

## **CABINET MEMBER FOR HOUSING AND NEIGHBOURHOODS**

**Venue: Eric Manns Building,  
45 Moorgate Street,  
Rotherham  
S60 2RB**

**Date: Monday, 19th July, 2010**

**Time: 10.00 a.m.**

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

1. To determine if the following matters are to be considered under the categories suggested, in accordance with the Local Government Act 1972 (as amended March 2006).
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. Increase to Fixed Penalty Fines - Littering (Pages 1 - 5)
4. Local Ambition Programme (Pages 6 - 65)
5. Choice Based Lettings – Improving the Service from a Customer Perspective (Pages 66 - 82)
6. Exclusion of the Press and Public  
Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in those paragraphs indicated below of Part I of Schedule 12A to the Local Government Act 1972.
7. Neighbourhood Centre Conversions (Pages 83 - 91)  
(Exempt under Paragraph 3 of the Act - information relating to the financial/business affairs of any person (including the Council))
8. Properties Exceeding the Investment Threshold - Rawmarsh (Pages 92 - 96)  
(Exempt under Paragraph 3 of the Act - information relating to the financial/business affairs of any person (including the Council))
9. Properties Exceeding the Investment Threshold - Rawmarsh and Kiveton Park (Pages 97 - 101)  
(Exempt under Paragraph 3 of the Act - information relating to the financial/business affairs of any person (including the Council))

**ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS**

1.	<b>Meeting</b>	<b>CABINET MEMBER FOR HOUSING &amp; NEIGHBOURHOODS</b>
2.	<b>Date</b>	<b>19 JULY 2010</b>
3.	<b>Title</b>	<b>INCREASE OF LITTER FIXED PENALTY FINE LEVEL</b>
4.	<b>Directorate</b>	<b>Neighbourhoods and Adult Services</b>

**5. Summary**

This report presents recommendations for the increase of the Fixed Penalty fine for Littering under the Environmental Protection Act 1990.

**6. Recommendations**

**It is recommended that Cabinet Member for Housing and Neighbourhoods:**

- 1) Agrees with the proposal and to confirm the increase of the fixed penalty fine to £80 with effect from 1 September 2010.**

## **7. Proposals and details**

### **7.1 Introduction**

The enforcement of littering offences has been dealt with by the Council by targeted enforcement campaigns and partnership working to deter and apprehend offenders. Those identified can opt to pay a Fixed Penalty Fine of £75 or face prosecution through the Magistrates Court with a maximum penalty of £2,500.

On 1 January 2010, a Dog Control Order in respect of Dog Fouling came into effect increasing the fixed penalty fine for that offence from £50 to £80, reaffirming the Councils approach to environmental crime. The £80 fine level is set by the Clean Neighbourhoods and Environment Act 2005. This has continued the disparity between this offence and the Littering offence which currently carries a fixed penalty fine of £75 under the Environmental Protection Act 1990. This fine level can be amended by the Cabinet member for Housing and Neighbourhoods. The level of fine was last amended in 2006 after the adoption of the Clean Neighbourhoods and Environment Act from £50 to £75. Even in Court there is a significant difference in the fines that can be achieved, although at Court the higher fine rests with littering, as failing to remove dog faeces carries a maximum fine of £1,000.

While taking a robust approach there has been the recognisable need for building public awareness of the issues and prevention through education. To go hand in hand with the Toxic campaign in Secondary Schools and the Junior Rotherham Wardens schemes funded by the Area Assemblies, the Community Protection Unit has operated a Restorative Justice programme of organised and supervised litter picking as an alternative to paying the Fixed Penalty notice. The aim of this is to provide a reasonable deterrent to repeat offending and prevent the unnecessary use of the courts to deal with relatively minor offence committed by young people. These schemes are not advertised and the Children are not identifiable as to what or why they are doing this, unlike the Unpaid Work schemes run by the Probation Service after a court case.

The benefits of the use of Fixed Penalty Notices to tackle local environmental quality are chiefly a quicker and more cost effective method of imposing a penalty, in contrast to taking each case to Court. Although no direct data exists to support the theory that issuing fixed penalties in Rotherham has a deterrent effect, the Community Protection Unit has not seen many cases of repeat offending.

### **7.2 Recent Trends**

Over the last three years the Council has issued fewer Fixed Penalty Notices for littering, in direct correlation to increasing street cleanliness assessments. The numbers served can be seen in Table 1 below:-

Year	FPN's served	% of land and highways that is assessed as having deposits of litter that fall below an acceptable level
2007/8	371	Representative data not available
2008/9	331	9.6%
2009/10	216	5.4%

*Table 1. Number of Fixed Penalty Notices served for littering offences and the Cleanliness scores assessed By Streetpride 2007-2010.*

Further to the identification of hot spot areas in the Rotherham Town Centre and other major centres of population in the borough, increased high visibility and plain clothes patrols have taken place to deal with those who drop litter as well as dealing with the impact of the reduction in the number of witness reports received from staff, partner services and the public. This has been the major cause of the reduction of the number of fixed penalty notices issued.

Despite a fall in the number of fixed penalty notices issued in the last 3 years, 20% more have been issued face to face by the Rotherham Wardens in the first 5 months of 2010 compared with same period in 2009. Further high visibility and targeted litter patrols and face to face issuing of fixed penalty notices is to continue and increase over the course of the 2010/11 financial year, to tackle the reduced number of fixed penalties and the corresponding fall in income.

### **7.3 Proposal**

In order to ensure consistency of fine level for these similar offences within the Council, it is proposed that the fine for Littering offences is increased to the maximum of £80 from 1 September 2010. A press release highlighting this change will be issued 2 weeks before the change comes into effect and will be placed in the next available issue of Rotherham News.

This change will give the Council a further opportunity to increase its profile and the deterrent to dropping litter.

### **8. Financial implications**

The cost of re-printing the legal forms to this increase will be wholly absorbed by the cost of printing Fixed Penalty pads for the recent fine increase for the Dog Fouling laws so there is no additional pressure on the revenue budget from this proposal.

Due to the increase in the level of fine and the increased targeting of hot spot problem areas, there is likely to be an increase in the amounts received in Fixed Penalty fines.

No. Fixed Penalty Notices issued (excluding cancelled notices)	No. of fixed penalties paid	Alternative litter picks completed	No. of cases following non payment taken to court	Amount fixed penalty fine collected (£). <i>Does not include court costs as these do not cover the cost of taking a case to court</i>
371	263	19 (5% of FPN's)	89	19,730
331	199	82 (24% of FPN's)	50	14,940
216	111	60 (27% of FPN's)	45	8,325

Table 2 – Number of fixed penalties issued, paid and the income generated

Table 2 shows the amount of income generated by Fixed Penalty Notices for littering in the last 3 years. There has been a significant decline in the income generated due in part to a lower number of fixed penalty notices being issued. However, there has also been an increase since 2007/8 in proportion of Fixed Penalty Notices resulting in Restorative Justice litter picks. In 2009/10 this increased to 27% of all fixed penalty notices issued being paid in kind through an organised litter pick. This has real advantages to parents by reducing the financial burden on them, who would normally be responsible for paying the fine and court fines and costs if the case went to court, as well as providing a non criminal sanction for a first offence.

## 9. Risks and uncertainties

An increase to the fine could lead to more cases being sent before the courts and even lower revenues to the Council from the fines recovered. However with an increase in enforcement activity and development of more face to face interventions this should be mitigated.

## 10. Policy and performance agenda implications

The control of littering links to perceptions of the quality of our neighbourhoods and are seen as enviro-crimes, as such this is an aspect of the Corporate Priority “Rotherham Safe”, where the cleaner, greener agenda is set out, emphasising a preventative approach, including peaceful communities free from antisocial behaviour.

In addressing the **Rotherham Safe** priorities the strategy contributes to delivering the following key strategic actions;

- Maintaining the current overall low crime rate in Rotherham, as well as in continuing to address people’s concerns about anti-social behaviors and their fear of crime

- Increase satisfaction with local neighborhoods.
- Making the connection between national and local strategies
- Providing a link between regional, national and local organisations
- Dealing effectively with perpetrators of anti-social behaviour through enforcement and rehabilitation
- Providing support to victims of anti-social behaviour through effective response to reported incidents

In addition it will contribute to the **Sustainable Development** cross cutting theme by protecting and enhancing the environment, **Rotherham Alive** by ensuring a place where people feel good, are healthy and active, **Rotherham Achieving** by helping raise the quality of life in the most deprived communities and **Rotherham Proud** by increasing the satisfaction in the local area as a place to live and putting pride in the hearts of our communities.

The proposals have clear linkages to the Outcomes Framework for Social Care, in particular;

- **Improved Health and Emotional Well-being**, by promoting and facilitating the health and emotional well-being of people who use the services.
- **Improved Quality of Life**, by supporting independence of people to live a fulfilled life.

## 11. Background papers and consultation

Clean Neighbourhoods and Environment Act 2005  
Environmental Protection Act 1990

## 12. Contact name

**Matthew Finn, Community Protection Manager, Ext 3134**  
[matthew.finn@rotherham.gov.uk](mailto:matthew.finn@rotherham.gov.uk)

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Cabinet Member Housing &amp; Neighbourhoods</b>
<b>2.</b>	<b>Date:</b>	<b>19<sup>th</sup> July 2010</b>
<b>3.</b>	<b>Title:</b>	<b>Local Ambitions Programme – Progress Report</b>
<b>4.</b>	<b>Directorate:</b>	<b>Neighbourhoods and Adult Services</b>

### **5. Summary**

The Local Ambition Programme was launched in March 2010 following a Council Year Ahead Commitment in 2009/10 to '*Roll out Intensive Neighbourhood Management into a small number of neighbourhoods by April 2010*'.

The Local Ambition Programme is targeted in the borough's top three most deprived neighbourhoods; *Ferham, Canklow and East Herringthorpe*. The Local Ambition Programme is wholly funded by Yorkshire Forward until 31<sup>st</sup> December 2011.

This report outlines progress to date since the programme was launched in March 2010 and presents the Neighbourhood Improvement Plans which have been implemented for each of the three Local Ambition neighbourhoods.

### **6. Recommendations**

- **That progress is noted and the Improvement Plans considered and agreed.**

## 7. Proposals and Details

### 7.1 Rotherham's Local Ambition Programme 2010/12

The Local Ambition Programme was launched in March 2010 following a Council Year Ahead Commitment in 2009/10 to '*Roll out Intensive Neighbourhood Management into a small number of neighbourhoods by April 2010*'.

In the spring 2009 a review was undertaken by Housing & Neighbourhood Services of neighbourhoods at 'tipping point' to identify a small number of neighbourhoods which would benefit from an Intensive Neighbourhood approach. The review considered a range of indicators and issues ranging from crime, community involvement, health, housing, child poverty, worklessness and the economy.

Findings from the 2008 Rotherham Central Needs Assessment and the Vulnerable Localities Index were also considered. From the review a small number of neighbourhoods were identified which would benefit from the approach.

Raising the ambition and aspirations of deprived neighbourhoods was identified in 2009 as a key issue in the region by Yorkshire Forward as a long term priority which could fundamentally improve economic performance. A funding allocation totalling around £650,000 until 31<sup>st</sup> December 2011 was granted to Rotherham in 2010 to respond quickly to issues surrounding lack of confidence in our most deprived communities (those neighbourhoods which fall within the top 10% most deprived nationally).

The Local Ambition Programme was developed to roll out Intensive Neighbourhood Management into three of the borough's most deprived neighbourhoods; all three located in Central Rotherham:

- *Ferham*
- *Canklow*
- *East Herringthorpe*

The approach is focused at a Super Output Area Level (circa 1000 households in each neighbourhood). Each neighbourhood is diverse, with distinct needs but all three neighbourhoods share very highly concentrated levels of worklessness, deprivation and vulnerability.

The Local Ambition Programme is about really understanding the needs and priorities of the 3 neighbourhoods; tailoring a targeted Neighbourhood Local Ambition Improvement Plan which is shaped by local people and local stakeholders and personalising how and what we deliver based on need within **existing resources**.

The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues.



## 7.2 The Local Ambition Team

The Local Ambition Programme is delivered by a dedicated team who came into post in March 2010. The team is funded by Yorkshire Forward until 31<sup>st</sup> December 2011.

### **Catherine Dale**

Neighbourhood Transformation Manager

### **Helen Allison**

Local Ambition Programme Officer

### **Andrea Mason**

Local Ambition Co-ordinator Canklow

### **Lindsey Gibson**

Local Ambition Co-ordinator Ferham

### **Helen Banerjee**

Local Ambition Co-ordinator East Herringthorpe

## 7.3 Progress to date

### *7.3.1 Setting the vision*

Local Ambition Programme Launch events were held in each of the three neighbourhoods in March/April 2010. These events were designed to both inform and engage with key local stakeholders in order to set the vision of the Local Ambition Programme, its aims and highlight the importance of commitment from partner agencies to be actively involved. The events were also designed to consult with local stakeholders on their key priorities for improvement. Over 100 stakeholders attended the local launch events. In addition, numerous 1:1 interviews were also undertaken with key community stakeholders including Elected Members, GP Surgeries, local Schools, Area Assemblies and Safer neighbourhood Teams.

### *7.3.2 Understanding the issues*

In order to develop a programme of neighbourhood improvement local people and stakeholders need to be involved and given the opportunity to shape priorities. Since the programme was launched in March 2010 extensive research and consultation has been taken in each of the three neighbourhoods to establish residents and stakeholders issues and priorities for improvement. This included:

- Over 750 residents surveyed as part of the Local Ambition Programme **Household survey** to establish resident's perceptions, priorities and barriers to employment.
- Local **Stakeholder events** where over 100 stakeholders were consulted on their views regarding local priorities.

- **1:1 interviews** have taken place with key community stakeholders including GP surgeries, local schools, Safer neighbourhood Teams, Elected Members.
- Classroom activities, consultation and engagement have been undertaken through the **local Primary Schools** with over 500 children aged 4-11 involved.
- **Consultation with 11-19 year olds** has taken place through a variety of different ways locally to consult and engage young people with over 150 young people consulted and able to give their views.
- Various **community and voluntary groups** have had their say
- **Street consultation** has taken place to ask local people their views including library users and local GP surgery users.
- Consultation also took place with **local businesses** in the three neighbourhoods ranging from sole traders to large organisations such as Asdas.

Existing research was also considered including:

- Findings from the Central Rotherham Needs Assessment 2008
- Area Assembly Area Plans
- Existing consultation
- Place Survey 2008
- Statistics
- In Depth Crime Intelligence Data from the CIU.

### *7.3.3 Setting the Priorities*

The findings from the consultation was then presented at local joint **Resident and Stakeholder 'Setting the Priorities'** events throughout May 2010. The events were all held in community venues and local residents and stakeholders were asked to prioritise the issues identified through the extensive research undertaken and begin to shape the priorities for the Local Ambition Improvement Plans.

Following these events Local Ambition neighbourhood Improvement Plans have been developed. The three plans are attached at *appendix 1*

### *7.3.4 The Local Ambition Programme Priorities for Improvement*

The following priorities have been set for the three Local Ambition areas, reflecting local need and local issues. Detailed action plans are included in the plans at *appendix 1* along with the measures of success.

