

## **CABINET MEMBER FOR ECONOMIC DEVELOPMENT, PLANNING AND TRANSPORTATION**

**Venue: Management Meeting Room, Date: Monday, 1st February, 2010**  
**2nd Floor, Bailey House,**  
**Rawmarsh Road,**  
**ROTHERHAM. S60 1TD**

**Time: 10.15 a.m.**

\*Please note the venue and time for this meeting

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

1. To determine if the following matters are to be considered under the categories suggested in accordance with Part 1 of Schedule 12A (as amended March 2006) to 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 a meeting of the Tourism Forum held on 10th December, 2010. (copy attached) (Pages 1 - 7)
4. A629 Upper Wortley Road/London Way - Bus Accessibility and Highway Improvements. (report attached) (Pages 8 - 11)  
Tom Finnegan-Smith, Acting Transportation Unit Manager, to report.  
- to inform the Cabinet Member of a proposal to implement a number of bus and general traffic improvement measures at the A629 Upper Wortley Road/London Way junction.
5. Rotherham to Thrybergh Smart Route: A630 Fitzwilliam Road widening on approach to St. Ann's Roundabout. (report attached) (Pages 12 - 15)  
Tom Finnegan-Smith to report.  
- to outline aims and objectives of the Rotherham to Thrybergh 'Smart Route', and seek approval to proposals re: localised widening of approach to St. Ann's roundabout.
6. 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 Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (information relating to the financial or business affairs of any particular individual (including the Council)):-
7. Town Centre Business Vitality Grant. (report attached) (Pages 16 - 20)  
Bernadette Rushton, Assistant Town Centre Manager, to report.  
- to consider a grant application.

## ROTHERHAM TOURISM FORUM

### Thursday 10<sup>th</sup> December 2009

## Present:-

Joanne Edley	Tourism and Marketing Manager, R.M.B.C
Marie Hayes	Events and Promotions Service Manager, R.M.B.C
Dawn Campbell	Events and Promotions Officer, R.M.B.C
Joanne Ellis	Promotions Officer, R.M.B.C
Caroline Wilson	Yorkshire South Tourism
Jon Broadhurst	Park Inn Hotel
J. Gourvenec	Park Inn Hotel
Lesley Twigg	Aston Hotel
Bridget Adams	Aston Hotel
Matthew Beck	Magna
Ryan Elston	Restover Lodge
Richard Swann	Woodsetts Parish Council
Stuart Jenkinson	Environment Agency
Grace Rogerson	Dearne Valley College
Andrew Birch	Dearne Valley College
Chris Hawkesworth	British Canoe Union
Brian King	Rotherham and District Civic Society

## Apologies for absence:-

Anthony Barber-Lomax	Fitzwilliam Wentworth Estates
Peter Keary	Elton Hotel
Rachel Charlton	Holiday Inn
Nicky Holt	Garnett Dickinson
Geoff Wilde	Leather Lines
Councillor Iain St. John	RMBC
John Savage	Stonecroft Hotel
Christine Thomas	RCAT
Mr M. Godfrey	Wath Golf Club
Jane Powell	John Powell Travel
David Bliss	Rotherham Minister
Rebecca Foster	Maltby Community School
Carol Bowser	Winthrop Park
Les	Harthill with Woodall Parish Council
D. Brown	Ibis Hotel, Rotherham
Stuart Reaney	Chesterfield Canal Partnership
T. Huxley	The Welcome Inn Hotel
Sam Brookes	Laughton-en-le-Morthen Parish Council
Bernard Jones	South Yorkshire Transport Museum
Elaine Humphries	Friends of Clifton Park
Don Stewart	Yorkshire South Tourism
Anne Grayson	Conference Co-ordinator RMBC
Bernard Jones	South Yorkshire Transport Museum
Sue France	Aston Hall Hotel
Anne & Robert Holland	Throapham Guest House
David Adger	Churches Conservation Trust
Anne Hicks	Rotherham Minister

**1. Arrival**

Forum members were welcomed by Park Inn staff and were shown to the area serving light refreshments.

