QP

☎ **01709 829861**

www.ybonline.com

Offering excellent customer service and products to meet your financial needs.



Public Rights of Way

The rights of way network came into being over centuries to connect villages, churches, farms and factories; there was no plan to the creation of this network, and the rights of way in the borough that have been recorded were almost all in existence 60 years ago. Nationally the network stretches to over 250,000 kilometres, and locally we have nearly 500 kilometres – this network crosses a huge variety of types of land.

Disabled access is a huge challenge for the rights of way team, and we must be sure that we not only identify what routes are potentially disabled accessible, but those which would be most welcomed, and also where we may be able to work with landowners to improve access.

Our Rights of Way Improvement Plan was published in December 2007 and sets out a ten-year action plan for all users. Specifically for people with mobility problems we have proposed to:

- Identify, prioritise and carry out works on strategic routes (that is the routes that would be most welcomed and most used by people with mobility problems) to upgrade to full accessibility standard.
- Produce 6 'easy going trails' an extension to our award winning Doorstep Walks series, with routes designed and promoted specifically for people with mobility problems by 2012.
- Remove stiles across much of our network.
- Audit our entire rights of way network for disabled accessibility by December 2012.

If you would like a copy of the plan contact Chris Hayes on 01709 822932.

Public Rights of Way (Cont.)

Our Local Access Forum – made up of interested local parties including walkers and farmers, has taken a keen interest in disabled access and during 2005/06 spent a fifth of the Rights of Way budget directly on disabled access. Sites are opening across the Borough that offer, for the first time, comprehensive access for those with mobility problems, but as you can imagine it is a difficult and time consuming task. Keep an eye on our website for developments (www.rotherham.gov.uk/prow) or contact the Rights of Way team directly (01709) 822932 if you have any questions about where you can go. Never assume that because there are no barriers to prevent you using a route, you will be safe to do so. We will be issuing advice on which routes are suitable to use and these will expand as our Doorstep Walks and Rides series have, with high quality easy to follow trails. The rights of way team are happy to assist in the arrangements of events to encourage more people, and particularly those with mobility problems, into our beautiful countryside.



Attractions/Places of Interest

Centenary Market Complex

Howard Street,
Rotherham S65 1EL

☎ **01709 365021**

Email: markets@rotherham.gov.uk

www.rotherham.gov.uk/markets

Retail facilities comprising of 88 indoor market stalls and 24 shops. Open 6 days a week, Monday to Saturday. Outdoor covered markets on Monday to Wednesday, Friday and Saturday.



Please Note:

- Whilst there are no parking spaces exclusively for the markets there are disabled spaces on the highway, including Wharnccliffe Street, Eastwood Lane and Howard Street.
- Even though there is a ramp located in the indoor market, assistance may still be needed.
- The escalator is available in the outdoor covered market only.

Attractions/Places of Interest

Clifton Park Museum

Clifton Lane,
Rotherham S65 2AA

☎ **01709 336633**

Email address for bookings:
cliftonparkmuseum@rotherham.gov.uk

www.visitrotherham.org

Extensive displays include many fascinating local artefacts which date from prehistoric times to the present day. Highlights include everyone's favourite Nelson the lion and local pottery including Rockingham porcelain.

One employee has attended the 'Welcome All' Course.



Please Note:

- Level entrance to the shop area.
- Ramped main entrance.
- Automatic or fixed doors are not available to the café.

Attractions/Places of Interest

Magna Science Adventure Centre

Sheffield Road, Templeborough,
Rotherham S60 1DX

☎ **01709 720002**

www.visitmagna.co.uk

Power your imagination at Magna, the UK's first science adventure centre. Explore the elements of earth, air, water and fire. Also experience Aqua-Tek, one of the UK's largest outdoor water play areas and Sci-Tek, Europe's largest hi-tek playground.



20

Please Note:

- Facilities for partially sighted and blind people, including some Braille internal signage. However assistance may still be needed, due to low level lighting.
- Educational visits can be pre-booked for Children with educational statements.
- Certain areas of the indoor attraction at Magna may include loud noises and flashing lights.
- No hoist available.

Attractions/Places of Interest

Rotherham Minster

Church Street,
Rotherham S60 1PD

☎ **01709 364737**

www.rotherhamminster.org

15th Century fine architecture Minster Church.
See the Norman font, Medieval stalls, snetzler organ, Jacobean pulpit and Jesus Chapel.



Attractions/Places of Interest

Thrybergh Country Park

Doncaster Road, Thrybergh,
Rotherham S65 4NU

☎ **01709 850353**

Thrybergh Country Park is available to all members of the community with a fly fishery, children's play area, campsite and lakeside café. A visitor centre is open every day during the summer.

Two employees have the 'Welcome All' qualification.



4

Attractions/Places of Interest

RSPB Old Moor

Old Moor Lane, Wombwell,
Barnsley S73 0YF

☎ **01226 751593**

Email: oldmoor@rspb.org.uk

www.rspb.org.uk

An exciting nature reserve with two trails, both less than 1.5 miles in length. Host to a large visitor centre, shop and café. Busy events programme with open days, family days and special events.

(If you are a wheelchair user travelling alone, you may require assistance to open the exterior doors).



Attractions/Places of Interest

South Yorkshire Transport Museum

Unit 9, Waddington Way,
Aldwarke, Rotherham S65 3SH

☎ **0114 2553010**

www.sytm.co.uk

A modern, clean, dry, well insulated industrial unit on one level. Museum shop.



Attractions/Places of Interest

Tapton Lock Visitor Centre, Chesterfield Canal

Lockoford Lane,
Chesterfield S41 7JB

☎ **01246 551035**

www.derbyshire.gov.uk/leisure/countryside

Small and friendly visitors centre on the Chesterfield Canal. Selling a wide range of books and maps, hot and cold drinks and snacks. Free information and guided walk leaflets for advice on access issues on Chesterfield Canal.

One employee has been on the 'Welcome All' course.



Please Note:

- Easy access walks.
- Push along surfaced towpath by canal.
- This attraction has not been visited by the Access Officer or a volunteer. Please ring prior to your visit to check the facilities.