Our Commitment for **Ferham**:

**Priority 1 – A thriving neighbourhood**

- Assisting people to get a job
- Increasing volunteering
- Promoting self employment as a career option
- Focussing on 16-18 year olds Not in Education, Employment & Training (NEET's)

**Priority 2 – A stronger community**

- Promoting cohesion and integration
- Involving the community in effective and innovative ways
- Awareness raising of existing service provision

**Priority 3 – A cleaner and safer neighbourhood**

- Improving the street scene
- Addressing road safety concerns
- Increasing visibility of the Safer Neighbourhood Team
- Safeguarding and improving the well-being of children and young people

Our Commitment for **Canklow**:

**Priority 1 – More Confident**

- Promoting and raising awareness of local job, training, enterprising, volunteering and learning opportunities
- Improving outside perception of young people from the area
- Raise aspiration and self esteem of young people.

**Priority 2 – Better Connected**

- Increasing involvement from the wider community and developing a feeling of community ownership.
- Tackling the negative perception of the area
- Increasing trust between the community and council/service providers

**Priority 3 – Cleaner & Safer**

- Cleaner Streets
- Increased visual presence from enforcement agencies and awareness of the SNT
- Tackling ASB (including gangs of young people, alcohol and drugs)

Our Commitment for **East Herringthorpe:**

**Priority 1 – Better informed and more aware of opportunities**

- Promoting local job, training, enterprising, volunteering and learning opportunities
- Focused and targeted activity with 16-18 year olds NEETs
- Celebrating success and raising aspirations

**Priority 2 – Stronger and more active**

- Increasing community involvement and engagement
- Providing Family/Parenting support and promoting healthy lifestyles
- Improved sport activity and provision

**Priority 3 – Cleaner and safer**

- Improving the street scene and untidy gardens
- Tackling ASB and perceptions of ASB
- Tackling Alcohol misuse
- Increasing visibility, presence and awareness of the Safer Neighbourhood Team

*7.3.5 Next Steps*

Given the current austerity measures surrounding Yorkshire Forward the Neighbourhood Improvement plans were presented to Yorkshire Forward for approval and sign off to ensure delivery can begin as soon as possible. The plans have now been signed off by Yorkshire Forward and Yorkshire Forward are fully supportive of the wider focus of the Improvement plans which not only deliver on the worklessness agenda we are contracted to deliver, but also the more local 'neighbourhood' issues which have emerged through the extensive consultation on issues such as crime and fear of crime.

Each Improvement Plan has 'Measures of Success' setting out the outcomes we aim to achieve through the delivery of the programme. These are a combination of:

- Perception Measures
- Key Outputs agreed with Yorkshire Forward
- Crime Data
- Value For Money (cost vs. benefit analysis)

Delivery has begun on the Improvement Plans and will continue until 31<sup>st</sup> December 2011.

Newsletters are being produced to be delivered by the end of July 2010 to all households to feedback the consultation findings and explain how/what we will be focusing on and how local people can get involved.

A full evaluation will be undertaken in the autumn 2011 including a follow up household survey.

### **8. Finance**

The programme is fully funded by Yorkshire Forward until 31<sup>st</sup> December 2011. The total allocation is £649,986.

Evidence from the Chesterhill Pilot shows that savings can be made and perceptions changed.

Success and cost savings will be measured and identified through a full evaluation scheduled to take place take place autumn 2011.

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

Given the austerity measures currently being implemented and considered by the new Coalition Government and the fact that the Local Ambition Programme is wholly funded by Yorkshire Forward there is a potential risk that funding could be withdrawn despite being in contract to deliver.

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

Given the growing importance of involving communities in shaping public services, the role that intensive neighbourhood management can play in Rotherham is significant. Where it works effectively, neighbourhood management can add value to, and support the work of, mainstream public service providers in understanding local needs, how they differ between areas and how by tackling these issues at a local level they contribute to wider borough wide priorities identified in the LAA.

Building and supporting responsive and cohesive communities through neighbourhood management arrangements is a key strategic priority outlined in Rotherham's Community Strategy 2005-11.

**Contact Name:** Catherine Dale, Neighbourhood Transformation Manager, 07825 863853 [catherine.dale@rotherham.gov.uk](mailto:catherine.dale@rotherham.gov.uk)



# The Local Ambition Programme in East Herringthorpe

## Neighbourhood Improvement Plan 2010/2011



# Background

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The **Local Ambition Programme** is Rotherham's roll out of Intensive Neighbourhood Management into three of the borough's most deprived neighbourhoods. The programme is funded by Yorkshire Forward until January 2012.

In the spring of 2009 a review was undertaken of neighbourhoods in Rotherham at 'tipping point' to identify a small number of neighbourhoods which would benefit from an Intensive Neighbourhood Management approach. The review considered a range of indicators and issues ranging from crime, community involvement, health, housing and worklessness. From the review a small number of neighbourhoods were identified.

The Local Ambition Programme was then developed and the programme targets three Central Rotherham neighbourhoods; **Ferham, Canklow and East Herringthorpe** at Super Output Area Level (circa 1000 households in each neighbourhood). Each neighbourhood is diverse, with distinct needs but all three neighbourhoods share very highly concentrated levels of worklessness, deprivation and vulnerability.

The Local Ambition Programme is about really understanding the needs and priorities of the 3 neighbourhoods; tailoring a targeted **Neighbourhood Local Ambition Improvement Plan** which is shaped by local people and local stakeholders and personalising how and what we deliver based on need within existing resources.

The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues.

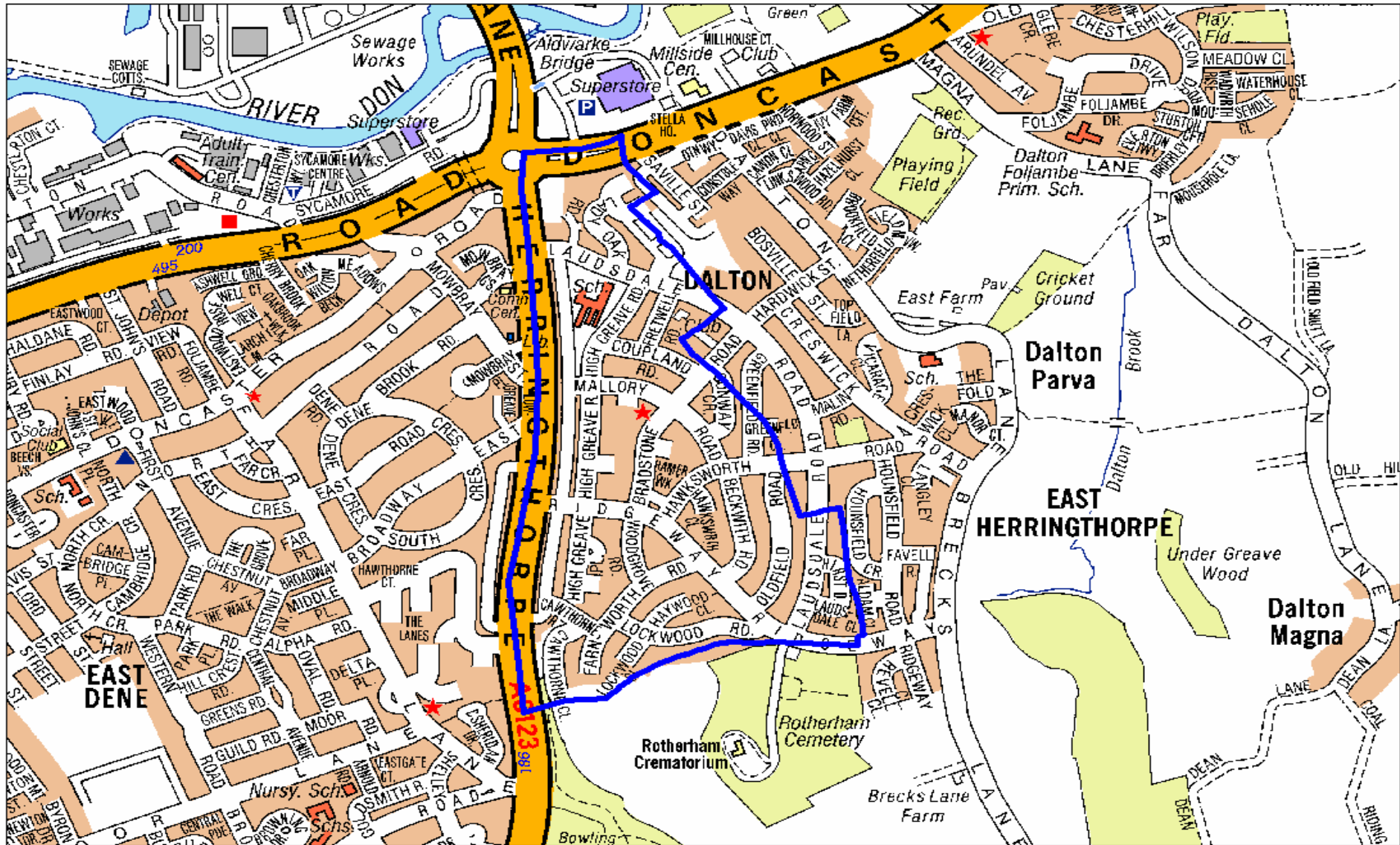
The Local Ambition Programme is delivered by a dedicated team and is managed by Catherine Dale the Neighbourhood Transformation Manager in Housing & Neighbourhood Services.

Helen Allison is the Local Ambition Programme Officer.

Xxxx (pictured left) is the dedicated **Local Ambition Co-ordinator for East Herringthorpe** and is co-located at Mowbray Gardens Library.



# Neighbourhood Profile – East Herringthorpe





# Neighbourhood Profile – East Herringthorpe

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- Part of the **Valley Ward**
- Falls within **Wentworth South Area Assembly**
- Area consists of **580 Dwellings** with **1,590 residents**.
- 61% of the housing tenure is **council housing** (3xs the borough average)
- Ranked **number 1 most deprived neighbourhood** in Rotherham (IMD 2007) and in top 2% nationally.
- Ranked Rotherham's **most Vulnerable Locality** in 2009.
- 98.9% of the population in the area are **White British**.
- Average **household income** of £18,690 compared with £34,724 national average.
- Over a third of the working age population are **claiming workless benefits**.
- High proportion of **lone parents** claiming workless benefits (4xs borough average)
- Unemployment double the borough average and an **increase in numbers claiming JSA in the last 12 months**.
- Disproportionately **high levels of 16-18 year-olds who are NEET** (not in education, employment or training)
- Ranked in the worse top 3% nationally for **child wellbeing**
- Over half of all adults have **no qualifications**

# Summary of Consultation

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During spring 2010 extensive consultation was undertaken in East Herringthorpe to establish residents and stakeholder's issues and priorities for improvement. This included:

- A face to face **Household Survey** with 255 households undertaken by BMG Research
- A **Stakeholder Consultation** event with over 40 Stakeholders present and consulted
- **1:1 Interviews** with Key Stakeholders
- A **2 Day Poetry** session with Primary School Children aged 4-11
- **Detached Youth Work Consultation** sessions with 60 young people aged 11-19
- Consultation with **Library users**
- **Street** Consultation
- Consultation with **Local Businesses**
- Research findings from **Rotherham Central Needs Assessment**
- Wentworth South **Area Plan**

The findings from this consultation were then presented at a joint **Resident and Stakeholder 'Setting the Priorities'** event in May 2010 where residents and stakeholders were asked to prioritise the issues and begin to shape the priorities for the East Herringthorpe Local Ambition Improvement Plan.

# Key Priorities for East Herringthorpe

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## Priority 1 – Better informed and more aware of opportunities

- Promoting local job, training, enterprising, volunteering and learning opportunities
- Focused and targeted activity with 16-18 year olds NEETs
- Celebrating success and raising aspirations

## Priority 2 – Stronger and more active

- Increasing community involvement and engagement
- Providing Family/Parenting support and promoting healthy lifestyles
- Improved sport activity and provision

## Priority 3 – Cleaner and safer

- Improving the street scene and untidy gardens
- Tackling ASB and perceptions of ASB
- Tackling Alcohol misuse
- Increasing visibility, presence and awareness of the Safer Neighbourhood Team

# Monitoring / Reporting Mechanisms

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## The Improvement Plan

- The Local Ambition Improvement plan is divided into three sections;
  - Better informed and more aware of opportunities
  - Stronger and more active
  - Cleaner and Safer
- Each task has been colour coded to highlight if short, medium or long term;
  - Red – Long term (achievable in 12 months +)
  - Amber – Medium term (achievable in 6 – 12 months)
  - Green – Short term (achievable in under 6 months)
- Using research findings and statistics measures of success of have been established.

## Delivering the Improvement Plan

- A Task and Finish group will be established to deliver the plan
- The Task and Finish group will meet on a monthly basis to monitor progress of the delivery plan and update on key tasks

## Reporting progress of the Improvement Plan

- The Wentworth South Co-ordinating Group will oversee the delivery of the Local Ambition Programme.
- The Local Ambition Programme Co-ordinator will attend Co-ordinating Group meetings on a bi-monthly basis.
- The Co-ordinator will submit a verbal/written delivery plan progress report to every Co-ordinating Group meeting

## Reporting progress of the Improvement Plan

- The Local Ambition Programme Co-ordinator will attend monthly NAG meetings
- The Co-ordinator will submit a verbal/written delivery plan progress report to every NAG meeting

# Our Measures of Success....

	Measure of Success	EH Baseline	EH Target	How we will measure success
PRIORITY 1	We will assist people to get a job	0	45	Monitoring forms
	We will deliver neighbourhood events on relevant issues	0	3	Evidence of event and evaluation
	We will promote self employment so that people can consider self employment as a career option.	0	10	Monitoring forms
	We will increase the number of people taking up volunteering opportunities by promoting opportunities	0	15	Monitoring forms
	We will sign post people to other agencies	0	15	Monitoring forms
	We will identify NEETs and engage in a variety of activities	0	5	Monitoring forms

	Measure of Success	EH Baseline 2010	EH Actual 2011	How we will measure success
PRIORITY 2	We will increase the number of people who feel they can influence decision making	49%		Household survey
	We will increase the number of people who want to be involved in local decision making	9%		Household survey
	We will increase the number of people who have participated in volunteering over the past 12 months	3%		Household Survey
	We will increase the number of people who feel well informed about local decision making	62%		Household survey
	We will increase the number of people who agree that older people are able to get the services and support they need in their local area to continue to live at home	28%		Household survey
	We will reduce the number of people who disagree that people from different backgrounds get on well together	32%		Household survey