**2. Tour of The Park Inn Hotel**

Forum members were invited on a tour of the Park Inn led by the staff. Staff from the Park Inn were on hand to answer any questions.

**3. Welcome and Introductions**

Joanne Edley, Tourism and Marketing Manager introduced Jon Broadhurst, Manager of the Park Inn who welcomed Forum members to the Park Inn and said the hotel had been open for 2 weeks and outlined the Rezidor group's background.

**4. Tourism And Marketing Update**

Joanne Edley, Tourism and Marketing Manager, gave a short presentation about accommodation developments in Rotherham:-

- Park Inn Hotel Opened
- 3 Self Catering establishment start up enquiries
- 2 existing serviced accommodation providers properties given advice on being assessed
- 1 Guest Accommodation Start Up enquiry
- Planning Application for extension to existing Hotel Accommodation
- Rural Grant available – if under £25,000 can apply through Business Link, between £25,000 and £150,000 apply through the business engagement executives Caroline Wilson at Yorkshire South Tourism and information from Joanne Edley Tourism and Marketing Manager Rotherham, over £150,000 apply via Yorkshire Forward.

Work continued on developments at attractions which included:-

- Rother Valley Country Park – land train facility recently installed. Planning applications will be submitted in 2010.
- South Yorkshire Transport Museum – expansion has doubled floor space
- Clifton Park Developments – Phase 1 completed. Phase 2 will start when a contractor has been appointed
- Boston Castle Heritage Lottery Bid – funding from Heritage Lottery Fund will be known in the New Year
- Thrybergh Country Park Green Flag Award
- Flood Lighting of the Minster – lighting installed last week with launch ceremony
- Brown Signage enquiries – quite a few enquiries received from accommodation and attractions.

Communications Group and Pooled RMBC Promotional Budgets:-

- Tourism Promotional Budget Pooled
- Local Residents Promotion – On Your Doorstep leaflet available
- Heritage Open Days – successfully took place in September.
- Group Travel – looking to develop this with inserts from accommodation and attractions
- Mini Guide Publication – includes all assessed accommodation providers

- Walking Festival – One week in May 2010
- Access Guide – PDF document located on the Council website. Access Officers will check the quality of accommodation for Disabled facilities, according to agreed standards
- Tourist Information Point Posters – displayed in Thrybergh Country Parks and Parkgate Retail World
- Grants for Quality Assessments – 50% grant before March 2010 for sustainable projects.

## 5. Yorkshire South Tourism - Update

Caroline Wilson, Membership Manager

Regional Visitors Survey 08

First time the survey has been done in the region

Interview locations in Rotherham: Magna, Tropical Butterfly House and Rother Valley Country Park

Key Themes:

- What type of visitors – Day visitors 87%  
Overnight stays 2%
- Staying visitor origin – 97% of all visitors were of UK origin  
3% visitors from overseas
- South Yorkshire previous visits – 67% repeat visitors to Rotherham
- Age profile – high proportion were children
- Pre-arrival influences – leaflets score better than in other areas

Other results:

- 50% via booking accommodation website
- 80% stayed in Rotherham in 50+ rooms
- 72% visiting cultural attractions (interviewees sampled at cultural attractions)
- 93% of visitors likely to recommend
- 83% of visitors will return
- 98% of expenditure spent on travel and transport

Caroline Wilson emphasised the need to attract more first-time family visitors and young professionals. Other areas for exploration are how we can get more people to spend on eating after 5pm.

Caroline Wilson suggested placing high satisfaction figures at the bottom of e-mails.

All survey results on [www.welcometoyorkshire.net](http://www.welcometoyorkshire.net)

Caroline Wilson welcomed the announcement for Easyjet to begin 21 weekly flight destinations from Robin Hood Doncaster-Sheffield airport, providing an opportunity to encourage more visitors into the area.

Caroline Wilson highlighted that Magna had been working on their website and their online booking facility. However a number of hotels have not updated their availability so Caroline Wilson encouraged hotels to update their details on the website.

Caroline Wilson updated that Doncaster Racecourse will facilitate promoting accommodation free of charge. Also the York Pass is to become the Yorkshire Pass, which will encourage people to visit South Yorkshire attractions and they will have a campaign to market this, for example, 2 for 1 restaurant discount vouchers and using local suppliers and food providers etc...