Attractions/Places of Interest

Tropical Butterfly House Wildlife and Falconry Centre

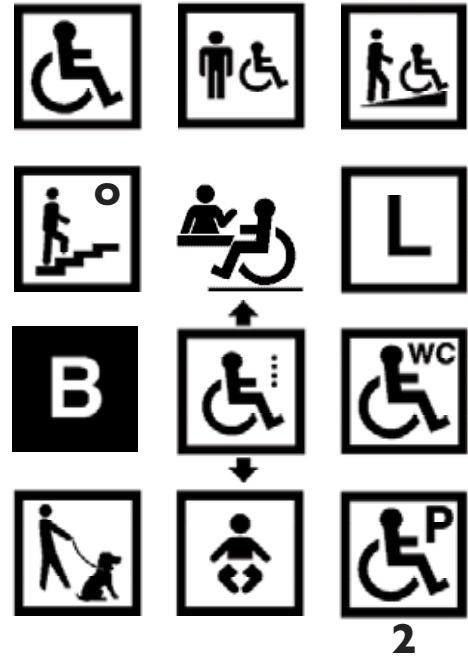
Woodsetts Road, North Anston, Sheffield, South Yorkshire S25 4EQ

☎ **01909 569416**

Email address for bookings:
sales@butterflyhouse.co.uk

www.butterflyhouse.co.uk

An attraction which has exotic butterflies and animals in a natural jungle environment. Falconry centre, friendly farm animals and talkative parrots, unique native fauna and flora nature trail, indoor play equipment and picnic area, gift shop and café.



2



Leisure Activities/Centres

Aston-cum-Aughton Leisure Centre

Aughton Road, Swallownest,
Sheffield S26 4TF

☎ **0114 2942580**

Leisure facilities providing swimming, dry sports,
fitness gym and fitness classes.



Leisure Activities/Centres

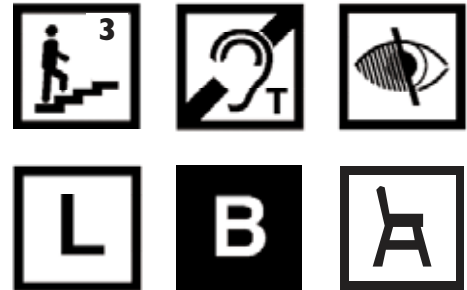
Horse Riding

Stanbeck Stables, Meadow Hall Road,
Kimberworth, Rotherham S61 2JD

☎ **01709 554302** (Before 5pm)

Mobile 07767370587 (8am to 6pm)

Small family run business for over 30 years. Friendly helpful service. Children and adults, novice to experienced riders catered for. Riding lessons a speciality, a place for private tuition or group bookings. Pony parties for any special occasion. Also ideal for trainees of all ages.



Please Note:

- The centre is not suitable for wheelchair access or visitors with mobility problems as the stable layout has a steep gradient.
- RDA lessons for deaf and hard of hearing, blind and partially sighted people.

Leisure Activities/Centres

Maltby Sports Centre

Braithwell Road, Maltby,
Rotherham S66 8JE

☎ **01709 813511**

Email address for bookings:
maltbysportscentre@rotherham.gov.uk

www.rotherham.gov.uk

A swimming pool facility catering for all the community with a varied programme of activities.

Open until November 2009. The new facility will open at the end of 2009.



Leisure Activities/Centres

Virtual Ice Inline Skating Arena

Eastwood Trading Estate,
Chesterton Road,
Rotherham S65 1SU

☎ **01709 830011**

A friendly facility for inline roller skating with multi-purpose flooring. The skating rinks can also be used for football and other indoor sports. Café facilities available for hot and cold refreshments.



Leisure Activities/Centres

Wath Golf Club

Abdy Lane, Wath,
Rotherham S62 7ST

☎ **01709 878609**

Email: golf@wathgolfclub.co.uk

Flat 18 hole parkland golf course, club house,
conference facilities for 100 with full range of
catering facilities.



Please Note:

- The entrance doors are fixed.

Entertainment

Mecca Bingo

Corporation Street,
Rotherham S60 1NG

☎ **01709 829706**

Provides a fun, friendly and exciting atmosphere. Licensed bar and full catering facilities offering home style cooked food. No need to obtain membership in advance.



Please Note:

- Disabled parking is located on the road outside the club.

Entertainment

Rotherham Civic Theatre

Catherine Street,
Rotherham S65 1EB

☎ **01709 823621/823640**

Email address for bookings:
theatre.tickets@rotherham.gov.uk

www.rotherham.gov.uk

A mid-scale venue catering for community groups and professional companies.



Please Note:

- Sign Language available on request. Prior booking is essential.

Entertainment

Rotherham Arts Centre

Walker Place,
Rotherham S65 1JH

☎ **01709 823621**

Email address for bookings:
threatre.tickets@rotherham.gov.uk

www.rotherham.gov.uk

Featuring a 125 seat venue, which hosts a variety of drama, music and dance events. Also home of Rotherham Youth Theatre.



Conference and Meeting Room Venues for Hire

All Saints' Centre

Vicarage Lane,
Rotherham S65 1AA

☎ **01709 835037**

Email address for bookings:
spiresproject@btconnect.com

Town centre meeting and training room.



Conference and Meeting Room Venues for Hire

Clifton Park Museum

Clifton Lane,
Rotherham S65 2AA

☎ **01709 336633**

Email address for bookings:
cliftonparkmuseum@rotherham.gov.uk

www.rotherham.gov.uk

The museum courtyard can accommodate up to 84 people theatre style.

A selection of equipment is available for hire.

One member of staff has been on the 'Welcome All' course.



Please Note:

- Level entrance to the shop area.
- Ramped main entrance.
- Automatic or fixed doors are not available to the café.

Conference and Meeting Room Venues for Hire

Innovation Technology Centre

Advanced Manufacturing Park,
Brunel Way, Catcliffe,
Rotherham S60 5WG

☎ **0114 2541200**

Email address for bookings: itc@oxin.co.uk

www.itcyorkshire.com

The Innovation Technology Centre offers a variety of room options from 150 seat conference rooms through to meeting rooms for 2 people in the inspirational setting of the world class advanced manufacturing park.



Please Note:

- The smallest width of an internal door is 900mm.
- Induction loop is available at the main entrance reception and in the conference room.

Conference and Meeting Room Venues for Hire

Magna

Sheffield Road, Templeborough,
Rotherham S60 1DX

☎ **01709 720002**

Email address for Bookings:
Event@magnatrust.co.uk

www.visitmagna.co.uk

A choice of versatile areas for events on any scale. An arena, spacious halls and impressive rooms. Ideal for banquets, product launches, exhibitions, conferences, concerts and weddings.



Conference and Meeting Room Venues for Hire

Montgomery Hall

Church Street, Wath Upon Dearne,
Rotherham S63 7RD

☎ **01709 513160**

Email address for bookings:
info@montgomeryhall.org

www.montgomeryhall.org.uk

A fully equipped theatre with a full size cinema screen and bar. A popular community venue available to hire for private parties and corporate events.