## Our measures of success (cont'd)

	<b>Measure of Success</b>	<b>EH Baseline 2010</b>	<b>EH Actual 2011</b>	<b>How we will measure success</b>
<b>PRIORITY 3</b>	We will increase the number of people who are aware of the SNT	35%		Household survey
	We will increase the number of people who know how to contact their SNT	26%		Household survey
	We will increase the number of people who believe local services are working to make the area cleaner and greener	70%		Household survey
	We will increase the number of people who believe local services are working to make the area safer	66%		Household survey
	We will reduce the number of people who perceive ASB to be a problem in their area	53%		Household survey
	We will increase the number of people who think that in the local area parents take enough responsibility for the behaviour of their children	41%		Household Survey
	We will reduce overall Crime incidents (Baseline April 2009 – March 2010)	195		CIU
	We will reduce overall ASB incidents (Baseline May 2009 – Apr 2010) Rowdy-Inconsiderate accounts for 278 of all ASB	314		CIU
	We will reduce overall Arson incidents (Baseline May 2009 – Apr 2010) The main fire type has been of loose refuse and rubbish containers. Vegetation and scrub is the second most popular fuel in the area.	16		CIU
	We will reduce overall Environmental Health reports (Baseline May 2009 – Apr 2010) Noise Nuisance accounts for one third of all EH reports	49		CIU
	We will reduce overall Streetpride reports (Baseline May 2009 – Apr 2010) Fly tipping accounts for 18 of all SP reports and most reporting of fly tipping is during September-March.	45		CIU

# Communication Plan

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## Updating Partners on the Improvement Plan

As well as attending the bi-monthly Co-ordinating Group meetings and the monthly Neighbourhood Action Group meetings, the Local Ambition Programme Co-ordinator will attend the following meetings:

- Wentworth South SNT briefings – attendance on a monthly basis – links to Priority 3
- Universal Information & Advice Personalisation sub group – attendance on a monthly basis – links to Priority 2

## Informing Residents about the Local Ambition Programme

As part of the Local Ambition Programme for East Herringthorpe we will communicate, engage and involve local people through the following mechanisms:

- **Quarterly Newsletter** delivered to all households in the area (July 10, October 10, January 11, April 11, July 11, October 11)
- **Weekly** Multi-agency walkabouts
- **2 IMPACT weeks** visiting every household in the neighbourhood with multi-agency teams
- **Neighbourhood events** held in locally accessible venues
- **Workshops/Focus Groups** to gain valuable resident insight on issues such as Worklessness & ASB
- **A Community Reference Group** of residents who want to get involved in local decision making
- **Weekly Job Centre Plus Drop in session** held at Mowbray Gardens Library
- **Monthly East Herringthorpe Surgery** held at a locally accessible venue

# Priority 1 – Better informed and aware of opportunities

## Our commitment

- Promoting local job, training, enterprising, volunteering and learning opportunities
- Focused and targeted activity with 16-18 year olds NEETs
- Celebrating success and raising aspirations

## How we will achieve this

	Key Action	Start Date	Resources	Lead Responsibility	Progress
	Pilot a weekly JC+ Outreach provision in a co-located neighbourhood base	April 2010	Commitment from JC+ Neighbourhood Base	<b>Jane Frost</b> DWP JC+ Outreach Manager	<ul style="list-style-type: none"> <li>• JC+ Drop in session established and operates from Mowbray Gardens Library every Thursday 10-3pm</li> </ul>
	Deliver local workshops exploring barriers to employment (Total Place Pilot)	July 2010	Use of LAP Consultation Budget Commitment from the LSP/CXs	<b>Michael Clark</b> Rotherham LSP  <b>Helen Allison</b> LAP Programme Officer	
	Work with C&YPS & Connexions to identify NEETs and promote options around education, employment and training (including apprenticeship schemes)	July 2010	Commitment from; <ul style="list-style-type: none"> <li>• Future Jobs Fund</li> <li>• C&amp;YPS</li> <li>• Connexions</li> <li>• RUFC</li> <li>• Activ Regen</li> <li>• Rotherham Titans</li> <li>• SYFRS</li> <li>• SYP</li> <li>• Rotherham Youth E'prise</li> <li>• Children's Centre</li> <li>• FE/HE</li> </ul>	<b>Marcus Hurscombe</b> C&YPS  <b>LAP Co-ordinator</b>	



			<ul style="list-style-type: none"> <li>Local Businesses</li> <li>Rotherham 2010</li> <li></li> </ul>		
	Promote the Home Access Grant to enable children from low income families to have access to IT facilities	September 2010	Re-prioritisation of existing Resources	<b>LAP Co-ordinator</b>	
	Work with residents, local businesses and service providers to identify a pool of local role models who can promote benefits of volunteering, self employment, and employment to the community. The ' <b>Amazing people</b> ' campaign	September 2010	Commitment from; <ul style="list-style-type: none"> <li>Volunteering Centre</li> <li>Rotherham Enterprise</li> <li>Local media</li> </ul> Use of LAP consultation /marketing budget	<b>LAP Co-ordinator, RMBC</b>	
	Deliver 2 neighbourhood events bringing together advice and support from a range of agencies and local businesses to support people back into employment, consider volunteering, self employment and learning.	October 2010 March 2011	Commitment from agencies; <ul style="list-style-type: none"> <li>Volunteering Centre / VAR</li> <li>Local Businesses</li> <li>JC+</li> <li>Apprenticeships</li> <li>Benefits</li> <li>Rotherham Enterprise</li> <li>Financial Inclusion</li> <li>Key Choices</li> <li>Affordable Housing</li> <li>Childcare</li> <li>FE/HE</li> <li>Local learning opportunities</li> <li>Carers/Independent Living</li> <li>DWP</li> <li>Smoking cessation</li> <li>NHS Rotherham</li> </ul> Use of LAP consultation /marketing budget	<b>Helen Allison</b> LAP Officer, RMBC	

## Priority 2 – Stronger and more active

### Our Commitment

- Increasing community involvement and engagement
- Providing Family/Parenting support and promoting healthy lifestyles
- Improved activity and provision

### How we will achieve this

Key Action	Start date	Resources	Lead	Progress
Develop an 'ask the community' Reference Group of residents who are interested in getting involved and influencing local decision making in their neighbourhood.	July 2010	LAP Marketing/Consultation budget	<b>Helen Allison</b> Programme Officer	
Work with the Children's Centre to identify how Children's Centre services (family/parenting support) can be delivered on an outreach basis in East Herringthorpe and better promoted/accessible.	July 2010		<b>C&amp;YPS</b>	
Make links with the INSPIRE Rotherham Programme to promote in East Herringthorpe	July 2010		<b>Deborah Bullivant</b> Inspire Rotherham Manager	<ul style="list-style-type: none"> <li>• Meeting held 16.06.10 with DB to discuss projects in EH.</li> </ul>
Make links with the PCT Sexual Health Provision and target in East Herringthorpe	August 2010		<b>Melanie Simmonds</b> Public Health Specialist	
Identify parenting support/advice available for parents and promote within the community. Establish a multi-agency referral process for partners.	July 2010		<b>C&amp;YPS</b>	

	Promote 'Healthy Eating on a Budget' to tackle obesity also promote diabetes awareness	August 201		<b>Ruth Fletcher Brown</b> Public Health Specialist PCT	
	Develop a co-ordinated activity programme for children and young people in East Herringthorpe a 'what's on guide' for young people.	September 2010		<b>Jackie Abrams</b> C&YPS	
	Develop a 'what's on guide' of community activities/independent living for older people (50+) in East Herringthorpe.	September 2010		<b>UIA Personalisation Sub Group</b>	
	Develop links between RUFC and Mowbray gardens Library to develop a local football club with community participation to promote community cohesion	September 2010		<b>Libby Hicken</b> EDS  <b>Mark Cummins</b> RUFC	
	Pilot an e-engagement project with young people in east Herringthorpe	September 2010	LAP Quick Wins Budget	<b>Dawn Price</b> Chief Executives Office	
	Work with Groundwork Dearne Valley to deliver a community project that will involve and integrate the community	September 2010		<b>Lucy Cheetham</b> Groundwork Dearne Valley	

# Priority 3 – A cleaner and safer neighbourhood

## Our commitment

- Improving the street scene, untidy gardens and VOIDS
- Tackling ASB and perceptions of ASB
- Tackling Alcohol misuse
- Increasing visibility, presence and awareness of the Safer Neighbourhood Team

## How we will achieve this

Key Action	Start Date	Resources	Lead	Progress
Explore additional 'Impact Champion' resource to enforce untidy gardens, tenancy breaches, tenancy verification visits.  Explore additional 'Tenancy support Officer' resource	July 2010		2010	
Work with the local primary school(s) to develop a publicity campaign aimed at discouraging people from littering and dog fouling. Promote reward scheme for cleaner behaviour – bin it and win it.	July 2010	£500 Quick Win Budget allocated for Incentives and marketing	<b>Matt Finn</b> Community Protection Manager	
Work with Community Protection / Wardens to look at enforcement options in terms of flytipping, littering, dog fouling, noise pollution, ASB etc and how to encourage/promote residents to report issues	July 2010		<b>Matt Finn</b> Community Protection Manager	
Explore options to increase turn around times of voids/reduce criminal damage (Mallory Road/Bradstone priority)	July 2010		<b>LAP Co-ordinator</b>	<ul style="list-style-type: none"> <li>• Walkabout and meeting with elected members, Dave Richmond scheduled for 19.07.10</li> </ul>
Establish a weekly walkabout with the SNT which will increase their visibility and awareness (where possible 4pm)	July 2010		<b>LAP Co-ordinator</b>	

	Develop a community owned action plan to tackle ASB issues through the 'connecting communities' initiative.	July 2010	£10,000 funding provided by CLG 'Connecting Communities' Programme	<b>Lesley Cooper</b> Community Safety Officer	<ul style="list-style-type: none"> <li>1<sup>st</sup> workshop with residents held 07.06.10 at EH Sports &amp; Social Club.</li> <li>2<sup>nd</sup> workshop with residents scheduled for 30.06.10 at Mowbray Gardens Library</li> </ul>
	Promote good new stories to address residents perceptions around crime & ASB via the quarterly newsletter	July 2010 October 10 January 11 April 11 July 11 October 11		<b>Helen Allison</b> Programme Officer	<ul style="list-style-type: none"> <li>1<sup>st</sup> edition currently being drafted</li> </ul>
	Establish a monthly East Herringthorpe multi-agency surgery	August 2010	Commitment from: <ul style="list-style-type: none"> <li>Streetpride</li> <li>2010</li> <li>Key Choices</li> <li>SNT</li> <li>Elected Members</li> </ul>	<b>LAP Co-ordinator</b>	<ul style="list-style-type: none"> <li></li> </ul>
	Establish a Junior Warden Scheme	August 2010	£2000 Quick Win Budget allocated for the establishment of the scheme	<b>Matt Finn</b> Community Protection Manager	
	Pilot a 'Clean & Tidy' neighbourhood agreement. You are responsible for... You are entitled to....	September 2010		<b>Streetpride</b>	
	Work with local businesses to promote the Responsible Retailer Scheme/increase test purchases in the area/support local business to report alcohol activity	September 2010		<b>Alan Pogorzelec</b> Business Regulation Manager	

	Deliver an Alcohol awareness programme to parents, young people and adults.	September 2010		<b>Mel Howard</b> Rotherham PCT	
	Increase coverage of Stay Safe operation	September 2010		<b>Sgt Bill Bell</b> SNT  <b>Diane Owens</b> Wentworth South AA	
	Deliver 2 Impact weeks with multi-agency teams visiting every household in the area to include community clean up activity/evening walkabouts/promotion of services	September 2010  March 2011		<b>LAP</b> <b>Co-ordinator</b>	



## The Local Ambition Programme in Ferham Improvement Plan 2010/2011



# Background

The **Local Ambition Programme** is Rotherham's roll out of Intensive Neighbourhood Management into three of the borough's most deprived neighbourhoods. The programme is funded by Yorkshire Forward until January 2012.

In the spring of 2009 a review was undertaken of neighbourhoods in Rotherham at 'tipping point' to identify a small number of neighbourhoods which would benefit from an Intensive Neighbourhood Management approach. The review considered a range of indicators and issues ranging from crime, community involvement, health, housing and worklessness. From the review a small number of neighbourhoods were identified.

The Local Ambition Programme was then developed and the programme targets three Central Rotherham neighbourhoods; **Ferham, Canklow and East Herringthorpe** at Super Output Area Level (circa 1000 households in each neighbourhood). Each neighbourhood is diverse, with distinct needs but all three neighbourhoods share very highly concentrated levels of worklessness, deprivation and vulnerability.

The Local Ambition Programme is about really understanding the needs and priorities of the 3 neighbourhoods; tailoring a targeted **Neighbourhood Local Ambition Improvement Plan** which is shaped by local people and local stakeholders and personalising how and what we deliver based on need within existing resources.



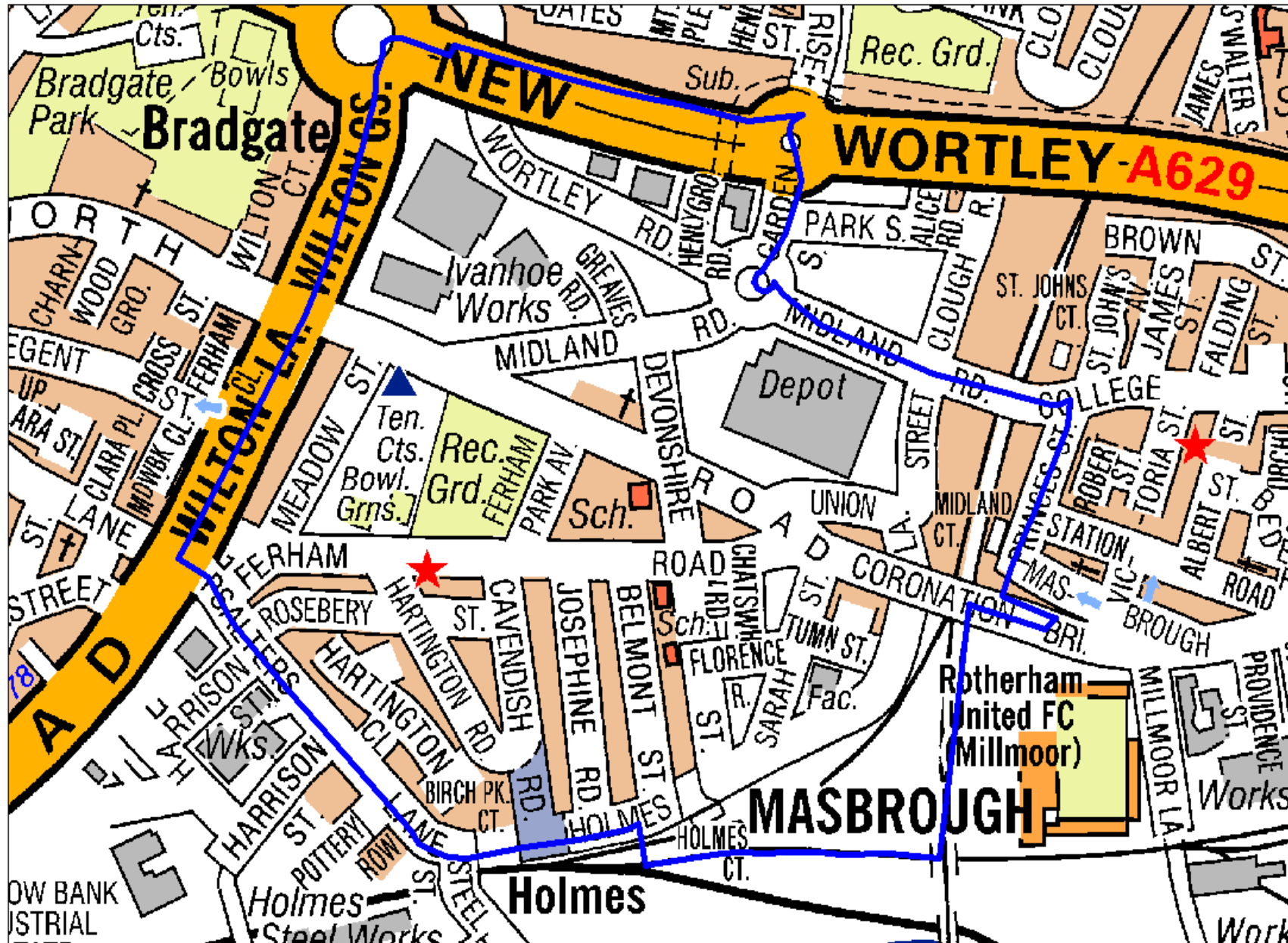
The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues. The Local Ambition Programme is delivered by a dedicated team and is managed by Catherine Dale the Neighbourhood Transformation Manager in Housing & Neighbourhood Services.