## **6. The Green Heart Sustainable Tourism Project, Dearne Valley**

Stuart Jenkinson, Environment Agency gave a short presentation about The Green Heart a 5 year project:

- a cleaner, green heart to the valley
- access for all
- rediscovery of the river and countryside
- enhance wildlife
- support regeneration of the Valley

The river Dearne has vastly improved water quality which is increased insects/animals/mammals attracting green tourism.

The Green Network of cycle routes will link into the Trans Pennine Trail and be developed using old railway lines and industrial land. The first phase is due to be open next year.

## **7. The British Canoe Union facility at Wath-Upon-Dearne**

Chris Hawkesworth, Planning and Facilities Manager Canoe Union gave a short presentation and provided further information on:

His presentation drew particular attention to:

- Express Park own the land at Manvers Lake and had an obligation to produce a boathouse.
- The lake is strategically well situated – close to River Dearne, Trans Pennine Trail, M1 & A1M
- Canoe England have 30,000 members
- 480,000 affiliated clubs & 30,000 additional members
- 2,200 people paddle at least once each year
- 2 Canoe Olympic disciplines

### **Why Manvers?**

- Because it's there
- Excellent flat water competition venue

- 45 acres of sheltered
- Good water quality
- River Dearne 14km owned by Environment Agency

The Management

- It is managed by a partnership and is a not for profit company limited by guarantee

Manvers Lake Management Committee – Professionals  
Manvers Waterfront Boat Club - Amateurs

Manvers Waterfront Boat Club is an open community club for all, 96 members since March 2009 including Juniors, Canoeists, Anglers and Triathletes  
Competition teams will be called: Team Manvers

Manvers Lake and Boat House

A Northern and Regional coaching base, room hire, facilities & equipment hire

British Triathlon Event – swim, cycle and run

Organisers of this event have already approached the Park Inn about booking rooms during the event in July.

Manvers Lake will host open water swimming, Angling Development Board and Dragon Boating events.

Building extension and fit out contract to do extension and fit out.

July 2010 - First event to be held on the lake.

2011 - First years programme of competitive events.

Canoes are free to hire.

Hire times: 10am – 1pm on Saturdays.

And 6-7pm on Wednesdays during spring/summer (throughout British Summertime period)

Manvers Lake

£12 per year to fish on the lake

£24 to be a member of the Manvers boat house for the whole year

## 8. Town Centre Events

Dawn Campbell, Town Centre Events and Promotions Officer updated:-

- **Big Screen events & update**

Three Royal Opera House Events: Barber of Seville, La Traviata, Ondine - 300 people attended, much more than last year

Last Night of The Proms - 150 people attended

- **Market events**

Festival of Food and Drink - Held on 1<sup>st</sup> to 3<sup>rd</sup> October, with a guest appearance by Sean Wilson who played Martin Platt in Coronation Street who exhibited his award winning cheese from the Saddleworth Cheese Company. There were demonstrations and cook offs taking place too.

Monthly Farmers Market - continued to be held on the last Wednesday of every month

- **Christmas Event Calendar**

A central budget has been bid into to hold town centre events with promotional shopping incentives:

Rother FM Competition – Super Santa

Held on four Saturdays in the lead upto Christmas from 11am to 1pm

Christmas Light Switch On Thursday 19<sup>th</sup> November

8,000 people attended – Music groups performed on the Hallam FM stage  
Alphabeat, Scarlet Fever and Libby.