Conference and Meeting Room Venues for Hire

Phoenix Sports and Social Club

Pavilion Lane, Off Bawtry Road,
Brinsworth, Rotherham
S60 5PA

☎ **01709 363788**

Email address for bookings:
alan.s.white@corusgroup.com

Four meeting rooms ranging from 10 to 200 people.



Conference and Meeting Room Venues for Hire

Rockingham Professional Development Centre

Roughwood Road, Wingfield,
Rotherham S61 4HY

☎ **01709 740226**

Email address for bookings:
rockingham.pdc@rotherham.gov.uk

www.rgfl.org

Rockingham PDC is situated close to the motorway network and provides attractive meeting, training and conferencing facilities at competitive rates.

Ample free parking.



Conference and Meeting Room Venues for Hire

Rotherham New Life Centre

103 Canklow Road,
Rotherham S60 2JF

☎ **01709 379499**

Email address for bookings:
admin@newlife-cc.co.uk

www.newlife-cc.co.uk

A number of different sized rooms for hire from 15 – 200 capacity. Availability of IT equipment to flip charts. Refreshments and catering available.



Conference and Meeting Room Venues for Hire

Rotherham Interchange Meeting Room

Effingham Street,
Rotherham S60 1QZ

☎ **01709 515138**

Email address for bookings:
dawn.swann@sypte.co.uk

www.sypte.co.uk

Venue situated in the heart of the town centre with direct access to the bus station and multi-storey car park, and a short walk from the train station.



Please Note:

- Sign language may be pre-booked on request. Contact for details.
- Large print text available on request.

Conference and Meeting Room Venues for Hire

Swinden House

Moorgate Road, Rotherham
S60 3AR

☎ **01709 724990**

Email address for bookings:
enquiries@swindenhouse.co.uk

www.swindenhouse.co.uk

Nine conference and meeting rooms to choose from set in relaxed peaceful surroundings. Suitable venue for meetings, conferences, seminars and training courses. All meeting rooms except one have wheelchair access.

Recommended as an example of 'good practice' by the Access Officer.



Conference and Meeting Room Venues for Hire

Silverwood Miners' Welfare Resource Centre

Doncaster Road, Dalton,
Rotherham S65 3ET

☎ **01709 854074**

Email address for bookings:
silverwoodminers@btconnect.com

Main Hall capacity 230 people, IT suite 15 computers, OHP flip charts, screen available.



Conference and Meeting Room Venues for Hire

Talbot Lane Centre

Talbot Lane Methodist Church,
Moorgate Street, Rotherham,
S60 2EY

☎ **01709 835037**

Email address for bookings:
spiresproject@btconnect.com

Town centre meeting and training rooms
with limited on site car parking.



Conference and Meeting Room Venues for Hire

Whiston Manorial Barn

Chaff Close, Whiston,
Rotherham S60 4JH

☎ **01709 378774**

Grade 2 listed building available for private hire
e.g. wedding receptions, parties and conferences.



Please Note:

- This venue has not been visited by the Access Officer or a volunteer. Please ring prior to your visit to check facilities.

Accommodation

Aston Hotel Sheffield/Rotherham

3 star

Britannia Way, Catcliffe,
Rotherham S60 5BD

☎ **0114 2615690**

Email for bookings and reservations:
reception1@astonhotelsheffield.co.uk

www.astonhotels.co.uk

Newly built modern hotel with 78 comfort cooled bedrooms. All have king size beds and power showers. Easily accessible Restaurant and bar available as well as seven spacious meeting rooms.



5

Please Note:

- Two rooms with wheelchair accessible showers.
- One room with wheelchair accessible bath.
- These rooms have not been inspected by the Access Officer.

Accommodation

Aston Hall Hotel

3 star

Worksop Road, Aston,
Sheffield S26 2EE

☎ **01142 2872309**

Email for bookings and reservations:
reservations@astonhallhotel.co.uk

www.astonhallhotel.co.uk

Function rooms wheelchair accessible only.

No bedrooms with wheelchair access.



Accommodation

Holiday Inn Rotherham/Sheffield

3 star AA

West Bawtry Road,
Rotherham S60 4NA

☎ **01709 830630**

Email for bookings and reservations:
reservations@rotherham.kewgreen.co.uk

www.holidayinn.co.uk/rotherhamuk



Please Note:

- The hotel does not have rooms that are specifically adapted for wheelchair users travelling on their own.

Accommodation

Hellaby Hall Hotel

4 star

Old Hellaby Lane, Rotherham,
South Yorkshire S66 8SN

☎ **01709 702701**

Email address for bookings:
reservations@hellabyhallhotel.co.uk

www.hellabyhallhotel.co.uk

Two bedrooms with wheelchair access.



Accommodation

Ibis Rotherham East

Budget Accommodation

Moorhead Way, Bramley,
Rotherham S66 1YY

☎ **01709 730333**

Email address for bookings:
H3163@accor.com

www.ibishotel.com

The hotel is ideally located to visit Rotherham, Doncaster and Sheffield which are all 15 minutes drive or less from the hotel.

Five members of staff have been on the 'Welcome All' course.



Please Note:

- Ground floor conference rooms available.

The information provided in this guide has been compiled between September 2008 and November 2008 and submitted by the establishments and is believed to be accurate at the time of publication. Rotherham Metropolitan Borough Council accepts no responsibilities for any inaccuracies, loss or inconvenience, which may arise.

You are advised to check any requirements you have, directly with the establishment before visiting.

This publication is available in other languages and formats.
Please contact (01709) 336891

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:-	Tourism Panel
2.	Date:-	15 th January 2009
3.	Title:-	Serviced Accommodation Needs Study and Profile of the Borough's facilities for the future All wards affected
4.	Directorate:-	Environment and Development Services

5. Summary

In 2006 / 07 a serviced accommodation needs study for South Yorkshire was commissioned by Yorkshire South Tourism and undertaken by consultants Marketing Planning Associates. The consultant report findings have been adjusted in line with the Borough boundaries and changes since the report was produced by the consultants in 2007 to provide the information in this report to inform planning and regeneration decisions in the area over the next five years.

6. Recommendations

- **That the report be received by members.**

7. Proposals and Details

Background

This report has previously been presented to Delegated Powers and Regeneration panel 15th December 2008. It was recommended that the contents of the report be presented to the Tourism Panel, Tourism Forum and Planning Board for information. It was also agreed that the report information with adjustments forms part of the Local Development Framework evidence base and is taken into account as a material consideration when determining planning applications for visitor accommodation in the Borough.