Helen Allison is the Local Ambition Programme Officer.

Lindsey Gibson (pictured left) is the dedicated **Local Ambition Co-ordinator for Ferham** and is co-located at Ferham Children's Centre.



# Neighbourhood Profile – Ferham



# Neighbourhood Profile – Ferham

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- Part of the **Rotherham West Ward**
- Falls within **Rotherham North Area Assembly**
- Area consists of **678 Dwellings** with **1,641 residents**.
- 82% terraced housing (4 times the borough average) and **23%** of the housing tenure is **private rented** (3xs the borough average)
- Ranked **fifth most deprived neighbourhood** in Rotherham (IMD 2007) and in top 4% nationally.
- 70.5% of the population in the area are **White British**.
- Diverse mix of cultures in the community including Somalian, Iraqi, Eastern Europeans, Polish, Russians, South Africans and the Roma community from Czech Republic, Slovakia and Romania.
- Average **household income** of £22, 457 compared with £34,724 national average.
- Over a quarter of the working age population are **claiming workless benefits**.
- High proportion of **lone parents** claiming workless benefits (2xs borough average)
- Unemployment almost double the borough average and an **increase in numbers claiming JSA in the last 12 months**.
- Disproportionately **high levels of 16-18 year-olds who are NEET** (not in education, employment or training)
- Ranked in the worse top 1% nationally for **child wellbeing**
- Just 14% achieve 5 or more GCSE's incl Maths & English

# Summary of Consultation

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During spring 2010 extensive consultation was undertaken in Ferham to establish residents and stakeholders issues and priorities for improvement. This included:

- A face to face **Household Survey** with 252 households undertaken by BMG Research
- A **Stakeholder Consultation** event with 35 Stakeholders present and consulted
- **1:1 Interviews** with Key Stakeholders
- A **classroom activity** with 140 Primary School Children aged 4-11
- Funding Rotherham North SNT to run a **Playstatio 3 club session** with young people aged 11-19
- Consultation at various **community group meetings** and activities
- **Street Consultation**
- Consultation with **Local Businesses**
- Research findings from **Rotherham Central Needs Assessment**
- **Rotherham North Area Plan**

The findings from this consultation were then presented at a joint **Resident and Stakeholder 'Setting the Priorities'** event in May 2010 where residents and stakeholders were asked to prioritise the issues and begin to shape the priorities for the Ferham Local Ambition Improvement Plan.

# Key Priorities for Ferham

## Priority 1 – A thriving neighbourhood

- Assisting people to get a job
- Increasing volunteering
- Promoting self employment as a career option
- Focussing on 16-18 year olds Not in Education, Employment & Training (NEET's)

## Priority 2 – A stronger community

- Promoting cohesion and integration
- Involving the community in effective and innovative ways
- Awareness raising of existing service provision

## Priority 3 – A cleaner and safer neighbourhood

- Improving the street scene
- Addressing road safety concerns
- Increasing visibility of the Safer Neighbourhood Team
- Safeguarding and improving the well-being of children and young people

# Monitoring / Reporting Mechanisms

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## The Improvement Plan

- The Local Ambition Improvement plan is divided into three sections;
  - A thriving neighbourhood
  - A stronger community
  - A cleaner and safer neighbourhood.
- Each task has been colour coded to highlight if short, medium or long term;
  - Red – Long term (achievable in 12 months +)
  - Amber – Medium term (achievable in 6 – 12 months)
  - Green – Short term (achievable in under 6 months)
- Using research findings baselines have been set and KPI's will be established.

## Delivering the Improvement Plan

- A Task and Finish group will be established to deliver the plan
- The Task and Finish group will meet on a monthly basis to monitor progress of the delivery plan and update on key tasks

## Reporting progress of the Improvement Plan

- The Rotherham North Co-ordinating Group will oversee the delivery of the Local Ambition Programme.
- The Local Ambition Programme Co-ordinator will attend Co-ordinating Group meetings on a bi-monthly basis.
- The Co-ordinator will submit a verbal/written delivery plan progress report to every Co-ordinating Group meeting

## Reporting progress of the Improvement Plan

- The Local Ambition Programme Co-ordinator will attend monthly NAG meetings.
- The Co-ordinator will submit a verbal/written delivery plan progress report to every NAG meeting

# Our measures of success...

PRIORITY 1	Measure of Success	Ferham Baseline	Ferham Target	How we will measure success
	We will assist people to get a job	0	45	Monitoring forms
	We will deliver neighbourhood events on relevant issues	0	3	Evidence of event and evaluation
	We will promote self employment so that people can consider self employment as a career option.	0	10	Monitoring forms
	We will increase the number of people taking up volunteering opportunities by promoting opportunities	0	15	Monitoring forms
	We will sign post people to other agencies	0	15	Monitoring forms
	We will identify NEETs and engage in a variety of activities	0	5	Monitoring forms

PRIORITY 2	Measure of Success	Ferham Baseline 2010	Ferham Actual 2011	How we will measure success
	We will increase the number of people who feel they can influence decision making	47%		Household survey
	We will increase the number of people who want to be involved in local decision making	10%		Household survey
	We will increase the number of people who feel well informed about local decision making	62%		Household survey
	We will increase the number of people who agree that older people are able to get the services and support they need in their local area to continue to live at home	28%		Household survey
	We will reduce the number of people who disagree that people from different backgrounds get on well together	25%		Household survey

## Our measures of success (cont'd)

	Measure of Success	Ferham Baseline 2010	Ferham Actual 2011	How we will measure success
<b>PRIORITY 3</b>	We will increase the number of people who are aware of the SNT	36%		Household survey
	We will increase the number of people who know how to contact their SNT	29%		Household survey
	We will increase the number of people who believe local services are working to make the area cleaner and greener	66%		Household survey
	We will increase the number of people who believe local services are working to make the area safer	67%		Household survey
	We will reduce the number of people who perceive ASB to be a problem in their area	53%		Household survey
	We will increase the number of people who think that in the local area parents take enough responsibility for the behaviour of their children	35%		Household Survey
	We will reduce overall Crime incidents (Baseline May 2009 – Apr 2010)	246		CIU
	We will reduce overall ASB incidents (Baseline May 2009 – Apr 2010) Rowdy-Inconsiderate accounts for 278 of all ASB	410		CIU
	We will reduce overall Arson incidents (Baseline May 2009 – Apr 2010)	14		CIU
	We will reduce overall Environmental Health reports (Baseline May 2009 – Apr 2010) Rubbish accounts for 56 of all EH reports	83		CIU
	We will reduce overall Streetpride reports (Baseline May 2009 – Apr 2010) Flytipping accounts for 62 of all SP reports	96		CIU

As part of the evaluation which will take place Autumn 2011 the following will also be measures of success:

- More effective partnership working (measured through interviews, 1:1s etc)
- Additional funding levered into the area

# Communication Plan

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## Updating Partners on the Improvement Plan

As well as attending the bi-monthly Co-ordinating Group meetings and the monthly Neighbourhood Action Group meetings, the Local Ambition Programme Co-ordinator will attend the following meetings:

- Operation Curve meetings – attendance on a weekly basis – links to Priorities 2 & 3
- Rotherham North SNT briefings – attendance on a monthly basis – links to Priority 3
- Ferham Community Group meetings – attendance on a monthly basis – links to Priority 2
- Bronze Project Group meetings (links to Prevent agenda – attendance on a monthly basis – links to Priority 2
- Joint Improvement Partnership Race & Social Inclusion meetings – attendance on a .....basis - links to Priority 2
- Universal Information & Advice sub group – attendance on a monthly basis – links to Priority 2
- Rotherham Central Children’s Centre Board – attendance on a bi-monthly basis – links to Priorities 2 & 3

## Informing Residents about the Local Ambition Programme

As part of the Local Ambition Programme for Ferham we will communicate, engage and involve local people through the following mechanisms:

- **Quarterly Newsletter** delivered to all households in the area (July 10, October 10, January 11, April 11, July 11, October 11)
- **Weekly** Multi-agency walkabouts
- **2 IMPACT weeks** visiting every household in the neighbourhood with multi-agency teams
- **Neighbourhood events** held in locally accessible venues
- **Workshops/Focus Groups** to gain valuable resident insight on issues such as Worklessness & ASB
- Attendance at and involvement of **Ferham Community Group** in the delivery of the Improvement Plan
- **Weekly JobCentrePlus drop in** sessions held at Rotherham Central Children’s Centre
- **Engagement activities** to target the most hard to reach communities in Ferham



# Priority 1 – A thriving neighbourhood

## Our commitment

- Assist people to get a job
- Increase volunteering
- Promote self employment as a career option
- Focus on 16-18 year olds Not in Education, Employment & Training (NEET's)

## How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Progress
Pilot a weekly JC+ Outreach provision in a co-located neighbourhood base	Apr 2010	Commitment from JC+ Neighbourhood Base	<b>Jane Frost</b> Outreach Manager, JC+	JC+ Drop in session established and operates from Ferham Children's Central every Tuesday 10-3pm
Deliver local workshops exploring barriers to employment	June 2010	Use of LAP consultation budget Commitment from the LSP/CXs	<b>Michael Clark</b> Rotherham LSP	First focus group scheduled for 30.06.2010 at Apna Restaurant, Ferham
Promote the Home Access Grant to enable children from low income families to have access to IT facilities	Sept 2010	Re-prioritisation of existing resources	<b>Lindsey Gibson</b> LAP Co-ordinator, RMBC	
Work with C&YPS & Connexions to identify NEETs and promote options around education, employment and training	Sep 2010	Commitment from; <ul style="list-style-type: none"> <li>• C&amp;YPS</li> <li>• Connexions</li> <li>• RUFC</li> <li>• Activ Regen</li> <li>• Rotherham Titans</li> <li>• SYFRS</li> <li>• SYP</li> <li>• Rotherham Youth E'prise</li> <li>• Children's Centre</li> <li>• FE/HE</li> <li>• Local Businesses</li> </ul>	<b>Lindsey Gibson</b> LAP Co-ordinator, RMBC	

	Action	Start Date	Resources	Lead Responsibility	Progress
	Work with the Children's Centre & Skills for Life Team to promote Living in my Community and ESOL classes running at Children's Centre	Sept 2010	Commitment from; <ul style="list-style-type: none"> <li>• Children's Centre</li> <li>• Skills for Life Team</li> </ul>	<b>Jason Brennan</b> Outreach & Development worker, RMBC	
	Work with residents, local businesses and service providers to identify and publicise a pool of local role models who can promote benefits of volunteering, self employment, and employment to the community. The 'Amazing People campaign'	Sept 2010	Commitment from; <ul style="list-style-type: none"> <li>• Volunteering Centre</li> <li>• Rotherham Enterprise</li> <li>• Local media</li> </ul> Use of LAP consultation /marketing budget	<b>Lindsey Gibson</b> LAP Co-ordinator, RMBC  <b>Helen Allison</b> LAP Officer, RMBC	
	Work with BR Chamber & RNAA to set up a Ferham business forum to determine if local businesses require any support and what they can bring to the community in terms of volunteering/employment opportunities.	Oct 2010	Commitment from; <ul style="list-style-type: none"> <li>• Rotherham North Area Assembly</li> <li>• Rotherham Enterprise</li> <li>• Local Businesses</li> </ul>	<b>Brig Chaggar,</b> BR Chamber	
	Deliver 2 neighbourhood ' <b>Raising Ambition in...</b> ' Events bringing together advice and support from a range of agencies and local businesses to support people back into employment and to consider self employment/volunteering as a career option	Jul 2010	Commitment from agencies; <ul style="list-style-type: none"> <li>• Volunteering Centre / VAR</li> <li>• Local Businesses</li> <li>• JC+</li> <li>• Apprenticeships</li> <li>• Benefits</li> <li>• Rotherham Enterprise</li> <li>• Financial Inclusion</li> </ul>	<b>Helen Allison</b> LAP Officer, RMBC	1st event scheduled for 25.07.10 to coincide with Rotherham North Summer Festival

		Jan 2011	<ul style="list-style-type: none"> <li>• Key Choices</li> <li>• Affordable Housing</li> <li>• Childcare</li> <li>• FE/HE</li> <li>• Local learning opportunities</li> <li>• Carers/Independent Living</li> <li>• DWP</li> <li>• Smoking cessation</li> <li>• NHS Rotherham</li> <li>• Inspire Rotherham</li> </ul> <p>Use of LAP consultation /marketing budget</p>		
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# Priority 2 – A stronger community

## Our Commitment

- Promote cohesion and integration
- Involve the community in effective and innovative ways
- Raise awareness of existing service provision

## How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Progress
Work with RUFC & RNAA to run 10 weeks of engagement activity targeting the European community in Ferham and also open to other communities to support social integration through sport, utilising the local park which is under used and potential to be a hub for community activities. Targetting parents and children aged 2 – 11 years old.	Jul 2010	Commitment from <ul style="list-style-type: none"> <li>• RUFC</li> <li>• RNAA</li> <li>• Unity Centre</li> <li>• Greenspaces</li> </ul>	<b>Zanib Rasool</b> , Community Manager, RUFC  <b>Pat Michaels</b> , CIO, RNAA	
Make links with the INSPIRE Rotherham Programme to promote in Ferham	June 2010	Re-prioritisation of existing Resources	<b>Deborah Bullivant</b> Inspire Rotherham Manager	Meeting held 16.06.10 with DB to discuss projects in Ferham.
Work with Rotherham North Summer Festival sub group to promote community cohesion at this year's event (held at Ferham Park)	Jul 2010	Commitment from; <ul style="list-style-type: none"> <li>• Rotherham North</li> <li>• Summer Festival Sub Group</li> <li>• RUFC</li> </ul>	<b>Tanya Stanley</b> , Area Partnership Manager, RNAA  <b>Dale Spilby</b> , RUFC	
Meet with Chief Exec's to explore options to involve Ferham in the 'One Town One Community' initiative	Jul 2010	Commitment from <ul style="list-style-type: none"> <li>• Chief Exec's</li> </ul>	<b>Carol Adamson</b> , Equalities & Diversity Officer, RMBC	
Develop a robust communications plan that will deliver clear and transparent messages to the wider community.	July 2010	Commitment from <ul style="list-style-type: none"> <li>• LAP team</li> <li>• Partner agencies</li> </ul>	<b>Helen Allison</b> , LAP Officer, RMBC	