- Sunday Street Market – 3 days on the weekend leading up to Christmas
- Saturday 12<sup>th</sup> December - Real Reindeer Event
- Saturday 19<sup>th</sup> December - 'Igloo' with craft workshops
- Brass bands performing at events throughout December

Added incentives to come into Rotherham - Click back offers can be downloaded from Rotherham Town Centre website which can be spent at various shops

RMBC Free car parking on Saturdays until Boxing Day

Shop opening hours on Sundays is 10am to 4pm

'Free after 3' car parking each weekday

"Free Bee" bus – now running between Parkgate and Rotherham

- **Community events**

October 09 – Spiegelent Arts and Folk Festival

January 2010 – Farmhouse Breakfast programme with Jamie's Ministry of Food

'ACT' – a group of local Independents who are supporting the regeneration of the town centre and have contributed to one event in the campaign for Christmas and a further event on the Saturday of each month

Rotherham Minister floodlights switched on Thursday 3<sup>rd</sup> December

Christmas carols played in the town centre 10 days before Christmas

Dawn Campbell asked for people to let her know about any events taking place in the town centre or in green spaces such as parks or recreational spaces throughout the Rotherham borough.

## 11. Any Other Business

Tourism Forum members discussed setting up a:

Hospitality Group

The Accommodation or Hospitality sector requires a separate meeting group. It was discussed that hoteliers or venue providers are expected to work together and run the group themselves. Joanne Edley, Rotherham Tourism Manager offered the group any help or assistance, as appropriate.

The following information was provided by Forum members:

Dearne Valley College - A Foundation degree had been developed and continues to deliver NVQ's and Apprenticeships etc... The college is looking to deliver modules to industries on Saturday's throughout next year particularly courses focused on work related subjects such as Customer Service and Handling Conflict.

Magna – Conferencing is busy with private and public events. Visitor attraction numbers have been maintained.

Events scheduled for 2010 include:

- Heaven 17
- Help For The Heroes
- Haymaker Promotions
- Blues Festival (29<sup>th</sup> May) and various dance events.

Woodsetts village - Festival in June.

Restover Lodge hotel - Ryan has attended, they are new members of the Tourism Forum.

### **12. Date Of Next meeting**

A date in April 2010.

A future meeting could be held at the British Canoe Union at Manvers Lake. The venue and date will be confirmed.



<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Economic Development, Planning and Transportation Matters</b>
<b>2.</b>	<b>Date:</b>	<b>01 February 2010</b>
<b>3.</b>	<b>Title:</b>	<b>A629 Upper Wortley Road / London Way – Bus Accessibility &amp; Highway Improvements</b>
<b>4.</b>	<b>Directorate:</b>	<b>Environment and Development Services</b>

### **5. Summary**

To inform Cabinet Member of a proposal to implement a series of bus & general traffic improvement measures at the A629 Upper Wortley Road / London Way junction.

### **6. Recommendations**

**It is recommended Cabinet Member resolve that:**

- i) a joint Passenger Transport Executive (PTE) / Rotherham Metropolitan Borough Council (RMBC) consultation exercise be undertaken regarding the proposed scheme;**
- ii) subject to no objections being received the proposal be designed in detail and constructed.**

## 7. Proposals and Details

As part of a Bus Key Route Corridor study from Rotherham Town Centre to Chapeltown, it was identified by the South Yorkshire Passenger Transport Executive (SYPTTE) that buses are finding it difficult to turn right from London Way onto the A629 Upper Wortley Road. The delay adversely affects the journey time reliability of services within this area.

A scheme has been proposed by Rotherham Metropolitan Borough Council (RMBC) in conjunction with the SYPTTE that aims to help bus transit through the area whilst also improving bus accessibility and general road safety.

Plan 126/17/TT49-16A (Appendix A) shows the proposed junction alterations.

It is proposed that:

- The existing two lane carriageway is reduced to a single lane in each direction.
- Traffic signs and road markings (in the form of hatching) are used to reduce the Rotherham bound carriageway from 2 lanes to 1 shortly after the exit from the M1 roundabout. Observations show the off side traffic lane at this point is very rarely used. Also by using hatching a left turn deceleration lane into London Way can be introduced. By reducing the carriageway to one lane through the junction, buses are able to cross into the central waiting area of the A629 more quickly. The width of the central waiting area is sufficient to accommodate a bus waiting to complete a right turn.
- The central island is widened on the motorway bound carriageway by infilling the existing right turn lane; this initially reduces the carriageway width to two lanes. Dedicating the offside lane as the new right turn lane by the use of hatching allows the A629 to be a one lane carriageway until past the London Way Junction. This is therefore safer for buses as drivers are giving way to one traffic lane instead of two.
- Bus lay-bys on both sides of the A629 are installed with raised 155mm tactile boarding kerbs. New footpath links and associated dropped kerbs will also be provided to improve accessibility to these bus stops.
- High Friction Surfacing (HFS) is placed on the approach to the M1 junction 35 roundabout, approximately 70m in length.
- As a secondary measure this scheme allows sheltered parking to be implemented where parking currently takes place for the local school.