A serviced accommodation needs study was produced by consultants Marketing and Planning Associates for Yorkshire South Tourism in 2006 / 07. The information contained in the study on the Rotherham area was produced in confidence for Yorkshire South Tourism and is slightly incorrect due to postcode entries of the establishments and the consultants not quite getting the information correct for the establishments in the Rotherham boundary area. This information has been adjusted and planning applications for existing facilities and proposed developments have been taken into consideration to produce the attached report (appendix 1).

Planning permissions that were extant when the accommodation report was produced were taken into consideration and some of these have been implemented by the accommodation establishments, including extensions to existing properties. These figures have been taken into account when calculating the number of additional rooms that Rotherham has the capacity to support in the next five years.

New build hotels include the completed Aston Hotel Sheffield / Rotherham consisting of 78 rooms and a 130 room hotel is under construction at Wath. One existing non-assessed serviced hotel establishment of nine bedrooms has since applied for change of use to residential flats, but is still operational. The Yes project development at Rother Valley Country Park will include the development of two new hotels by 2012.

Guest Accommodation that is currently being developed are a 6 bedroom establishment at a private residential home at Swallownest and an extension / conversion of a public house at West Melton which has planning permission, but is currently on hold by the lease owner.

Other proposed accommodation developments by independent home owners that have been discussed with the Tourism Development Unit in 2008 include a conversion of a bungalow at Dinnington to self catering accommodation, a conversion of a two bedroom property near the town centre, a four bedroom property at Boston Castle a conversion of a private house and annex to bed and breakfast and self catering property at Thorpe Hesley, which may apply for planning permissions in the near future.

The area has gained an extra self catering establishment at Upper Haugh of which the borough only supports two such establishments. There is capacity

to support further self catering establishments in the area in the next five years.

The current and future proposed accommodation supply in Rotherham as at November 2008 is included in appendix 1.

Findings and recommendations

It has been recommended that no further budget accommodation is required in Rotherham over the next five years, but three star quality rating and above for all sectors of accommodation hotels, self catering and guest is recommended.

The report estimated that it would be economically viable for an extra 67 bedroom hotel to be built in addition to existing planning permissions that had been outlined in 2006 / 07 for the next 5 years. Following adjustment to correct errors in the analysis of the current supply it is considered that Rotherham can support an extra hotel that does not have an existing planning permission of up to 80 bedrooms without affecting the existing accommodation businesses in the borough.

It is proposed under the Rotherham Renaissance developments that there will be an extra two hotels to be located in the town centre of which planning applications have not been submitted to date. This will assist with the regeneration and development of the town centre and they will be ideally located near to public transport access. The introduction of one hotel is not expected to impact on the existing businesses, but two may impact on existing accommodation supply in the borough if natural wastage is not apparent over the next five years.

The accommodation study concentrated on serviced accommodation and did not include self catering or camping and caravanning. Holiday Parks are the largest provider of rural tourism bed spaces in the UK and accommodate 22% of all holiday bed nights. Rotherham Borough is over 50% rural and it is the opinion of the Tourism Development Unit that the borough could support a smaller camp site in the north of the borough and another registered caravan and camping site for holiday purposes and to support special events held throughout the year at Rother Valley Country Park. The camp site must be sensitive to the environment landscape around where it is located. The camp site could include some self catering accommodation through cabins.

Market demands, environmental impacts, transport and accessibility, regeneration benefits and labour supply will influence developments by the private sector in the future. Economic climates fluctuate and it is good practice to allow existing accommodation businesses that are applying to expand to do so, and to allow existing residential properties and farm diversification in urban and rural areas to convert to self-catering or guest accommodation in the future providing that schemes are acceptable in planning terms.

Planning issues

The guidance in Planning Policy Statement 6 (Planning for Town Centres) (PPS6) applies to all main town centre uses including hotels. PPS6 indicates that Local Planning Authorities should assess the need for new floorspace for retail, leisure and other main town centre uses. This report contributes by identifying future hotel requirements.

70% of Visitor Economy businesses in the UK are Small and Medium Enterprises (SME's), the number of which Rotherham is aiming to develop in the Borough through the economic plan in the future. Tourism is the fifth largest industry in the UK and in Rotherham the visitor economy employs an estimated 5,000 people. Therefore, it is very important to ensure it is supported effectively by planning policies in the future.

Although acknowledging some limitations and that further work may be required in the future, it is considered that the accommodation report (as amended at appendix 1) should form part of the evidence base when preparing the Local Development Framework. Specifically:

- the assessment provides a consideration of the need for further visitor accommodation, although this covers the period to 2012 rather than the LDF Plan Period to 2026.
- Whilst the document was not subject to public consultation the Centre for Hospitality Management Research at Sheffield Hallam University has undertaken a critical review of the study. Although identifying a number of weaknesses it concluded that there was no obvious reason to cast doubt on the main findings / recommendations. *"In the main, the report is contemporary, valid and robust. It is fit for purpose as a basis for economic planning provided that the various caveats and limitations...are taken into account"*.

It is also considered that the findings should be taken into account as a material consideration when determining planning applications.

8. Finance

The accommodation study report was undertaken by consultants and paid for by the Yorkshire South Tourism Partnership organisation. The adjustments have been undertaken by the Tourism Development Unit within existing staff resources.

Future developments of the accommodation sector will be undertaken by the private sector.

9. Risks and Uncertainties

The accommodation study was undertaken by the consultants and uses speculative calculations; the economic climate and investment in the area will depend upon suitable locations identified in the local development framework that meet market and private sector development demands in the future. Economic climate, market demands and private sector investment and existing accommodation may change due to market trends over time. Market demands, environmental impacts, transport and accessibility, regeneration

benefits and labour supply will influence developments by the private sector in the future.

A failure to take account of the findings when making planning decisions will limit the potential to influence development and to assist in supporting the Rotherham Renaissance aspirations.

10. Policy and Performance Agenda Implications

- It is important that any planning applications that involve the accommodation provision for the visitor economy are sustainable, innovative and productive for the local economy and in turn deliver high levels of employment.
- It is important that any future developments protect and enhance the physical and natural environment.
- It is important that developers are advised on using resources and energy as efficiently as possible.

11. Background Papers and Consultation

- Marketing and Planning Associates, South Yorkshire Serviced Accommodation Needs Study Report July 2007.
- Update of the study by Tourism Development Unit from local suppliers (appendix 1).
- Review of the South Yorkshire Serviced Accommodation Needs Study Report July 2007 by the Centre for Hospitality Management Research at Sheffield Hallam University
- Good Practice Guide for Planning for Tourism.