	<b>Action</b>	<b>Start Date</b>	<b>Resources</b>	<b>Lead Responsibility</b>	<b>Progress</b>
	Work with Adult Social Services, JIP and the Universal Information & Advice (UIA) Sub Group to promote options available to enable independent living;	Aug 2010	Commitment from; <ul style="list-style-type: none"> <li>• Adult Social Services</li> <li>• JIP</li> <li>• UIA</li> </ul>	<b>Claire McLoughlin</b> , Change Management Officer, RMBC	LAP Added as an agenda item at UIA sub group meeting in Aug 2010
	Develop a quarterly LAP community newsletter that Ferham Community Group can contribute content to	Jul 2010 Oct 2010 Jan 2011 Apr 2011 Jul 2011 Oct 2011	Commitment from <ul style="list-style-type: none"> <li>• Ferham Community Group</li> <li>• Elected Members</li> </ul>	<b>Helen Allison</b> , LAP Officer, RMBC	First edition
	Work with Groundwork Dearne Valley & Ferham Community Group to develop and deliver a 'Pride in Ferham' community project that will involve and integrate the community	Oct 2010	Re-prioritisation of existing resources  <b>£1000 Quick Wins Funding</b>	Groundwork Dearne Valley	
	Work with RNAA & RSAA to produce a mimed 'Welcome' DVD involving the local community, targeting new arrivals and those with learning disabilities / sensory impairments into Ferham & Eastwood.  Content will include how to volunteer, access benefits, advice, information about JC+ and Rotherham Enterprise	Aug 2010	Commitment from <ul style="list-style-type: none"> <li>• RNAA</li> <li>• RSAA</li> </ul> <b>£3000 Quick Wins Funding</b>	<b>Pat Michaels &amp; Kay Bacon</b> Community Involvement Officers, RMBC  <b>Mikal Bily</b> , Unity Centre	
	Work with RNAA & Ferham Community Group to increase resident's involvement in local decision making.  RNAA to hold public PACT meetings at a local venue	Jan 2011	Commitment from <ul style="list-style-type: none"> <li>• RNAA</li> <li>• Ferham Community Group</li> </ul>	<b>Pat Michaels</b> Community Involvement Officer, RNAA  <b>Tanya Stanley</b> Area Partnership Manager, RNAA	LAP Co-ordinator attending monthly Ferham Community Group meetings and is member of their funding sub-group
	Work with Ferham Community Group to set up an exchange visit to Eastwood Village Community Association who are an establish community group in Eastwood Village to share good practice	Oct 2010	Commitment from RNAA / RSAA Ferham Community Group EVCA <b>£300 Quick Wins Funding – Transport &amp; Room Hire</b>	<b>Pat Michaels &amp; Kay Bacon</b> Community Involvement Officers, RMBC	

# Priority 3 – A cleaner and safer neighbourhood

## Our commitment

- Improve the street scene
- Address road safety concerns
- Increase visibility of the Safer Neighbourhood Team
- Safeguard and improve the well-being of children and young people

## How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Progress
Establish a weekly street surgery / walkabout in Ferham with the SNT which will increase their visibility, enable data sharing and provide a proactive response from service providers	Jun 2010	Commitment from <ul style="list-style-type: none"> <li>• RNAA</li> <li>• SNT</li> <li>• Community Protection</li> </ul>	<b>Tanya Stanley</b> , Area Partnership Manager, RNAA  <b>Dave Baines</b> , Sergeant, RN SNT  <b>Chris Stone</b> , Community Protection Manager, RMBC  Elected Members	First walkabout scheduled for Wed 14 <sup>th</sup> July 2010, meeting 1.30 at Ferham Children's Centre
Through Operation Curve, work with Streetpride & Community Protection to explore alternative options & communication methods for Recycling & Waste Management	Jun 2010	Commitment from <ul style="list-style-type: none"> <li>• Streetpride / Waste Management</li> <li>• Community Protection</li> </ul>	<b>Adrian Gabriel</b> , Waste Strategy Manager, RMBC  <b>Chris Stone</b> , Community Protection Manager, RMBC	LAP Co-ordinator attended Op curve meeting 17.06.2010 and will attend future meetings
Work with SYFRS to collect further intel on bin fires in Ferham	Jul 2010	Commitment from; <ul style="list-style-type: none"> <li>• SYFRS</li> </ul>	<b>Shaun Pilley</b> , Station Manager, SYFRS	

### Priority 3 – A cleaner and safer neighbourhood (cont'd)

Action	Start Date	Resources	Lead Responsibility	Progress
<p>Work with relevant service providers to arrange and undertake 2 IMPACT weeks in Ferham and undertake a mapping exercise of the community (to enable identification of any vulnerable adults &amp; vulnerable pre-school children) as part of the IMPACT weeks.</p> <p>Second IMPACT week scheduled for Feb 2011</p>	w/c 26 Jul 2010	Commitment from; <ul style="list-style-type: none"> <li>• CPU</li> <li>• Streetpride</li> <li>• RNAA</li> <li>• Carers/Independent Living</li> <li>• Adult Social Services</li> <li>• CYPS</li> <li>• SNT</li> <li>• SYFRS</li> <li>• NHS</li> <li>• Children's Centre</li> </ul>	<b>Lindsey Gibson</b> , LAP Co-ordinator, RMBC  <b>Helen Allison</b> , LAP Officer, RMBC	First IMPACT week to be undertaken w/c 26 July to coincide with Summer Festival at Ferham Park
<p>Work with RNAA &amp; SNT to establish a weekly PS3 Club in Ferham to improve engagement with young people aged 13-19</p>	Jul 2010  Oct 2010	Commitment from <ul style="list-style-type: none"> <li>• RNAA</li> <li>• SNT</li> <li>• Ferham Community Group</li> </ul> <p><b>£TBC Quick Wins Funding – Room Hire</b></p>	<b>Paul Newman</b> , PCSO, RN SNT	
<p>Work with RMBC Planning &amp; Transportation &amp; SY Police to explore traffic calming/reduction options and speed limits in residential areas and enforcement routes.</p>	Aug 2010	Commitment from <ul style="list-style-type: none"> <li>• Planning &amp; Transportation</li> <li>• NIS</li> <li>• SY Police</li> </ul> <p>Funding to undertake any agreed options</p>	<b>Mathew Lowe</b> , Engineer, RMBC  <b>Kalpana Desai</b> , Project Co-ordinator, RMBC	
<p>Work with Community Protection / Wardens to look at enforcement options in terms of flytipping, littering, dog fouling, noise pollution, asb etc and how to encourage/promote residents to report issues</p>	Aug 2010	Re-prioritisation of existing resources	<b>Chris Stone</b> , Community Protection Manager, RMBC	
<p>Work with Children's Centre to identify current provision &amp; explore options of developing responsible parenting classes</p>	Aug 2010	Commitment from <ul style="list-style-type: none"> <li>• Children's Centre</li> </ul>	<b>Judith Higgins</b> , Children's Centre Co-ordinator, RMBC	

### Priority 3 – A cleaner and safer neighbourhood (cont'd)

<p>Work with Children's Centre to undertake targeted work with vulnerable pre-school children &amp; parents identified through IMPACT week</p>	<p>Aug 2010</p>	<p>Commitment from</p> <ul style="list-style-type: none"> <li>Children's Centre</li> <li>CYPS Locality Team</li> </ul>	<p><b>Judith Higgins</b>, Children's Centre, Manager</p> <p><b>Brian Wood</b>, Locality Manager, CYPS</p>	
<p>Develop a co-ordinated activity programme for children and young people in Ferham</p> <p>Audit existing provision Identify gaps in provision Develop 'what's on guide' Promote to young people and parents</p>	<p>Aug 2010 Sept 2010 Oct 2010 Nov 2010</p>	<p>Existing resources</p>	<p><b>Judith Higgins</b>, Children's Centre Co- ordinator, RMBC</p> <p><b>Dawn Heald</b>, Senior Youth Work, CYPS</p>	
<p>Work with Education Welfare Officer to tackle the issue of truancy and school registrations</p>	<p>Sept 2010</p>	<p>Commitment from</p> <ul style="list-style-type: none"> <li>Education Welfare Officer</li> </ul>	<p><b>Sue Taylor</b>, Education Welfare Officer, Rotherham North</p>	
<p>Work with Rotherham Wardens &amp; Ferham Primary School to develop a Junior Wardens Scheme with school children aged 4 – 11</p>	<p>Sept 2010</p>	<p>Commitment from</p> <p>Ferham Primary School Rotherham Wardens</p> <p><b>£1000 quick wins funding</b></p>	<p><b>Martyn Green</b>, Warden Supervisor, RMBC</p>	
<p>Work with the local Primary School to develop a publicity campaign aimed at discouraging people from littering and dog fouling. Promote reward scheme for cleaner behaviour – bin it and win it</p>	<p>Oct 2010</p>	<p>Commitment from;</p> <ul style="list-style-type: none"> <li>Ferham Primary School</li> <li>Streetpride</li> </ul> <p><b>£500 quick wins funding</b></p>	<p><b>Mick Greenwood</b> Streetpride Area Co- ordinator</p>	
<p>Work with RMBC Transportation and Ferham Primary School to deliver road safety education to all pupils</p>	<p>Oct 2010</p>	<p>Commitment from;</p> <ul style="list-style-type: none"> <li>Transportation</li> <li>Ferham Primary School</li> </ul>	<p><b>Sandra Crofts</b>, Road Safety Officer, RMBC</p>	
<p>Work with Streetpride to identify, recruit and promote local 'champions'</p>	<p>Nov 2010</p>	<p>Commitment from</p> <ul style="list-style-type: none"> <li>Streetpride</li> </ul>	<p><b>Mick Greenwood</b> Streetpride Area Co- ordinator, RMBC</p>	





## The Local Ambition Programme in Canklow Improvement Plan 2010/2011



Supported by



The Region's  
Development Agency

# Background

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The **Local Ambition Programme** is Rotherham's roll out of Intensive Neighbourhood Management into three of the borough's most deprived neighbourhoods. The programme is funded by Yorkshire Forward until January 2012.

In the spring of 2009 a review was undertaken of neighbourhoods in Rotherham at 'tipping point' to identify a small number of neighbourhoods which would benefit from an Intensive Neighbourhood Management approach. The review considered a range of indicators and issues ranging from crime, community involvement, health, housing and worklessness. From the review a small number of neighbourhoods were identified.

The Local Ambition Programme was then developed and the programme targets three Central Rotherham neighbourhoods; **Ferham, Canklow and East Herringthorpe** at Super Output Area Level (circa 1000 households in each neighbourhood). Each neighbourhood is diverse, with distinct needs but all three neighbourhoods share very highly concentrated levels of worklessness, deprivation and vulnerability.

The Local Ambition Programme is about really understanding the needs and priorities of the 3 neighbourhoods; tailoring a targeted **Neighbourhood Local Ambition Improvement Plan** which is shaped by local people and local stakeholders and personalising how and what we deliver based on need within existing resources.

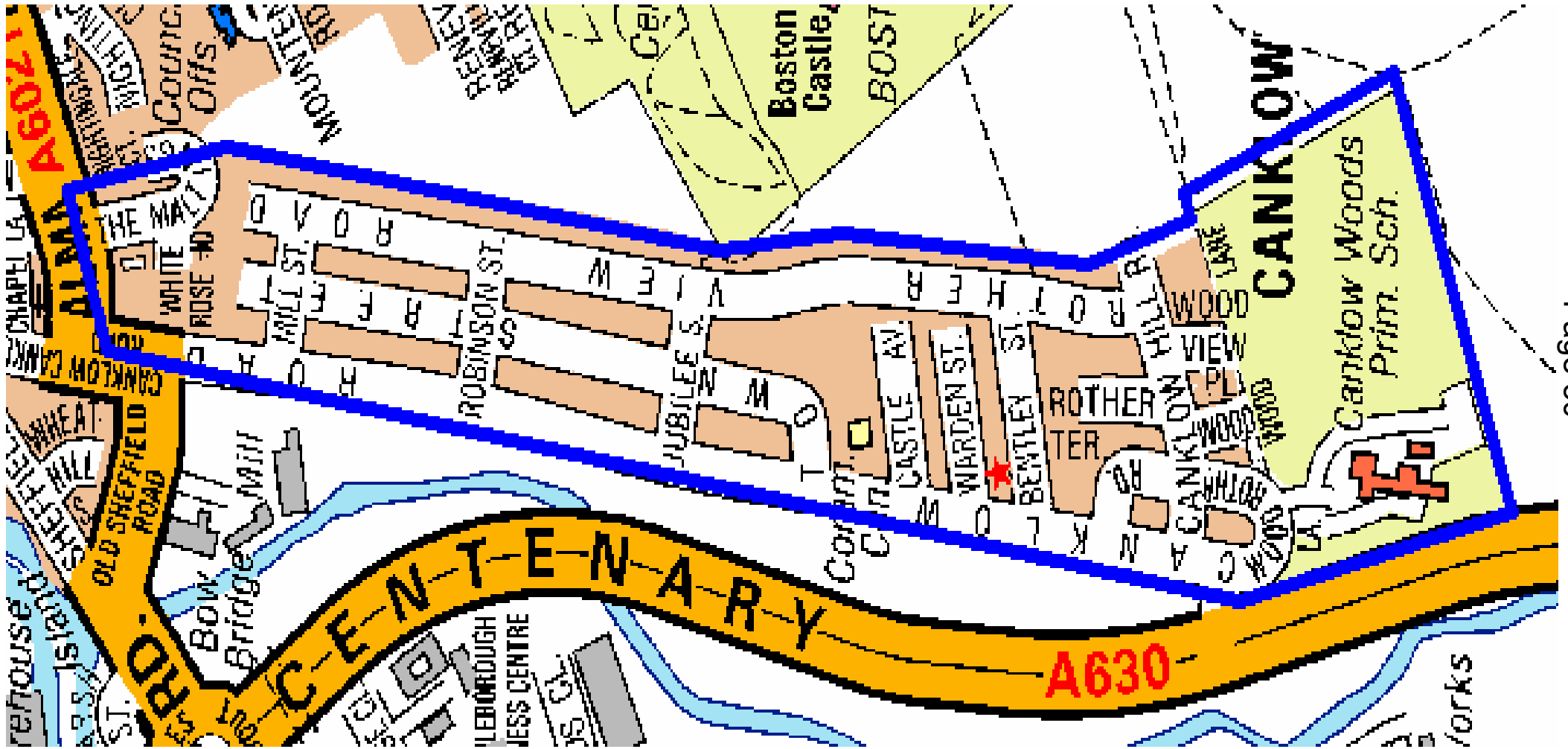
The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues. The Local Ambition Programme is delivered by a dedicated team and is managed by Catherine Dale the Neighbourhood Transformation Manager in Housing & Neighbourhood Services.



Helen Allison is the Local Ambition Programme Officer.