## 8. Finance

The proposed scheme is expected to cost £160,000 and funding is available from the Local Transport Plan Integrated Transport Capital Programme for 2009/2010 and 2010/2011.

The HFS shall be financed from the Local Safety Scheme programme for 2010/2011.

## **9. Risks and Uncertainties**

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

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

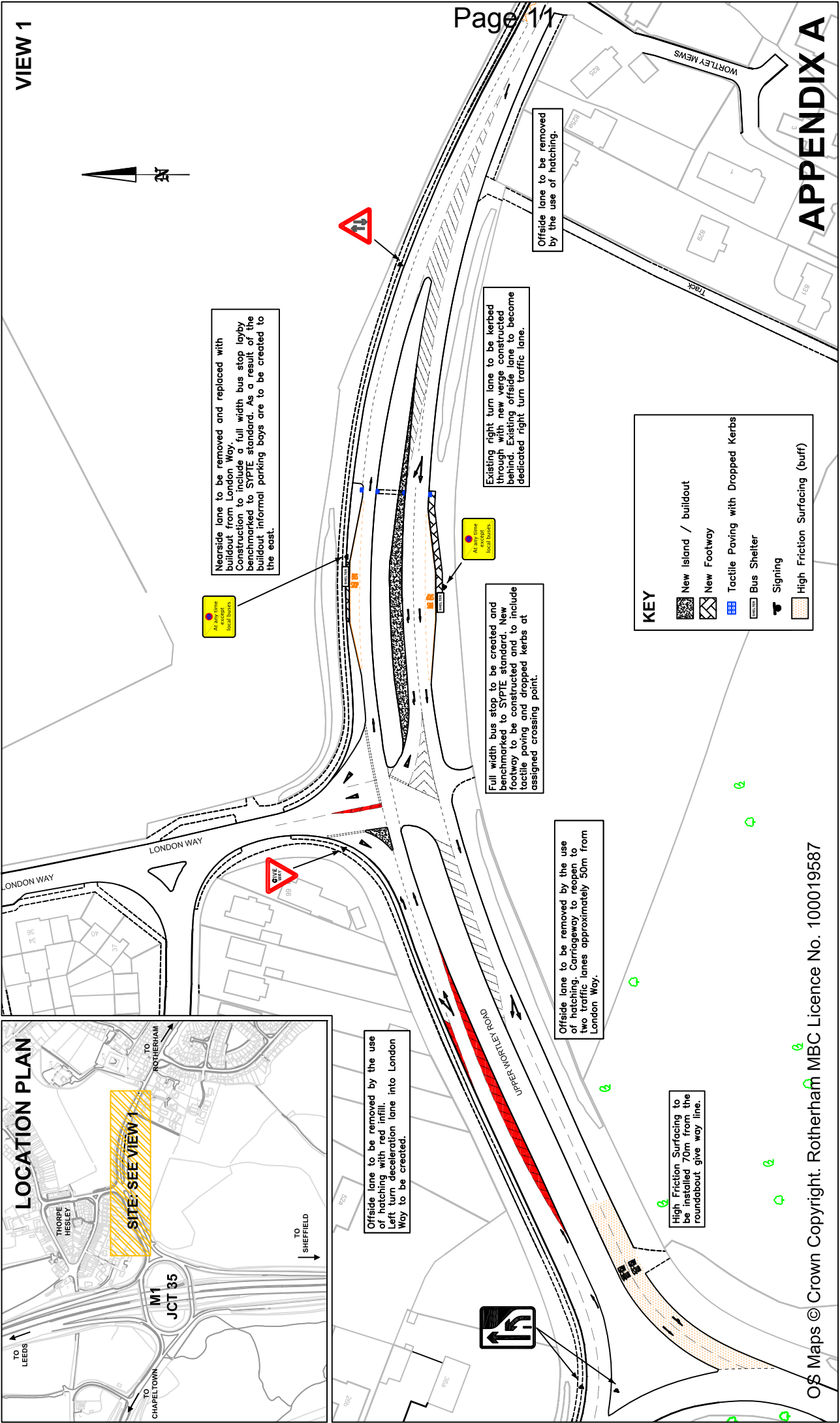
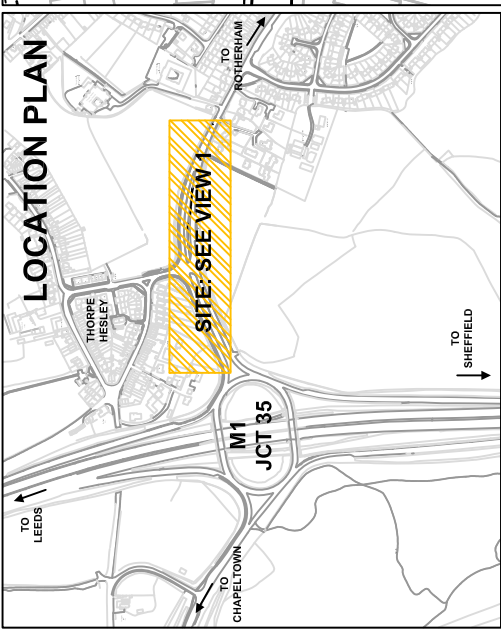
The proposed scheme:

- promotes better access to public transport
- improves bus journey time
- improves road safety

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

Consultation has been undertaken with the Highways Agency and South Yorkshire Police. Both responses have been positive towards the scheme.

**Contact Name:** Chris Armitage, Assistant Engineer, ext 2968  
[chris.armitage@rotherham.gov.uk](mailto:chris.armitage@rotherham.gov.uk)



**KEY**

	New Island / buildout
	New Footway
	Tactile Paving with Dropped Kerbs
	Bus Shelter
	Signing
	High Friction Surfacing (buff)

Title A629 Bus Quality Corridor  
Sheet 16 – London Way

Dwg. No. 126/17/TT49-16A Scales (if A4) NTS

Drawn CA Date JAN 10 Chd. by TFS



Client:

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



Strategic Director:  
Karl Battersby Bsc (Hons) MTPA MRTPA

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<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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1.	<b>Meeting:</b>	<b>Economic Development, Planning and Transportation Matters</b>
2.	<b>Date:</b>	<b>01 February 2010</b>
3.	<b>Title:</b>	<b>Rotherham to Thrybergh Smart Route: A630 Fitzwilliam Road widening on approach to St. Ann's Roundabout</b>
4.	<b>Directorate:</b>	<b>Environment and Development Services</b>

### 5. Summary

To make Cabinet Member aware of the aims and objectives of the Rotherham to Thrybergh Smart Route and to seek approval to undertake the detailed design and implementation of a proposal to widen the approach to St. Ann's roundabout when travelling south westerly on the A630 Fitzwilliam Road.

### 6. Recommendations

**It is recommended Cabinet Member resolve that:**

- i) the proposal, as shown on the attached drawing no.126/17/TT87, be an approved scheme;**
- ii) the proposal be designed in detail and constructed; and**
- iii) a further report be brought to Cabinet Member outlining the other congestion, road safety and accessibility improvements proposed on the A630 Smart Route.**

## 7. Proposals and Details

For the purposes of Local Transport Plan (LTP) 2 the route between Sheffield City centre and Doncaster town centre has been designated as a 'Smart Route' with 3 distinct sections. One section being Rotherham to Thrybergh; the A630 Rotherham – Thrybergh Smart Route begins at College Road Roundabout in Rotherham town centre and progresses along Centenary Way to St. Ann's Roundabout. The corridor continues along Fitzwilliam Road in Eastwood, joining Doncaster Road at Mushroom Roundabout and continuing through Dalton and Thrybergh.