Contact Name:- **Joanne Edley, Tourism Manager**, ext.6891,
joanne.edley@rotherham.gov.uk
Ryan Shepherd, Senior Planner, ext. 3888,
ryan.shepherd@rotherham.gov.uk

Appendix 1: Serviced Accommodation Needs in Rotherham by Market Planning Associates, July 2007, with adjustment information by RMBC Tourism Manager

1 BACKGROUND

- 1.1 On 3rd August, 2006 Planning Board resolved that the Good Practice Guide on Planning for Tourism (Department for Communities and Local Government, July 2006) be utilised by the Tourism and Planning Services of the Council (minute 54 refers).
- 1.2 The Good Practice Guide recognises that the planning system, by taking a pro-active role in facilitating and promoting the implementation of good quality development, is crucial to ensuring that the tourism industry can develop and thrive. At the same time, the planning system aims to ensure that these benefits are achieved in the most sustainable manner possible.
- 1.3 It indicates that:
 - developments need to be located where they are accessible to visitors (and for many, but not all developments, by means other than just by private car) and where they do not have an adverse impact upon sensitive environments;
 - developments should be attractive to users, they need to work well in functional terms and they need to use natural resources in an efficient manner; and
 - developments need to respect their environs and complement them rather than detract from them.
- 1.4 The guidance in Planning Policy Statement 6: Planning for Town Centres (PPS6) indicates that Local Planning Authorities should assess the need for new floorspace for retail, leisure and other main town centre uses. The Good Practice Guide also acknowledges the need to consider relevant quantitative data, including data relating to the economics of tourism development, in both the plan making process and in respect of specific proposals.
- 1.5 The study, undertaken by Market Planning Associates (MPA) on behalf of Yorkshire South Tourism, contributes to the above by considering the supply, demand and capacity for visitor accommodation to 2012.
- 1.6 The information contained in the study on the Rotherham area is slightly incorrect due to postcode entries of the establishments and the consultants not quite getting the information correct for the establishments in the Rotherham boundary area. Therefore the following report contains the information for Rotherham and other extracts from the accommodation study with adjustment information provided by the RMBC Tourism Manager. Annex 1 provides an up-to-date profile of accommodation within Rotherham as of November 2008, including corrections to the data collected by MPA.

- 1.7 It is intended that this report will be used to help provide advice to developers, inform planning and development decisions and form part of the evidence base for preparing the Local Development Framework.
- 1.8 The events and economic factors on which the projections are based by the consultant are subject to change over time and readers of this report must be aware that any changes to these factors could influence the conclusions drawn.

2 STUDY OBJECTIVES

2.1 These are summarised as:

- Review serviced accommodation supply and demand by market segment and quality for the area as a whole and for the sub-areas of Sheffield, Rotherham, Barnsley and Doncaster
- Evaluate the effect on demand of recent and planned major investment projects, including, inter alia, Doncaster racecourse redevelopment, Rotherham's YES! Project and the opening of the Robin Hood Airport.
- Analyse future serviced accommodation demand up to 2012 and identify needs for additional supply to meet the identified need.
- Provide advice as to how any shortfalls in supply, in terms of quality and/or quantity, may be addressed.

3 APPROACH AND SCOPE OF WORK

3.1 This study has looked in detail at the local market place for hotel accommodation. In establishing the background to the study, consultants from MPA have:

- met with the steering group and held individual discussions with members, to source data, discuss issues and identify demand drivers.
- met individually with local authority tourism personnel to discuss issues, identify demand drivers and clarify new hotel development plans.
- visited the area on a number of occasions and held discussions with representatives of a number of organisations including, Creative Sheffield, Sheffield One, Doncaster Airport, Hospitality Sheffield, Renaissance South Yorkshire, Yorkshire Tourist Board and Experience Doncaster.
- reviewed relevant current data.
- established and agreed a database of all known hotel accommodation within study area, based on information provided by Yorkshire South Tourism.

3.2 In order to assess current supply and demand, MPA have:

- designed and circulated a performance data and market mix questionnaire to all hotel, guest house and B & B businesses on the database provided/agreed.
- reviewed existing demand data supplied by Yorkshire South Tourism.

- developed a computer model of current supply and demand for the area's serviced accommodation businesses, segmented geographically and by source of business.

3.3 In order to establish future relevant serviced accommodation supply and demand, MPA have:

- sought information from the Local Authorities on active and prospective hotel development projects.
- obtained economic and tourism growth projections for the area.
- obtained the views of hotel owners/operators on future demand prospects for their businesses (which remains confidential to MPA).

3.4 The conclusions reached are based on a computerised Supply and Demand model outlined below:

- Supply
 - Current supply is taken from database information on hotels, guest houses and B&Bs, provided by the project sponsors.
 - Future known supply is based on planning applications and information obtained directly from existing establishments and responses from the individual local authorities.
- Demand
 - Current demand is based on information collected from establishments using a questionnaire.
 - Future demand is based on growth projections of tourism and economic factors. These are fully detailed in the appropriate section of the report.
 - The projected demand data is subjected to a sensitivity analysis to show the impact of varying growth projections.
- Supply & Demand Balance
 - Comparison of both known supply and projected demand is used to identify specific areas of under/over supply of serviced accommodation.

Statistical Comment and Data Sources

3.5 All demand information in this report is based on questionnaire data collected from accommodation providers and demand growth factors projected by MPA. It is important to note that all tables, charts and comments in this report should be seen as indicative of the measurements being made rather than facts. MPA are confident that the analysis is a sound basis for developing future policy decisions.

3.6 Unless otherwise stated, all data is derived from supply information provided by clients and/or data collected via questionnaires from accommodation providers, and/or estimates made by MPA.

4 CURRENT SUPPLY

- 4.1 The tables below identify property locations as defined by MPA, rather than Local Authority boundaries. They give a broad indication of existing supply, however do contain some errors. Adjustments to include those properties within Rotherham reveal that there are 37 properties with 872 bedrooms. It is not considered that these adjustments greatly impact on the occupancy figures and conclusions drawn in the study.

Table 1: Number of properties in Rotherham by location and property style

MPA Sub-areas	Hotel Graded	Lodge	Hotel Ungraded	Small Hotel/Inn Graded	Small Hotel/Inn Ungraded	Guest House/B&B Graded	Guest House/B&B Ungraded	D/K *	Grand Total
Rotherham									
Town Centre	5	2	1	2	1		3	5	19
S of M1/Shef					1				1
N Rural			1	1	2		2		6
East							1	1	2
E of M18	2		1			1			4
E of M1						1	1		2
Doncaster	1		1					1	3
Total	8	2	4	3	4	2	7	7	37
RMBC adjusted total									37

Table 2: Number of bedrooms in Rotherham by location and property style

MPA Sub-areas	Hotel Graded	Lodge	Hotel Ungraded	Small Hotel/Inn Graded	Small Hotel/Inn Ungraded	Guest House/B&B Graded	Guest House/B&B Ungraded	D/K*	Grand Total
Rotherham									
Town Centre	272	123	12	20	9		20	17	473
S of M1/Shef					7				7
N Rural			11	18	13		16		58
East							5	3	9
E of M18	115		50			7			172
E of M1						3	28		31
Doncaster	29		12					3	44
Total	416	123	85	38	29	10	70	24	794
RMBC adjusted total									872

5 CURRENT DEMAND

- 5.1 The analysis is primarily based on a business performance and market segment questionnaire completed by individual properties. This data has been supplemented with other data available to the consultants and known to be reliable and robust.