**Andrea Mason** (pictured left) is the dedicated **Local Ambition Co-ordinator for Canklow** and is co-located at RMBC Depot, Canklow Road.

# Canklow Neighbourhood Profile



# Canklow Neighbourhood Profile

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- Canklow is part of the **Boston Castle Ward**
- It is part of the **Rotherham South Area Assembly**
- Canklow has a population of **1463 – 10% BME Population**
- There are **716 households**
- **70% of housing is owned by the Local Authority**
- The area is ranked as the **2nd most deprived neighbourhood** in Rotherham (IMD 2008)
- Nationally, the area sits within the **bottom 1% for child well being**
- Just **17% of young people go on to achieve 5 or more GCSE's** including Maths & English
- **31% of the area's working age adults** are claiming workless benefits
- **Unemployment in Canklow is more than double** the borough average
- **Mental health admissions from the area are the highest** in Rotherham

# Summary of Consultation

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During spring 2010 extensive consultation was undertaken in Canklow to establish residents and stakeholder's issues and priorities for improvement. This included:

- A face to face **Household Survey** with 248 households undertaken by BMG Research
- A **Stakeholder Consultation** event with over 30 Stakeholders present and consulted
- **1:1 Interviews** with Key Stakeholders
- Work with the **Primary School Council** consulting with around 190 Children aged 4-11
- **Youth Work Consultation** sessions with young people aged 11-19
- Consultation with members of the **school Parents Group**
- Consultation with **visitors to the GP's surgery**
- **Street** Consultation
- Consultation with **Local Businesses**
- Research findings from **Rotherham Central Needs Assessment**
- Rotherham South **Area Plan**

The findings from this consultation were then presented at a joint Resident and Stakeholder 'Setting the Priorities' event in May 2010 where residents and stakeholders were asked to prioritise the issues and begin to shape the priorities for the Canklow Local Ambition Improvement Plan.



# Key Priorities for Canklow

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## Priority 1 – More Confident

- Promoting and raising awareness of local job, training, enterprising, volunteering and learning opportunities
- Improving outside perception of young people from the area
- Raise aspiration and self esteem of young people.

## Priority 2 – Better Connected

- Increasing involvement from the wider community and developing a feeling of community ownership.
- Tackling the negative perception of the area
- Increasing trust between the community and council/service providers

## Priority 3 – Cleaner & Safer

- Cleaner Streets
- Increased visual presence from enforcement agencies and awareness of the SNT
- Tackling ASB (including gangs of young people, alcohol and drugs)

# Monitoring / Reporting Mechanisms

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## The Improvement Plan

- The Local Ambition Improvement plan is divided into three sections;
  - More Confident
  - Better Connected
  - Cleaner & Safer
- Each task has been colour coded to highlight if short, medium or long term;
  - Red – Long term (achievable in 12 months +)
  - Amber – Medium term (achievable in 6 – 12 months)
  - Green – Short term (achievable in under 6 months)
- Using research findings baselines have been set and KPI's will be established.

## Monitoring progress of the plan

- A Task and Finish group will be established
- The task and finish group will meet on a monthly basis to monitor progress of the delivery plan and update on key tasks

## Reporting progress of the plan

- The Rotherham South Co-ordinating Group will oversee the delivery of the Local Ambition Programme.
- The Local Ambition Programme Co-ordinator will attend Co-ordinating Group meetings on a bi-monthly basis.
- The Co-ordinator will submit a verbal/written delivery plan progress report to every meeting

## Reporting progress of the Improvement Plan

- The Local Ambition Programme Co-ordinator will attend monthly NAG meeting
- The Co-ordinator will submit a verbal/written delivery plan progress report to every NAG meeting

# Our measures of success...

PRIORITY 1	Measure of Success	Canklow Baseline	Canklow Target	How we will measure success
	We will assist people to get a job	0	45	Monitoring forms
	We will deliver neighbourhood events on relevant issues	0	3	Evidence of event and evaluation
	We will promote self employment so that people can consider self employment as a career option.	0	10	Monitoring forms
	We will increase the number of people taking up volunteering opportunities by promoting opportunities	0	15	Monitoring forms
	We will sign post people to other agencies	0	15	Monitoring forms

PRIORITY 2	Measure of Success	Canklow Baseline	Canklow Target	How we will measure success
	We will increase the number of people of feel they can influence decision making	43%		Household survey
	We will increase the number of people who want to be involved in local decision making	9%		Household survey
	We will increase the number of people who feel well informed about local decision making	56%		Household survey
	Reduce the number of people who disagree that parents from the local area take responsibility for the behaviour of their children	34%		Household survey
Reduce the number of people who feel that people do not treat each other with respect and consideration	54%		Household survey	



PRIORITY 3	Measure of Success	Canklow Baseline	Canklow Target	How we will measure success
	We will increase the number of people who are aware of the SNT	36%		Household survey
	We will increase the number of people who know how to contact their SNT	29%		Household survey
	We will increase the number of people who believe local services are working to make the area cleaner and greener	71%%		Household survey
	We will increase the number of people who believe local services are working to make the area safer	68%		Household survey
	We will reduce the number of people who perceive ASB to be a problem in their area	53%		Household survey
	We will Reduce overall Crime incidents	161		CIU
	We will reduce overall ASB incidents	299		CIU
	We will reduce overall Arson incidents (Baseline May 2009 – Apr 2010)	57		CIU
	We will reduce overall Environmental Health reports (Baseline May 2009 – Apr 2010)	75		CIU
	We will reduce overall Streetpride reports (Baseline May 2009 – Apr 2010) Flytipping accounts for 62 of all SP reports	45		CIU

As part of the evaluation which will take place Autumn 2011 the following will also be measures of success:

- More effective partnership working (measured through interviews, 1:1s etc)
- Additional funding levered into the area

# Communication Plan

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## Updating Partners on The Improvement Plan

As well as attending the bi-monthly Co-ordinating Group meetings and the monthly Neighbourhood Action Group meetings, the Local Ambition Programme Co-ordinator will attend the following meetings:

- Rotherham South SNT, monthly
- The Childrens Centre Steering Group, quarterly
- Canklow Woods Parents Group, fortnightly during term time
- Community Learning Forum, bi monthly
- Canklow Woods Primary School Council, monthly
- Maltings Youth Centre, monthly

## Informing Residents about the Local Ambition Programme

As part of the Local Ambition Programme for Canklow we will communicate, engage and involve local people through the following mechanisms:

- **Quarterly Newsletter** delivered to all households in the area (July 10, October 10, January 11, April 11, July 11, October 11)
- **Weekly** Multi-agency walkabouts
- **2 IMPACT weeks** visiting every household in the neighbourhood with multi-agency teams
- **Neighbourhood events** held in locally accessible venues
- **Workshops/Focus Groups** to gain valuable resident insight on issues such as Worklessness & ASB
- **A Community Reference Group** of residents who want to get involved in local decision making
- **Weekly Job Centre Plus Drop in session** held at The Hub (formally New Life Christian Centre), Canklow Road
- **Monthly Canklow Surgery** held at a locally accessible venue

# Priority 1 – More Confident

## Our commitment

- Promoting and raising awareness of local job, training, enterprising, volunteering and learning opportunities
- Improving outside perception of young people from the area,
- Raise aspiration and self esteem of young people.

## How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Update
Pilot a weekly JC+ Outreach provision in a co-located neighbourhood base	Apr 2010	Commitment from JC+ Neighbourhood Base	<b>Jane Frost</b> Outreach Manager, JC+	<b>Sessions of the drop in continue to take place on a weekly basis at The Hub, Canklow</b>
Identify how Childrens centre services can be delivered on an outreach basis	June 2010	Commitment from <ul style="list-style-type: none"> <li>• Children and Young Peoples Services</li> </ul>	<b>Andrea Mason</b> <b>LAP Co-ordinator</b>	
Promote the Home Access Grant to enable children from low income families to have access to IT facilities	Sept 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods Primary School</li> <li>• Oakwood Technology College</li> </ul>	<b>John Henderson</b> Head Teacher, Canklow Woods  <b>Mr Naisbit</b> Head Teacher Oakwood	<b>Information sent through to Canklow Woods Primary School</b>
Develop a homework club for young people from the area	August 2010	Commitment from <ul style="list-style-type: none"> <li>• Maltings youth centre</li> <li>• Extended services</li> </ul> Funding required for support staff,	<b>Christine Godber</b> Senior Youth Worker  <b>Kate Bujor</b> Extended Services Officer	

	Develop a programme of visits to the school by the children, teachers and parents of children from the secondary catchment schools, to help young people build relationships and to improve perceptions of young people from Canklow.	September 2010	Commitment from school and parents.  Funding for transport, materials etc.	<b>Sue Lumb</b> Learning mentor	
	Gather together information about accessible 0-5 childcare provision, including the promotion of Childminding as an employment opportunity and promote within the community	July 2010	Commitment from Children and Young Peoples Services	<b>C&amp;YPS</b>	
	Support the development of adult learning opportunities within the community, including basic skills, confidence building etc	October 2010	Commitment from training providers	<b>Sarah Kennedy</b> Rotherham Learning Network	LAP co-ordinator to attend Inspire Rotherham family day at Magna with a group of Canklow Families (3 <sup>rd</sup> July)
	Support community members to develop a programme of neighbourhood events and activities	July 2010	Commitment from local people  £500 quick wins 'enterprise fund' for start up costs	<b>Andrea Mason</b> Local Ambition Co-ordinator	Meeting will take place this week to explore set up of community group (constitution etc.)
	Work with Canklow Woods Primary School to recruit and work with volunteers to develop a Sensory Garden	June 2010	Commitment from local people as volunteers  £500 quick wins for purchase of equipment	<b>Sue Lumb</b> Learning mentor	Involvement from Business in Community Inspire Local volunteers
	Establish the library provision that is available for access by people from the Canklow area	July 2010	Commitment from the Library Service	<b>Elenore Fisher</b> Cultural Services Manager	
	Deliver 2 neighbourhood Events bringing together advice and support from a range of agencies and local businesses to support people back into employment, consider self employment, volunteering and learning opportunities. Brand the events as 'making work pay', deliver at the schools with the parents group	Sept 2010 March 2011	Commitment from agencies; <ul style="list-style-type: none"> <li>• Volunteering Centre / VAR</li> <li>• Local Businesses</li> <li>• JC+</li> <li>• Rotherham Enterprise</li> <li>• Financial Inclusion</li> <li>• Key Choices</li> <li>• Affordable Housing</li> <li>• Childcare</li> </ul>	<b>Helen Allison</b> LAP Officer, RMBC  <b>Sue Lumb</b> Learning mentor  <b>Parent Group</b> Canklow Woods Primary	

	involved in the design and delivery ensuring maximum appeal.		<ul style="list-style-type: none"><li>• FE/HE</li><li>• Local learning opportunities</li><li>• Carers/Independent Living</li><li>• DWP</li><li>• Smoking cessation</li><li>• NHS Rotherham</li></ul> <p>Use of LAP consultation /marketing budget</p>		
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# Priority 2 – Better Connected

## Our Commitment

- Increasing involvement from the wider community and developing a feeling of community ownership.
- Tackling the negative perception of the area
- Increasing trust between the community and council/service providers

## How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Update
Explore how the existing buildings in Canklow can be better utilized for community use	August 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods School</li> <li>• Maltings Youth Centre</li> <li>• Extended Services</li> </ul>	<b>Andrea Mason</b> Local Ambition Co-ordinator  <b>Kate Bujor</b> Extended Services Officer  <b>Sharon Pedersen</b> Property Investment Co-ordinator  Helen Allison LAP Officer	
Produce a promotional leaflet that will promote Canklow Corporately, as a venue for events that attract people from across the borough.	August 2010	Commitment from partner agencies	<b>Helen Allison</b> LAP Officer	
Develop a robust communications plan that will deliver clear and transparent messages to the wider community.	July 2010	Commitment from LAP team and partner agencies	<b>Helen Allison</b> LAP Officer	

	Develop a programme of events that will give children and young people the opportunity to meet service providers and Elected Members, ask questions and give their points of view.	September 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods Primary</li> <li>• Maltings Youth Centre</li> <li>• Area Assembly</li> <li>• Elected Members</li> <li>• Partner Agencies</li> </ul>	<b>Helen Allison</b> LAP Officer  <b>Kay Bacon</b> Community Involvement Officer	
	Work with service providers to increase visibility in the area, building relationships with the wider community. Who's who in my community	July 2010	Commitment from <ul style="list-style-type: none"> <li>• Area Assembly</li> <li>• SNT</li> <li>• 2010</li> <li>• Elected members</li> <li>• Neighbourhood Investment Team</li> </ul>	<b>Andrea Mason</b> Local Ambition Co-ordinator	Discussions have taken place with SNT
	Explore the further development of more robust tenancy management and the support that is given to vulnerable families who are moved into the area.	September 2010	Commitment from 2010 Ltd	<b>Ayuba Lawan</b>	
	Work with Chief Exec's to explore options to involve Canklow in the 'One Town One Community' initiative	Aug 2010	Commitment from <ul style="list-style-type: none"> <li>• Chief Exec's</li> </ul>	<b>Carol Adamson</b> , Equalities & Diversity Officer, RMBC	
	Match sports provision with identified need, promote provision widely, encourage the community to access	July 2010  July 2010	Commitment from <ul style="list-style-type: none"> <li>• Providers</li> <li>• Canklow Woods School</li> </ul>	<b>Andrea Mason</b> LAP Co-ordinator	Promote Mega Active through the school
	Work with the community to develop a programme of diversionary activity for children and young people, such as the continuation of the PS3 club	July 2010	Commitment from <ul style="list-style-type: none"> <li>• Area Assembly</li> <li>• Youth Service</li> <li>• Local Community</li> <li>• Extended Schools</li> </ul>	<b>Andrea Mason</b> LAP Co-ordinator	
	Explore the possibility of acquiring a new 'Welcome to Canklow sign'	August 2010	Commitment from Street Pride	<b>Colin Knight/ Ady Antcliffe</b> Street Pride	

# Priority 3 – Cleaner and Safer

## Our commitment

- Cleaner Streets
- Increased visual presence from enforcement agencies and awareness of the SNT
- Tackling ASB (including gangs of young people, alcohol and drugs)

## How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Update
Develop a Junior Wardens Scheme	June 2010  September 2010  September 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods Primary</li> <li>• Rotherham Wardens</li> </ul>	<b>Martyn Green</b> , Warden Supervisor, RMBC	Been to school and given an initial overview of the project.  Applications to go out September
Work with the local primary school to develop a publicity campaign aimed at discouraging people from littering and dog fouling	June 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods Primary</li> <li>• Rotherham Streetpride</li> <li>• Rotherham Wardens</li> </ul> Fund secured through Community Leadership, Area Housing Panel for production of materials	<b>Ady Antcliffe</b> Streetpride Co-ordinator	Funds secured through Community Leadership Competition Launched in School Assembly Entries have been collected
Work with Greenspaces and Rotherham Wardens to make existing play area's safer and more accessible for children	June 2010	Commitment from	<b>Martyn Green</b> Rotherham Wardens Supervisor	