The development of this Smart Route builds upon a previous work along the route when it was jointly promoted as a Quality Bus Corridor (QBC) project by Rotherham Borough Council and South Yorkshire Passenger Transport Executive (SYPTTE). Under the auspices of the QBC it aimed to improve access to public transport and improve bus journey time reliability by the introduction of measures such as the bus lanes at Doncaster Road Dalton and Fitzwilliam Road Eastwood.

The A630 is also identified as one of Rotherham's Key Congestion Routes within South Yorkshire's Congestion Delivery Plan (CDP). The CDP sets out potential improvements that can be implemented to reduce congestion such as the signalisation of St Ann's roundabout, implemented as part of the South Yorkshire Intelligent Transport System (SYITS) project and the proposed widening of the westbound approach to St Ann's roundabout.

The development of this corridor as a Smart Route aims to improve travel for all road users whether they travel by car, bus, bicycle or on foot. During the summer of 2009 RMBC and SYPTTE jointly commissioned a public consultation exercise which identified four key locations that could benefit from improvement to further enhance the corridor. The locations identified are College Road roundabout, Fitzwilliam Road, Mushroom roundabout and Whinney Hill at Thrybergh. This initial phase of consultation asked the public about whether they agree with improving the key locations and also what aspects of their journey they felt required improvement. The consultation methodology involved leaflets delivered to just under 11,000 properties along the route and made available at 30 Community Access Points as well as on the X78 bus service. A consultation website together with an information phone line was also available, and finally a half page consultation advert was placed in the Rotherham Advertiser. A briefing pack was distributed to elected Members outlining the background, aims and objectives of the Smart Route and a copy of the briefing pack will be available at Cabinet meeting.

The consultation respondents were supportive of the aims of the Smart Route concept and strongly supported the objectives of reducing congestion and improving traffic flow along the corridor. Preliminary design work has commenced on investigating measures to meet the objectives of the Smart Route at the locations previously identified and further reports will be submitted to Cabinet Member outlining these proposals.

One area that currently contributes towards congestion at peak times is the limited width of the approach to St. Ann's roundabout from Fitzwilliam Road. The current road layout is not wide enough to allow two vehicles to queue side by side at the stop line of the traffic lights; particularly if one or more of these vehicles are a large vehicle such as a bus. This adversely affects the length of the traffic queue on this approach to the roundabout leading to increased traffic congestion which affects bus journey times and journey time reliability.

It is proposed to widen the approach such that two vehicles can wait side by side at the stop line and for a distance of 50m back from the stop line without encroaching upon the opposing traffic lane. This measure will improve driver confidence to create two full lanes of traffic for use by all vehicles, which the traffic modelling that has been undertaken indicates will improve general traffic flow through the junction as well as contributing towards improved bus journey times. Previously, the option of designating the nearside lane on the approach to St Ann's roundabout a bus lane has been considered. However, the modelling undertaken indicates that at this time additional bus priority measures would not be required, although the proposed widening does not preclude this being introduced in the future.

## **8. Finance**

The proposed scheme is expected to cost £395,000 a significant proportion of which is made up of costs associated with diverting statutory undertakers' equipment. Funding is available from the Local Transport Plan Integrated Transport Strategic Capital Programme for 2009/2010 and 2010/2011.

## **9. Risks and Uncertainties**

Costs may increase due to unforeseen difficulties associated with diverting statutory undertakers' equipment.