- 5.2 The table below summarises the consultants estimate of total demand (rooms sold) in 2006. The region has over 1.1 million room nights per year.

	No Properties	No Bedrooms	Occupation % 2006	Demand 2006 Room Nights 000's
Graded Hotels/Lodges	10	539	73%	143.8
Other	27	255	54%	50.6

- 5.3 It is notable that the majority of recently opened new hotels and active developments are in the limited service and budget categories, which largely reflects the current pattern of hotel development throughout the UK.

Market Segment Demand

- 5.4 The consultants were confident that the following presents a realistic market segmentation of the current demand for serviced accommodation.

	Total Demand	Corporate	Leisure	Local Leisure	Events	Overseas
Hotels Graded/Lodge	143.8	100.5	12.1	25.7	5.5	9.4
Other	50.6	20.5	15.7	10.1	7.7	2.5

6 FUTURE SUPPLY

- 6.1 The table below from the study identifies known new hotel developments

Location	Brand/Operator	Quality	Rooms	Opening
Brecks 2 miles East of centre	Premier Travel Inn	Budget	25 added	Autumn 2006
Kimberworth 1 mile from centre	Welcome Inn (Independent)	Ltd service	42	Sept 2006
Capacity			67	

- 6.2 The proposed major leisure facility "YES" is within Rotherham, to the south west of Junction 31 of the M1. Should this proceed it is planned to include 400 hotel bedrooms of, as yet, unspecified level. As the site is more accessible to Sheffield than Rotherham any hotel development here will have more relevance to Sheffield than Rotherham.

- 6.3 A further 3 sites have planning permission, but work has not started:

- 1 Hotel at the Former Dinnington Colliery
- 1 Hotel at Chesterton Road, Eastwood
- 2 Hotels at M1 Junction 33

6.4 Other additional proposed Hotel Developments we are aware of but which do not have planning permission as of November 2008 are:

- 2 hotels at Waverley
- 1 Hotel Templeborough
- 1 Hotel Firbeck Hall

6.5 Overall, the supply covering all standards of serviced accommodation is summarised as:

	Serviced Properties	Rooms	Self Catering Properties	Camping Sites
MPA report information	37	794	1	N/a
Adjustment Figure for 2006	37	872	1	2
Situation early 2009	37	1,131	2	2
Future prediction 2012	Possible additional 12	Approx. 1,673	3 +	3 or 4

6.6 The table shows that following new developments expected to be operational by early 2009 Rotherham will have 37 properties and 1131 rooms. It should be noted that new operators in 2009 are larger operators replacing smaller ones.

6.7 In the table above 'future prediction 2012' includes;

- 2 Hotels at the YES project Rother Valley Country Park with 400 bedrooms
- 1 Hotel Rotherham Town Centre with 80 bedrooms (a Rotherham Renaissance aspiration)
- a 40 bedroom extension at the Holiday Inn Rotherham / Sheffield
- 1 or 2 camp sites
- 3 or more additional self catering establishments
- Natural wastage of existing properties and new developments to replace these.

7 FUTURE DEMAND

7.1 The main demand drivers the consultants believed to be relevant are:

- Local GVA growth – a key driver of Corporate market segments.
- National GVA growth – a key driver of Leisure based markets.

7.2 It was the consultants' general premise that many of the developments taking place and planned for South Yorkshire are helping towards achieving these economic growth targets and/or maintaining South Yorkshire market share of

serviced accommodation demand rather than increasing share. Developments are not of a scale that can be expected to create demand growth above GVA growth levels.

- 7.3 For this study, the consultants have assumed the GVA growth rate for South Yorkshire will be 2.5% p.a from 2007-2012, and that underlying National GVA growth projection was 2.25% p.a. These GVA rates will have now possibly reduced in light of the current economic climate apparent in late 2008.

Market Segment Growths

- 7.4 For the purposes of our demand projection, the consultants made the following assumptions:

Table 7: Market Segment Growth

Market Segment	Growth	Growth Rate % p.a
Corporate/Business Travel	Local GVA growth	2.5%
Leisure	National GVA growth	2.25%
Local Leisure	National GVA growth	2.25%
Local Events	National GVA growth	2.25%

Demand Estimate 2012

- 7.5 The table below shows the demand estimate by the consultants to 2012:

Table 8: Rotherham Demand Estimate 2012 (room nights 000s)

	Very Low Growth	Low Growth	Projected Growth	High Growth	Very High Growth
Hotels Graded/Lodge	160.4	163.8	166.0	168.2	171.5
Other	60.1	61.3	62.1	62.9	64.1

- 7.6 It was the consultants' judgement that the difference between the core 'projected' growth and the Very High/Very Low estimates is unlikely to greatly influence development.

Table 9: Comparison of Rotherham Demand 2006 and 2012

	Estimated Demand 2006	Growth 2006-2012		Projected Demand 2012
	Room Nts. 000s	%	Room Nts .000s	Room Nts. 000s
Rotherham				
Graded Hotels/Lodges	143.8	15.5%	22.2	166.0
Other	54.0	14.9%	8.1	62.1

- 7.7 To appreciate the meaning of the above room night growths, a 40 room hotel trading at 70% occupancy is equivalent to 10.2 thousand room nights per annum.

7.8 The projections need to be seen against a number of opportunities and threats:

Opportunities

- Local and national GVA growths are higher than projected. These would need to be dramatically higher to influence future hotel growth, which seems unlikely.
- One or more of the major inward investments is materially more successful than assumed as a basis for the GVA growth projections. However, this would probably only impact a small number of properties.
- Some of the older, small independent hotels exit the market, creating opportunities for other hoteliers.

Threats

- South Yorkshire GVA is significantly lower than the national average but, with public sector support, is projected to grow faster than the UK as a whole, this growth is included in our projections. However, public sector support is not always effective at growing the economy and there must be a risk that the GVA growth projections used in our study are not achieved.
- South Yorkshire's marketing for economic development and tourism fails to keep pace with other UK regions and market demand aspirations are not met.