			<ul style="list-style-type: none"> <li>• RMBC Greenspaces</li> <li>• Rotherham Wardens</li> </ul>	<b>Peter Cunningham</b> Play Development Officer  <b>Elesha Smith</b> Ranger Service	
	Establish a weekly walkabout in Canklow with the SNT which will increase their visibility, enable data sharing and provide a proactive response from service providers	July 2010	Commitment from <ul style="list-style-type: none"> <li>• SNT</li> <li>• 2010</li> <li>• Elected members</li> <li>• Neighbourhood Investment</li> </ul>	<b>Andrea Mason</b> LAP Co-ordinator  <b>Shaun Mirfield</b> , Area Partnership Manager, RSAA	First walkabout to take place 5 <sup>th</sup> July
	Work with relevant service providers to arrange and undertake door to door IMPACT weeks in Canklow on a six monthly basis	July 2010	Commitment from; <ul style="list-style-type: none"> <li>• CPU</li> <li>• Streetpride</li> <li>• RSAA</li> <li>• Carers/Independent Living</li> <li>• Adult Social Services</li> <li>• CYPS</li> <li>• SNT</li> <li>• SYFRS</li> <li>• NHS</li> </ul>	<b>Andrea Mason</b> LAP Co-ordinator  <b>Shaun Mirfield</b> , Area Partnership Manager, RSAA	
	Work with Community Protection / Wardens/2010 Rotherham Ltd. to look at enforcement options in terms of flytipping, littering, dog fouling, noise pollution, asb, breach of tenancy agreements and how to encourage/promote residents to report issues	Aug 2010	Commitment from <ul style="list-style-type: none"> <li>• Community Protection</li> <li>• 2010 Rotherham Ltd</li> </ul>	<b>Chris Stone</b> , Community Protection Manager, RMBC  Ayuba Lawan	
	Work with Canklow Woods Primary, Rotherham Wardens and the Police to tackle parking issues outside the school.	September 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods Primary</li> <li>• SNT</li> <li>• Rotherham</li> </ul>	<b>Nigel Cooper</b> Proactive Wardens Team  <b>Dan Sharpe</b> PCSO	

			Wardens	<b>Vince Boulter</b> Road Safety Officer	
	Educate children/young people about the effects of vandalism/graffiti and involve children in cleaning graffiti away.	September 2010	Commitment from <ul style="list-style-type: none"> <li>• Canklow Woods School</li> <li>• Rotherham Wardens</li> <li>• Parent Volunteers</li> </ul>	<b>Nigel Cooper</b> Proactive Wardens Team	
	Pilot a 'clean and Tidy' neighbourhood Agreement for Canklow. You are responsible for..... You are entitled to....	September 2010  January 2011  May 2011	Commitment from: <ul style="list-style-type: none"> <li>• Residents</li> <li>• Waste Management</li> <li>• Streetpride</li> <li>• Neighbourhood Investment</li> <li>• SNT</li> <li>• Community Protection</li> <li>• Elected members</li> <li>• 2010</li> </ul>	<b>Colin Knight</b> Street Pride Area Manager	
	Regular visits to school by the various enforcement agencies, including visits to breakfast club and parents group	October 2010	Commitment from <ul style="list-style-type: none"> <li>• SNT</li> <li>• Canklow Woods School</li> </ul>	<b>Sue Lumb</b> Learning mentor	

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET MEMBER</b>
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<b>1. Meeting:</b>	<b>CABINET MEMBER FOR HOUSING AND NEIGHBOURHOODS</b>
<b>2. Date:</b>	<b>19<sup>th</sup> July 2010</b>
<b>3. Title:</b>	<b>Choice Based Lettings – <i>Improving the Service from a Customer Perspective</i></b>
<b>4. Programme Area:</b>	<b>Neighbourhoods and Adult Services</b>

### 5. Summary

This report provides details of progress made against the recommendations of the Sustainable Scrutiny Review into Choice Based Lettings (CBL) – ***improving the service from a customer perspective***. All the recommendations of the CBL Scrutiny Review have been actioned. The report was initially endorsed by Sustainable Communities Scrutiny Panel and Performance and Scrutiny Overview Committee at their meetings of 16 July 2009 and 24 July 2009 respectively and Cabinet on 23<sup>rd</sup> September 2009. Progress against the actions was presented to Cabinet Member for Housing and Neighbourhoods on 30<sup>th</sup> November 2009, and later to Sustainable Scrutiny Panel during December 2009. It was agreed that a progress report would be provided in 6 months to both Cabinet Member next meeting on 19<sup>th</sup> July 2010) and then Sustainable Scrutiny Panel on 16<sup>th</sup> September 2010. (See Appendix A)

### 6. Recommendations

- **BOTH CABINET MEMBER AND SUSTAINABLE SCRUTINY PANEL AGREES THAT THE RECOMMENDATIONS OF THE SUSTAINABLE SCRUTINY REVIEW HAVE NOW BEEN ADDRESSED BY RMBC AND 2010 ROTTERHAM LTD.**

## **7. Proposals and details**

### **7.1 Overview**

Scrutiny reviews were carried out of void turnaround times and the Choice-Based Lettings (CBL) process during 2009. The aim of the scrutiny review was to find out the customer experience of the Choice Based Lettings (CBL) Service and to identify any gaps in the service and any areas of work for further development. The term “choice based lettings” is used to mean that an authority uses an advertising scheme as part of its housing allocation policies.

The review report made 25 recommendations, and progress was reported back to Cabinet Member and Sustainable Communities Scrutiny Panel during November and December 2009, at which point all of the 25 recommendations had been actioned. It was agreed that a further progress report would be provided in June 2010. A summary of progress is provided at section 7.2.

### **7.2 Progress against the recommendations of the scrutiny review**

A summary of progress is listed below with a more detailed analysis outlined in Appendix A.

**Recommendation 1:** *That a Sub-regional Choice based Letting (CBL) scheme is not supported unless it can be demonstrated that its introduction will have a positive impact on the availability of housing in the Borough.*

**Complete- Reported as no further action required.**

**Recommendation 2:** *That proposals are put forward to ensure that all Housing Associations in the Borough release 50% of their empty properties for allocation through Key Choices.*

**Reported as completed.**

**Recommendation 3:** *That the Allocations Policy makes explicit reference that the caring responsibilities of non-domicile carers can be taken into consideration when determining the applicant's housing category.*

**Reported as completed**

**Recommendation 4:** *That this Scrutiny Panel receives further reports on how under-occupancy in social housing can be addressed.*

**Reported as completed.**

**Recommendation 5:** *That the impact of the Allocations Policy is regularly monitored by this Scrutiny Panel.*

**Reported as continuous.**

**Recommendation 6:** *That further reports are presented to the Scrutiny Panel on options for social housing (including the future options for Council Housing)*

**Reported as continuous:** Quarterly reports submitted on progress against 2010 Rotherham Ltd's improvement plan, and a final report will be presented in late 2010 on future delivery of council housing services.

**Recommendation 7:** *That action taken towards the recommendations of 2010 Rotherham Ltd's empty homes service review 'every day counts' (April 2009) be monitored and reported back to the Sustainable Communities Scrutiny Panel in due course.*

**Reported as completed.** The Scrutiny Review of Voids was reported with details progress to Sustainable Communities Scrutiny Panel on 3rd June 10.

**Recommendation 8:** *That a system for the introduction of 'real-time' feedback be introduced as a matter of urgency. This feedback should include property specific information, relating to which need group it will be offered to and an indication of the length of time on the housing register needed to be able to qualify for the shortlist.*

**Reported as 'on target'**

**Recommendation 9:** *That robust measures are put in place to ensure that the Housing Register is up to date, accurate and effective database of customers. To support this, that a random 'audit' of cases takes place throughout the year to ensure that the database is continuing to be effective.*

**Reported as continuous work.**

**Recommendation 10:** *That the current appeals procedure against removal and/or re-assessment of registration date, be reviewed to ensure that they are adequately meeting the needs of customers, and that this system is clearly outlined to applicants.*

**Reported as complete.**

**Recommendation 11:** *That a review of the effectiveness of the Key Choices Property management is undertaken.*

**Reported as complete.**

**Recommendation 12:** *That full equality monitoring of successful and unsuccessful bidders is undertaken (not just on the basis of ethnicity) to inform service improvement and that the Equality Impact Assessment is updated on the basis of this information.*

**Reported as complete.**

**Recommendation 13.** *Explore whether an alternative title to “Direct Homes” can be developed which is more ‘user friendly’, descriptive of its purpose and is easily understood by the public.*

**Reported as complete.**

**Recommendation 14.** *That work is undertaken to improve the information given to existing and potential applicants to ensure that there are clear, simple instructions about how and where to bid (so customers bid on properties that they are interested in); and the rationale for prioritisation of bids*

**Reported as complete**

**Recommendation 15:** *That the website is redesigned using best practice from other authorities. As part of this redesign, the feasibility of ‘virtual tours’ and links with other public services should be explored.*

**Reported as complete**

**Recommendation 16:** *That systems are put in place to ‘quality assure’ the information published via the web and other avenues to ensure consistency.*

**Reported as completed.**

**Recommendation 17** *Customer feedback forms should be located in a more prominent position on all web-pages, including those hosted on the 2010 Rotherham Ltd website.*

**Reported as completed.**

**Recommendation 18** *That consideration be given to giving fuller descriptions of properties, including indication of garden sizes.*

**Reported as completed.**

**Recommendation 19:** *That the weekly results sheet also reports the status of previously advertised properties that are awaiting allocation.*

**Reported as complete.**

**Recommendation 20:** *That proposals are put forward to improve communications and working processes between Key Choices Team and 2010 Rotherham Ltd. This should include measures to ensure that bids received at outlying offices and by telephone are recorded and communicated.*

**Reported as completed.**

**Recommendation 21:** *That information given out at Neighbourhood Offices is comprehensive and consistent. To support this, training should be undertaken with relevant officers in central and Neighbourhood Offices to ensure that they*

*are aware of current developments and processes; this should be updated on a regular basis to address any issues of staff turnover.*

**Reported as completed.**

**Recommendation 22:** *Ensure relevant and appropriate information about local lettings policies and the housing history of prospective tenants are communicated to RSLs/private landlords.*

**Reported as completed.**

**Recommendation 23:** *That the process for advertising properties via local media is examined to ensure it is the best use of staff resources and provides value for money.*

**Reported as completed.**

**Recommendation 24:** *Review the information sent to all Councillors so that they are well placed to answer any housing queries from their constituents. Drawing on good practice from several wards, Members should be encouraged to work closely with Housing Champions to organise 'housing surgeries' to address specific issues about the application process.*

**Reported as completed.**

**Recommendation 25:** *That regular Member briefing/ information sessions on housing related matters are held, particularly following any significant changes to policy.*

**Reported as continuous reporting.**

## **8. Financial implications**

8.1 A number of the review recommendations have incurred financial implications. These included the review of the housing register and provision of more information, such as the Allocation Policy Summary booklet and additional space for advice published in the Rotherham Advertiser property page. This has required the Key Choices service to carry out further exploration to identify funding streams. The opportunity for other landlords to promote their properties with the Key Choices letting scheme, incurs additional costs for advertising and staffing resources. The costs of the revised Allocation Policy Summary Guides are £1600 and £350 (utilised when required) for an additional Property page in the Rotherham Advertiser.

8.2 Whilst increasing housing options consideration of all resource implications has been taken into account including the set up and annual costs of ICT CBL software solutions. The set up costs of Abrisas (£86K) has been funded in 2009/10 through the Housing Investment Programme and the annual support costs to manage a Common Housing Register and all aspects

of the Choice based lettings functions is funded through the Housing Revenue Account (£20K) However some of the costs will be offset by income generated by recharging other landlords advertising charges for properties other than nominations.

8.3 The opportunity for other landlords to promote their properties with the Key Choices letting scheme, incurs additional costs for advertising but these costs are recouped through recharging arrangements.

## **9. Risks and Uncertainties**

9.1 There are risks associated with not utilising local media to market empty properties. The risks include meeting customer expectations, lack of understanding of the processes which affects the reputation of the Council associated with people waiting for a home, increasing the volume of face to face enquiries visiting the Key Choices Property Shop – currently averaging at 2000 customers each week and the number of telephone enquiries has increased to 100 per day.

9.2 Availability of affordable, quality housing is a key concern for customers and Elected Members. With high demand for housing, it is important that the process for allocation and letting is transparent otherwise it may damage the public perception of the Council and its partners.

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

There are a range of policy and performance implications associated with this report:

### **Performance implications**

- Comprehensive Area Assessment (CAA)
- Impact on Performance measures such as NI 156 – “reduction in use of temporary accommodation
- 2010 - BVPI 212 targets
- Audit Commission’s Key Lines of Enquiry and TSA standards
- 2010 Improvement Plan,
- 2010 Void Management Processes.

### **Policy implications**

- Community Strategy and Corporate Plan
- Housing Strategy
- Allocation Policy – Fair and Flexible guidance
- Homelessness Prevention Action Plan
- Single Conversation ( Homes and Communities Agency)



## 11. Background Papers and Consultation

### Background papers

- Scrutiny review report for Choice-Based Lettings process and Voids Scrutiny review (reported separately)
- HQN publication “ *What does excellence look like in Allocations and Lettings*”
- HQN publication” *Managing Housing Registers in England*”

### Consultation

Officers within RMBC and 2010 Rotherham Ltd have been consulted on the content of this report. A range of information and evidence has been provided and included in the report from:

- The Sustainable Scrutiny Panel
- Customers through a Fair and Flexible survey – 1147 completed surveys
- Development and Solutions Group
- Independent Living (NAS) and 2010 Rotherham Ltd Away day which was focussed developing an improvement plan
- Neighbourhood and Adult Service’s Finance Manager

### **Contact Name:**

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**Appendix A. Progress against the 25 recommendations of the Sustainable Scrutiny Review of Choice based lettings.**

**Recommendation 1:** *That a Sub-regional Choice based Letting (CBL) scheme is not supported unless it can be demonstrated that its introduction will have a positive impact on the availability of housing in the Borough.*

**Complete- Reported as no further action required**

**Recommendation 2:** *That proposals are put forward to ensure that all Housing Associations in the Borough release 50% of their empty properties for allocation through Key Choices.*

**Reported as completed.** All RSLs operating in Rotherham provide 50% nominations. This is monitored through quarterly performance meetings with each RSL. Housing Associations with more than 250 units/bedspaces is required to complete a log of lettings on a digital software database called COntinuous REcording System (CORE). The number of nominations is recorded on CORE and the results are considered at the performance meetings. At least 5 of RSL's offer 100% nominations, including South Yorkshire Housing Association, Archers, Anchor, Sadelok and Great Places. RMBC have 100% nominations with all new build housing association properties. 100% nominations for move on accommodation and are working with Supporting People accommodation providers to raise awareness of availability.