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

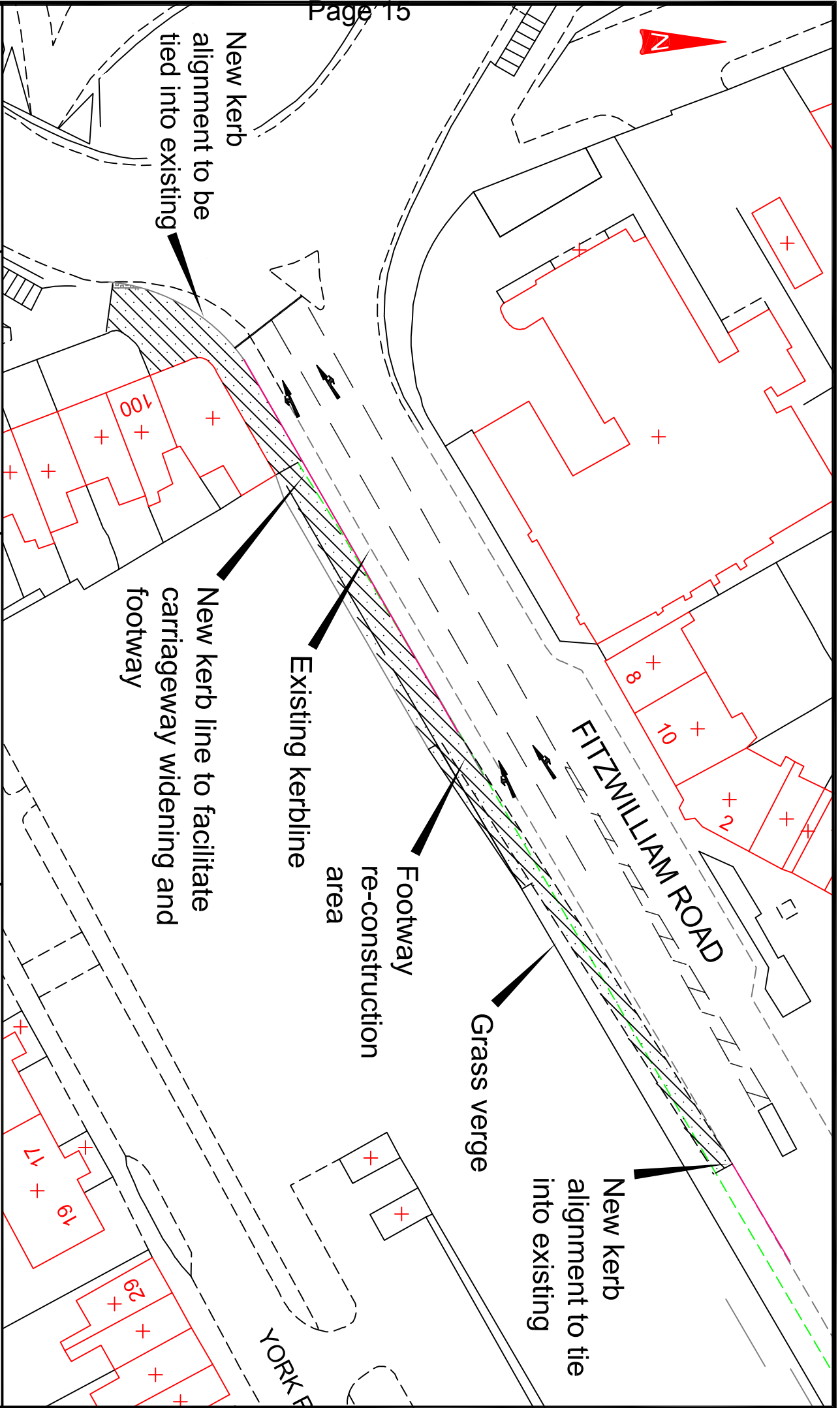
The proposed scheme:

- Potentially reduces congestion on this part of the A630
- improves bus journey times and reliability

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

The proposal has been considered by partner organisations at the Key Routes working group and all partners; which includes First Group the primary service provider along this route are supportive of the proposal. Counter Context have undertaken the public consultation and prepared the Member briefing pack on behalf of SYPTTE and the Council. Counter Context have also prepared a report on the results of the public consultation.

**Contact Name:** Andrew Butler, Engineer, ext 2968  
[andy.butler@rotherham.gov.uk](mailto:andy.butler@rotherham.gov.uk)



**Rotherham**  
Metropolitan  
Borough Council  
**Environment &  
Development Services**

Strategic Director:  
Karl Battersby, Bsc (Hons), MPhil, AMPTI

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

Client:

**MAKING SOUTH YORKSHIRE  
ROADS SAFER**

Title		Proposed Road Widening Fitzwilliam Road	
Dwg. No.	126/17/TT87	Scales (if A4)	1:500
Drawn	RP	Date	Jan 10
		Chd. by	



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

Document is Restricted