8 FUTURE DEMAND AND SUPPLY BALANCE

8.1 The following table summarises the supply and demand position for 2012 by the consultants. It draws together future demand estimates and known changes in supply identified in the MPA study.

Table 10: Rotherham Supply and Demand 2012			
	2006	2012	
Graded Hotels/Lodges			
Demand Rooms p.a 000s	143.8	166.0	(22,200 extra nights or 15% growth)
Supply Rooms	539	606	(67 extra rooms or 12% growth)
Supply Rooms p.a 000s	196.7	221.2	(24,500 extra rooms or 12% growth)
Occ. %	73.1%	75.0%	
Key impact year		2007	
Demand to maintain 2006 Occ. % rooms p.a.		161.6	
Reduced demand to maintain 2006 Occ. % rooms p.a.		-4.4	
Other Properties			
Demand Rooms p.a 000s	54.0	62.1	(8,100 extra nights or 15% growth)

Supply Rooms	255	255	(No extra rooms)
Supply Rooms p.a 000s	93.1	93.1	(No extra rooms)
Occ. %	58.0%	66.7%	
Demand to maintain 2006 Occ.% rooms p.a.		54.0	
Reduced demand to maintain 2006 Occ.% rooms p.a.		-8.1	

- 8.2 The table above estimates the supply and demand of serviced accommodation bedrooms per annum in 000's, occupancy rates estimated at the 2006 figures and future prediction for 2012. It is estimated that further development should only occur in an area if the average accommodation occupancy rate per annum is over 70%. If development goes ahead when present accommodation average occupancy rates are below 70% it will most probably affect the viability of the existing and new developments.
- 8.3 Below MPA have summarised the anticipated change in average occupancy between 2006 and 2012 that will result from the changes in demand and supply outlined above.

Table 11: Anticipated Change in Average Occupancy		
	Occupancy 2006	Occupancy 2012
Graded Hotels/Lodges	73.1%	75.0%
Other Properties	58.0%	66.7%

- 8.4 It is apparent that the extra 67 rooms that were identified in 2006 /07 in Rotherham with in the study will have been fully absorbed by demand projected in 2012.

9 ROTHERHAM IMPLICATIONS AND ACTIONS

- 9.1 The implications of the above, up to and including year 2012, at the projected level of demand are:

Consumers, City and Hoteliers

- 9.2 They will notice little change from the situation in 2006.

Developers

- 9.3 Rotherham may well attract interest for further supply of, say, 60 rooms from the Budget/Limited Service sector. However, given the closeness of some Sheffield hotels to Rotherham and projected over-supply there, development in Rotherham may be risky.

- 9.4 It is the Council's view that a healthy balance between supply and demand is an average occupancy level of around 70% when consumers can buy accommodation at competitive prices and hoteliers can make a profit and return on capital.
- 9.5 It is apparent that the supply due to open in 2008 will lead to a significant lowering of average occupancy in the Graded Hotel and Lodge sectors of the market. The full effect of this new supply on the existing supply will probably not be felt until 2009/2010 because the new supply will take time to make its 'mark in the market place'.
- 9.6 Further development in South Yorkshire does not look attractive, but MPA note that *not all* investment decisions are based on market rationale, for instance:
- Brands desperate to expand may develop in areas where they expect low occupancies, at least in the early years.
 - Brands which have already developed at 'easy' sites and feel they must now look at more marginal sites.
 - Individuals who are local entrepreneurs who believe they have the ability to out-perform the average using local knowledge.

10 ROBUSTNESS OF THE STUDY

- 10.1 The Centre for Hospitality Management Research at Sheffield Hallam University has undertaken a critical review of the study by MPA. They identified that there were discrepancies in the report, but concluded that:

"The analysis of the data follows an internal logic in a consistent manner. The assumptions made are plausible and reasonable. A number of the calculations have been randomly checked and no calculation errors have been found. Hence it would seem that the data has been manipulated accurately. There is no obvious reason to cast doubt on the main findings / recommendations...In the main, the report is contemporary, valid and robust. It is fit for purpose as a basis for economic planning provided that the various caveats and limitations...are taken into account".

11 CONCLUSIONS AND RECOMMENDATIONS

- 11.1 Having regard to the MPA study it has been recommended that no further budget accommodation is required in Rotherham over the next five years, but three star quality rating and above for all sectors of accommodation hotels, self catering and guest is recommended.
- 11.2 The report estimated that it would be economically viable for an extra 67 bedroom hotel to be built in addition to existing planning permissions that had been outlined in 2006 / 07 for the next 5 years. Following adjustment to correct errors in the analysis of the current supply it is considered that Rotherham can support an extra hotel that does not have an existing planning

permission of up to 80 bedrooms without affecting the existing accommodation businesses in the borough.

11.3 It is proposed under the Rotherham Renaissance developments that there will be an extra two hotels to be located in the town centre of which planning applications have not been submitted to date. This will assist with the regeneration and development of the town centre and they will be ideally located near to public transport access. The introduction of one hotel is not expected to impact on the existing businesses, but two may impact on existing accommodation supply in the borough if natural wastage is not apparent over the next five years.

11.4 Market demands, environmental impacts, transport and accessibility, regeneration benefits and labour supply will influence developments by the private sector in the future. Economic climates fluctuate and it is good practice to allow existing accommodation businesses that are applying to expand to do so, and to allow existing residential properties and farm diversification in urban and rural areas to convert to self-catering or guest accommodation in the future providing that schemes are acceptable in planning terms.

Joanne Edley, Tourism Manager
Ryan Shepherd, Senior Planner
RMBC Environment and Development Services
November 2008

Annex 1: Rotherham Accommodation Profile – November 2008

The table below shows properties within Rotherham, including those attributed to other Local Authority Areas or missed from the MPA study. It also provides an up-to-date profile of accommodation within the borough.