**Recommendation 3:** *That the Allocations Policy makes explicit reference that the caring responsibilities of non-domicile carers can be taken into consideration when determining the applicant's housing category.*

**Reported as completed.** The Allocation Policy now makes reference to the Adult social care assessment through revised Allocation Policy procedures. This has improved the outcome for the customer as following assessment of their application in respect of requesting to move to provide support; a priority will be awarded if the following information is received:

- Assessment identifies that care and support is given to the customer daily
- Care given must be personal care e.g. assisting with bathing, dressing, medication etc.
- Confirmation of the support given to be obtained by Social Care Assessment (if one undertaken by Adult Services)
- Distance to provide care and family commitments will be taken into account

**Recommendation 4:** *That this Scrutiny Panel receives further reports on how under-occupancy in social housing can be addressed.*

**Reported as completed.** On 1<sup>st</sup> March 2010 Cabinet Member for Housing and Neighbourhoods and on 11<sup>th</sup> March Sustainable Scrutiny Panel considered an under occupancy report and gave approval to introduce under occupancy incentives to encourage tenants that are under occupying large Council houses to downsize.

**Recommendation 5:** *That the impact of the Allocations Policy is regularly monitored by this Scrutiny Panel.*

**Reported as continuous:** Key Choices continues to provide regular briefings to Members on changes to the Allocation Policy. An “All Member Seminar” regarding the Allocation Policy was held at the Bailey Suite in January 2010.

**Recommendation 6:** *That further reports are presented to the Scrutiny Panel on options for social housing (including the future options for Council Housing)*

**Reported as complete for the purpose of the CBL scrutiny review:** The options appraisal process for council housing management is currently being scoped out and once it is clear what options are under consideration, appropriate reporting processes will be determined. Progress reports relating to 2010 Rotherham Ltd’s performance on managing empty homes will be provided to Scrutiny Panel as required.

**Recommendation 7:** *That action taken towards the recommendations of 2010 Rotherham Ltd’s empty homes service review ‘every day counts’ (April 2009) be monitored and reported back to the Sustainable Communities Scrutiny Panel in due course.*

**Reported as complete for the purpose of the CBL scrutiny review:** A report was presented to Scrutiny Panel on progress with the recommendations from the Scrutiny review of void turnaround times, on 3<sup>rd</sup> June 2010. Recommendation 7 was to complete the ‘every day counts’ action plan and report back on progress. The only remaining action is to review the process of backdating tenancy commencement dates – this is now underway and progress will be reported back to Sustainable Communities Scrutiny Panel later in the year.

**Recommendation 8:** *That a system for the introduction of ‘real-time’ feedback be introduced as a matter of urgency. This feedback should include property specific information, relating to which need group it will be offered to and an indication of the length of time on the housing register needed to be able to qualify for the shortlist.*

**Reported as 'on target':** Abrisas an ICT Software solution has now been procured and is being reconfigured inline with Rotherham's Allocation Policy. The expected completion date is December 2010. The software package will allow customers to bid for properties that they are eligible for and provide real-time lettings feedback, giving the customer a queue position.

**Recommendation 9:** *That robust measures are put in place to ensure that the Housing Register is up to date, accurate and effective database of customers. To support this, that a random check of cases takes place throughout the year to ensure that the database is continuing to be effective.*

**Reported as continuous:** On 14<sup>th</sup> December 2010 Cabinet Member for Housing and Neighbourhoods considered a report "**Rotherham's Housing Register**" which outlined the current position regarding the Housing Register in Rotherham and included information regarding best practice. Progress made includes:

- A bi monthly training programme for staff within 2010 Rotherham Ltd and the Council has been implemented to raise understanding of inputting and updating of housing applications
- The Abrisas system includes the housing register module which will manage the housing register; each application will be reviewed annually.
- Weekly reports have been developed to inform of real- time numbers on housing register, bidders and non bidders.
- Weekly reporting tools have been developed that highlights "inputting errors." The officer who has made the error is contacted to discuss, if there is a training issue appropriate support/training is implemented.
- Random checks of applications are undertaken by the Housing options Coordinator. The checks monitor input error, mandatory information such as full name, date of birth, address and ethnicity and additional information recorded on the "notes screen."

**Recommendation 10:** *That the current appeals procedure against removal and/or re-assessment of registration date, be reviewed to ensure that they are adequately meeting the needs of customers, and that this system is clearly outlined to applicants.*

**Reported as complete:** Progress made; Information regarding the Housing Register Review process is now included in the Allocation Policy Summary Booklet .

**Recommendation 11.** *That a review of the effectiveness of the Key Choices Property management is undertaken.*

**Reported as complete:** A review of this service was finalised in February 2010. This was undertaken by the Home Services Manager in conjunction with the Private Sector Manager and the Finance department. A five year business plan

has been revised and maps out the strategic direction for The Key Choices Property Management team (KCPM) – formerly known as the Rotherham Quality Landlord (RQL) for the period April 2009 to March 2014.

**Recommendation 12:** *That full equality monitoring of successful and unsuccessful bidders is undertaken (not just on the basis of ethnicity) to inform service improvement and that the Equality Impact Assessment is updated on the basis of this information.*

**Reported as complete:** An Equalities Impact Assessment (EIA) has been completed. The strengths are that there are consolidated accountable teams ensuring a consistent service for all customers, adverts give clear information relating to the property, rent details and local area, there are clear service standards which have been reviewed and updated with stakeholders. Customers completed the equalities monitoring questions on the Fair and Flexible questionnaire, 88.9% answered this question, 70% were female, 64% were between the ages of 18 to 54, 14% had a long term disability, 14% were Carers, 92% were White British and 3.4% declared they were lesbian or gay, and 0.9% declared they were bi-sexual.

**Recommendation 13.** *Explore whether an alternative title to “Direct Homes” can be developed which is more ‘user friendly’, descriptive of its purpose and is easily understood by the public.*

**Reported as no further action required.** During November 2009 a consultation exercise focussed on Direct Homes. This captured customers understanding of Direct Homes, customers told us that they understood what a “Direct Home” was and no alternative name changes were made. The recent changes to the allocation of low demand bungalows have substantially reduced the numbers of direct homes and have practically eradicated them.

**Recommendation 14.** *That work is undertaken to improve the information given to existing and potential applicants to ensure that there are clear, simple instructions about how and where to bid (so customers bid on properties that they are interested in); and the rationale for prioritisation of bids*

**Reported as complete:** Progress made:

- Reality Checks regarding the information given to existing and potential applicants are undertaken by the Service Quality Team through Customer to Customer questionnaires at Key Choices Property Shop on a monthly basis
- A Summary guide which details a step by step guide has been reviewed and republished. This is displayed at the Key Choices Property Shop and Neighbourhood Offices and is included with the acknowledgement letter sent to new applicants.

- Develop an occupancy level guide. This is posted out to the customer with a housing application acknowledgement letter and is also included in the training schedule.
- Details of what type of accommodation is in each locality of Rotherham is available on and this is also displayed in a range of outlets.
- An explanation to customers of what properties they are entitled to is a design feature of Abritas which is expected to be in operation March 2011. This will help customers avoid wasted bids and increase the understanding what type of properties they are eligible to bid for. i.e The system wont allow single people to bid for houses as they are not eligible for this type of family accommodation.
- Key Choices are working closely with Children and Young People Services in the development of a Joint Protocol for 17/17 year olds who need accommodation and support. A project group has been established to work closely with the Early Intervention team to develop information about leaving home which will targeted at 16/17 year old. As part of the consultation process other agencies who work with young people such as Rush house, Action Housing and Action for Children will be involved. The joint protocol will be completed by December 2010.

***Recommendation 15:*** *That the website is redesigned using best practice from other authorities. As part of this redesign, the feasibility of 'virtual tours' and links with other public services should be explored.*

**Reported as complete:** Other Local Authority website have been researched. We have utilised best practice from a variety of sources and the Key Choices website now includes; still photo shots have been taken of areas of the Borough, the website has links to information for the local areas on the individual property adverts; information is retrieved through "Up my Street, Council Tax Band, there are links to Planning with details of planning applications in the local area. Virtual tours are a design feature of Abritas, however the feasibility of virtual tours may not be practicable as the advertisements are produced whilst the previous tenant is still in occupation.

Other actions include:

- Additional customer self service telephone lines have been installed in the Property Shop
- Due to the increase in volume of customers accessing the Property Shop, the layout of the shop floor has been reorganised. Comments from customers and staff have been positive, citing that improvements with the layout have made the shop more customer friendly by improving customer flow.

## Key Choices Property Shop



***Recommendation 16:*** That systems are put in place to 'quality assure' the information published via the web and other avenues to ensure consistency.

**Reported as completed:** Quality checking systems are in place to ensure all property adverts are quality checked and signed off by the Housing Options Manager before publishing. Fortnightly meetings with 2010 Empty Homes Manager and Housing Options Manager have been implemented. Quarterly programme of reality checks are implemented and conducted by the Customer Inspectors the results are published in a Customer Excellence report.

***Recommendation 17*** Customer feedback forms should be located in a more prominent position on all web-pages, including those hosted on the 2010 Rotherham Ltd website.

**Reported as completed:** The feedback form has been moved to a more prominent position on the Key Choices Website

***Recommendation 18*** That consideration be given to giving fuller descriptions of properties, including indication of garden sizes.

**Reported as completed:** The property adverts have been reviewed and now includes the following information; room sizes, type of adaptations, property type and number of bedrooms, if the property is furnished or not, if pets are allowed or not, local lettings policies, utility suppliers, eligibility rules i.e. families and couples are eligible for houses. The garden description includes open or enclosed – to front and rear. Further information regarding the size of the garden is to be requested from the Empty Homes team within 2010 Rotherham Ltd at the next liaison meeting. Still photographs are also displayed.

***Recommendation 19:*** That the weekly results sheet also reports the status of previously advertised properties that are awaiting allocation.

**Reported as complete:** The weekly results sheet has been expanded to capture all voids where the property has been advertised. The results are published on the internet, in the Key Choices Property Shop and in Local neighbourhood Offices.

**Recommendation 20:** *That proposals are put forward to improve communications and working processes between Key Choices Team and 2010 Rotherham Ltd. This should include measures to ensure that bids received at outlying offices and by telephone are recorded and communicated.*

**Reported as complete:** Fortnightly liaison meetings have been established with the Housing Options Manager and Coordinator and 2010 Rotherham Ltd Empty Homes Manager and Voids Controller. Customers will be able to view the status of their previous bids on the new ICT CBL system. Mystery Shopping exercises and a Quarterly programme of reality checks have been implemented and conducted by the Customer Inspectors. The mystery shopping exercises have awarded the Property Shop have awarded “Gold Status”. The full details of the inspection results are published quarterly as part of a “Customer Excellence report for Independent Living.

**Recommendation 21:** *That information given out at Neighbourhood Offices is comprehensive and consistent. To support this, training should be undertaken with relevant officers in central and Neighbourhood Offices to ensure that they are aware of current developments and processes; this should be updated on a regular basis to address any issues of staff turnover.*

**Reported as complete:** Considerable resources have been committed to train staff on all lettings issues. A bi monthly timetable of free training is offered by Key Choices team to all RMBC and 2010 Rotherham Ltd staff that provides advice to customers regarding rehousing. The training includes the Allocation Policy, Choice based letting processes and ICT training of how to register and update a housing application. The take up of the training has been high.

Other actions include:

- Further work has also taken place to streamline systems and procedures with 2010 staff.
- A reporting tool has been developed which highlights errors that individual staff have made when inputting a housing application. The staff member who has made the error is contacted by the Key Choices team and actions taken – i.e. if there is a training need, the team will organize work shadowing or attendance to the training sessions.
- All new 2010 Rotherham Ltd staff whose role is offering customers advice regarding rehousing now attends a full day in the Property Shop as part of their induction.



- Implement monthly mystery shopping activities at Neighbourhood Offices conducted by the Customer Inspection Service team. The results are published in the Customer Excellence report.
- The Service Quality team are undertaking customer journey mapping through Home Truths Diaries.

**Recommendation 22.** *Ensure relevant and appropriate information about local lettings policies and the housing history of prospective tenants are communicated to RSLs/private landlords.*

**Reported as complete:** All Local lettings Policies are reviewed every 6 months and these are published on the internet. Currently the RSLs undertake their own interviews with customers following receipt of the shortlist. A common housing application has been developed in conjunction with Housing Associations. The new housing application will be launched in conjunction with Abris in March 2011. The application form includes a joint information sharing protocol which will comply with data protection legislation and will enable each RSL's to view the housing history of prospective tenants.

**Recommendation 23:** *That the process for advertising properties via local media is examined to ensure it is the best use of staff resources and provides value for money.*

**Reported as complete:** To ensure we get better value for money, processes have been established to ensure that the properties are advertised within the weekly cycle giving careful consideration to ensure the property is advertised in the termination period ensuring that there is no impact on void relet times.

We are constantly reviewing the advertising costs. The cost for the Key Choices Property page is £500 for each page per week (distributed to 29,000 households) as opposed to £1000 per week for the mailing list, (distributed to 1,000 households) and £1600 (which includes potential discount of 20%) for Rotherham News.

An analysis of how many customers purchase the advertiser to specifically view Key Choices Property page has been undertaken.

Profile and volume of customers:

- Older People tend to prefer to use the Advertiser to view adverts
- 1006 customers were asked through an online and face to face survey where they currently look to find accommodation in Rotherham, 27% (279 people) told us that they only used the Advertiser, 46% (464 people) used the Property Shop, 10% (110 people) used their Local Neighbourhood Office, 52% (526 people) the Key Choices website and (9& (91 people) didn't respond.

What we can do to get better value for money is:

- Review the frequency of advertising in the Rotherham Advertiser and utilise any savings to pay for a resettlement activity to assist customers offering advice on a range of housing options, including private rented, housing association and home ownership. This work will continue to be explored by the Key Choices Manager.

***Recommendation 24:*** Review the information sent to all Councillors so that they are well placed to answer any housing queries from their constituents. Drawing on good practice from several wards, Members should be encouraged to work closely with Housing Champions to organise 'housing surgeries' to address specific issues about the application process.

**Reported as complete:** The information has been reviewed and currently 2010 Rotherham Ltd provide information on empty properties at a local level to Elected Members and Key Choices. This has been implemented by linking with Neighbourhood Champions weekly estate management updates. Letting results are published on Key Choices web page and emailed direct to Elected Members.

***Recommendation 25:*** That regular Member briefing/ information sessions on housing related matters are held, particularly following any significant changes to policy.

**Reported as continuous:**

- Briefing session for Sustainable Scrutiny Panel regarding the impact of the Allocation Policy and proposals for change was undertaken on 10<sup>th</sup> December 2009 and an All Member Seminar on 12<sup>th</sup> January 2010.
- On 31st July 2009, Communities and Local Government issued a consultation paper regarding the Allocation of Social housing. The consultation paper was called "Fair and flexible - To ensure that we involved local residents in this debate we implemented a survey which captured the views of local communities. Over one thousand customers completed and returned a survey/ questionnaire; the results have been clearly analysis, and are reflected in proposed changes to the Allocation Policy and Local Lettings Policies. The Allocation Policy has now been amended inline with the demands and aspirations of local people, whilst also giving priority to those in the greatest housing need. The changes that have been adopted are; the introduction of a rural priority lettings policy; we have set aside a proportion of vacancies for applicants in employment; we have increased the quota of properties advertised to the General Band from 10% to 20%. An Elected Member Briefing has been distributed regarding the results of Fair and Flexible consultation.

- Continue with Community Surgeries which are lead by 2010 Rotherham Ltd in Neighbourhood Offices.

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

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