Property	Location	Property Type	Rooms			Postcode	Comments
			MPA report	RMBC corrected	RMBC Nov 08		
<i>Properties attributed to Rotherham in MPA study</i>							
Best Western Elton Hotel	2.0 Roth C	1 Hotel Graded	29	29	29	S66 2SF	Up for sale
Brecon Hotel	2.0 Roth C	1 Hotel Graded	21	21	18	S60 2AY	
Brentwood Hotel	2.0 Roth C	1 Hotel Graded	30	28	28	S60 2TY	
Carlton Park Hotel	2.0 Roth C	1 Hotel Graded	80	79	80	S60 2BG	
Courtyard by Marriot Rotherham /Sheffield	2.0 Roth C	1Hotel Graded	112	106	104	S60 4NA	Holiday Inn 40 bedroom extension Panning Permission gained
Ibis Rotherham	2.0 Roth C	2 Lodge	86	86	86	S66 1YY	
Brecks Premier Travel Inn	2.0 Roth C	2 Lodge	37	37	61	S65 3JB	
Phoenix Hotel	2.0 Roth C	3 Hotel Ungraded	12	18	18	S60 1EY	
Fernlea Hotel	2.0 Roth C	4 Sm Hotel/ Inn graded	13	12	12	S60 2PW	
Stonecroft Hotel	2.0 Roth C	4 Sm Hotel/ Inn Graded	7	7	7	S66 2SF	
Limes Hotel	Roth		9	0	0	S60 3EL	Not operating
Aldersyde Hotel	Roth		5	0	0		Not operating
Netherleigh	2.0 Roth C	7 GH/ BB ungraded	5	10	7	S60 2PN	
Regis Hotel	2.0 Roth C	7 GH/ BB ungraded	9	7	9	S60 2BP	Change of use gone through planning for flats
Corona Hotel	2.0 Roth C	8 d/k	3	13	13	S60 IJA	Used mainly by DHSS residents
Cross Keys	2.0 Roth C	8 d/k	3	4	4	S60 2DA	Planning application for 6 bedrooms (in total) ongoing work
Moulders Rest	2.0 Roth C		3	7	7	S60 1EG	

Property	Location	Property Type	Rooms			Postcode	Comments
			MPA report	RMBC corrected	RMBC Nov 08		
Prince Of Wales Hotel and Coach House	2.0 Roth C	8 d/k	3	22	32	S60 1HX	
The Kenbet (combined with above 2008)	2.0 Roth C	8 d/k	3	22	0	S60 1HF	Joint with above. Used mainly by DHSS residents
The Fairways	2.1 Roth S of M1/Shef	5 Sm Hotel/ Inn Ungraded	7	7	7	S60 5NU	
Sandygate Hotel	2.2 Roth N Rural	3 Hotel Ungraded	11	11	11	S63 7LR	
Rockingham Arms	2.2 Roth N Rural	7 GH/ BB ungraded	11	11	11	S62 7TL	
Fitzwilliam Arms Hotel	2.2 Roth N Rural	4 Sm Hotel/ Inn graded	18	19	18	S62 6EE	Extension nearly completed for an extra 21 rooms (39 total)
Hooton Lodge	2.3 Roth East	8 d/k	3	3	0	S65 4TE	Not operating
Marquis Hotel	2.2 Roth N Rural	5 Sm Hotel/ Inn Ungraded	9	9	0	S62 7RX	No longer operating as Guest Accommodation
Best Western Consort Hotel	2.4 Roth East of M18	1 Hotel Graded	26	27	27	S66 9JA	
Hellaby Hall	2.4 Roth East of M18	1 Hotel Graded	89	89	90	S66 8SN	
Restover Lodge Hotel	2.4 Roth East of M18	3 Hotel Ungraded	50	70	51	S66 8RY	
The Cottages Guest House	2.4 Roth East of M18	6 GH /BB graded	7	9	5	S66 8HX	
Throapham House B&B	2.5 East of M1	6 GH/ BB Graded	3	3	3	S25 2QS	
Red Lion Inn	2.5 East of M1	7 GH/ BB ungraded	28	28	28	S26 1DJ	
Travellers Rest	2.2 Roth N Rural	5SM Hotel/ inn ungraded	4	4	4	S64 8RQ	
Mount Guest House	2.2 Roth N Rural	7 gh/bb ungraded	5	5	0	S62 5EA	Not operating
Cosy Terrace Cottage			3	0	0		
Milburn House	Roth		5	0	0		Doncaster property (3 rooms)

Property	Location	Property Type	Rooms			Postcode	Comments
			MPA report	RMBC corrected	RMBC Nov 08		
Lord Conyers	Roth / Don		3	0	0		Doncaster property (12 rooms)
Pastures	Roth / Don		29	0	0	S64 OJ3	Doncaster property (29 rooms)
Total rooms			781	803	770		Excludes non-RMBC properties
Accommodation within Rotherham but not attributed to Rotherham within the MPA report							
Aston Hall Hotel	1.2 Shef SE	1 Hotel Graded	20	18	47	S26 2EE	Extension extra 29 rooms 2008
Days Inn Sheffield	1.2 Shef SE	2 Lodge	38	38	34	S26 7XR	
Pear Tree Cottage	1.2 Shef SE	6 GH/BB Graded	2	2	0	S26 2EB	Not trading
Black Bull	1.2 Shef SE	8 d/k	4	4	6	S26 3XH	
Total rooms from MPA report within Rotherham			843	863	857		Total of both sections above
Missed from Consultants List							
Faris's Cosy Cottage		GH/BB 2 star		0	2	S26 7XP	Up for sale
Kingfisher		GH/BB Inn Ungraded		0	2		
Robin Hood Inn	Roth, Aughton, Rural	Guest Inn / Lodge Ungraded	5	5	5	S26 3XJ	
Total rooms in Rotherham				872	866		Total of all sections above
New Hotel / Guest Accommodation Developments open by early 2009							
Park Inn Mavers Lakeside		3 star	N/A	N/A	130		
Aston Hotel Sheffield /Rotherham		3 star	N/A	N/A	78		
Welcome Inn		3 star	N/A	N/A	52		
Lord Conyers		Guest Ungraded	N/A	N/A	5		
Total rooms expected in 2009					1131		Total of above sections
Proposed Guest Accommodation Developments							
Swallownest			0		6		Possible 6 rooms – provisional opening 2009
Plough Inn, Melton High Street			0		5		Planning permission for 5 rooms
Self Catering							
Whiston Annex		1 bed room		1	1	S60 3BG	

Property	Location	Property Type	Rooms			Postcode	Comments
			MPA report	RMBC corrected	RMBC Nov 08		
New Self Catering - Old Police House		1 bed room		0	1	S62 7DR	
						1 extra self catering	
Proposed Self Catering to date							
Boston Castle area							
Thorpe Hesley							
Proposed Hotels to date							
M1 J33 Ramada			288				
Meadow Bank Road							
Yes Project			400				
Former Beighton Colliery							
Waverley 2 hotel sites							
Former Dinnington Colliery							
Chesterton Road, Eastwood							
Templeborough							
Town Centre							
Firbeck Hall							
Camping and Caravan Sites							
Thrybergh Country Park				24 Pitches			
Horse Shoe Fishing Lake				5 Pitches			
Guildingwells				5 Pitches			