

Rotherham Economic Growth Plan 2015-2025

Monitoring - Collection 1 (November 2016)

1. This is the first collection of data for the Economic Growth Plan 2015-2025. Collection 2 will be produced in May 2017.

1.1. Economic Growth Plan Themes

Theme 1 - Grow Existing and Develop New Business

Theme 2 - Skills for Employment and Progression

Theme 3 - Inclusion, Wellbeing, and Employment

Theme 4 - Employment Land and Business Premises

Theme 5 - Housing

Theme 6 - Town Centre

Theme 7 - Transport

2. Delivery Plans and Performance Monitoring Information

2.1. Grow and Develop New Business

Theme Targets	2015	2025	2016	2016 Comments
Numbers of new starts per annum	975	1,200	985	Numbers risen slightly. Impact of Brexit on UK economy could begin to have an effect in future years
Survival rates (three years)	55.6%	60.0%	63.1%	Indicator is very volatile so large increase during past year is likely to partially drop back in future years. Aim for upward direction of travel over 10 years of Plan lifetime.
Number of businesses (base)	6,390 (revised)	7,250	6,810	2015 baseline figure now available and included. National trend for increasing business numbers – although Rotherham has seen a bigger increase than average. Difficult to give a precise reason for large increase in last couple of years but there is some evidence that people are reacting to flexibility in the labour market and working on a contract / self-employed business model rather than being directly employed (many of the new business are likely to be one person enterprises).
Rotherham based jobs	98,000 (2014)	102,300	100,000 (2015)	Fluctuations caused by sample sizes (it is survey based) but it does reflect higher employment rate in borough and falling unemployment. To put into context Rotherham had over 100,000 employee jobs prior to the 2008 recession / crash

Priority	Actions(s)	Timescale	Progress to date	Lead Officer
Growth programme: identify those businesses in Rotherham with major potential for growth and the support they need to maximise this	Identify those companies with greatest growth potential	Dec 2015	Working alongside Growth Hub to identify high growth SMEs and support them through the Growth Hub Enhancement Programme. Programme contract agreed October, 2016. Target companies now being identified	Andrew Nettleton - RiDO
	Ascertain what support is required to maximise their growth	Mar 2016	Barriers to Growth survey carried out with 30 companies to identify areas where RMBC can make a difference. RiDO to continue meeting companies on an ongoing basis to ascertain what support is needed. BD sub-group to agree on how to feed the information collected into its future support activities.	RiDO/Chamber/ Growth Hub/BGB Sub Group
	Econometric Model for Rotherham / SCR with multipliers	Mar 2016	Discussions to be held with SCR team on what information we can access from them. Subsequent to this, identify what additional info we require, where to access it and the cost.	SCR / EDT
Investor Package: Agree on the offer available to businesses seeking to invest in Rotherham	Identify business requirements and activity to be funded	Nov 2016	Develop our offer on back of discussions with local businesses. Make sure it links to and complements the offer available through the SCR. RMBC attending MIPIM in early 2017 as part of the SCR	RiDO
Business start-up support	Develop and deliver an enhanced and highly visible business incubation programme including Idea generation, start-up events, peer to peer mentoring, coaching and start-up accelerator programmes	Mar 2016	Since September 2016 the SCR Launchpad project is providing European funds to deliver comprehensive business start-up support in Rotherham. The programme has been developed by the Business Incubation Team and includes a business idea modelling workshop and How to Start a Successful Business workshop. One to one coaching and mentoring is also provided. A contract is currently being procured to market start-up in Rotherham. RiDO has also taken a SCR lead in procuring and managing a SCR start-up video. A Korean “accelerator programme” was delivered 1 June – 31 August at Moorgate Crofts. A 2 nd programme part funded by UK Steel Enterprise is underway due to complete on 2 nd February 2017.	Tim O’Connell - RiDO
Promotion	Develop a PR/marketing campaign for Rotherham as a place for business to invest	Dec 2015	Work has been undertaken on marketing/brand, with Richard Carey leading a “Marketing sub-group” of the Board (note – put on hold during thinking place work). <ul style="list-style-type: none"> - Place Marketing. Work almost finished, subject to visuals and producing a “Storybook.” Business to business launch planned for February 2017 - Investor packs and video produced for BCSC conference, which were well received. - Damien Wilson & Tim O’Connell representing Rotherham at MIPIM in 2017 	Tim O’Connell RiDO Chamber RMBC Comms
Procurement	Develop a strategy to increase use of	Jun 2016	The Business Growth Board set up a Buy Local task group led by Barry	RMBC, NHS,

	local supply chains and % of local spend by major organisations in borough		<p>Mellor. The group have progressed two areas of work:</p> <ul style="list-style-type: none">• A Meet the Buyer event is due to take place in February 2017 at the New York Stadium, led by RMBC and the Rotherham NHS Trust with support from and an open exhibition.• Netalkers. An online system for Rotherham businesses to aid and improve communication and local spend opportunities, this is progressing to a February 2017 launch.	Chamber/ BGB Sub Group
--	--	--	---	------------------------

2.2. Skills for employment and progression

Theme Targets	2015	2025	2016	2016 Comments																														
Employment rate	67.4%	n/a	70.7%	Large rise within year. Still trailing SCR (71.5%) and UK (73.5%), but gap to both has closed over the last quarter. Indicator is very reliant on national/international economy.																														
% achieving 5+ GCSEs at grades A*-C	67.1%	72.0%	**	<p>The validated secondary performance data is due to be published by the DfE on the 19th January 2017. **</p> <p>Source: ONS APS (June 2016)</p> <p>** The validated secondary performance data is due to be published by the DfE on the 19th January 2017.</p> <p>A new secondary school accountability system has been implemented in 2016. The headline accountability measures for schools are: Attainment 8, Progress, Attainment in English and maths (A*-C) and EBacc entry and achievement. The provisional GCSE and equivalent results for 2016 are:</p> <ul style="list-style-type: none"> The average attainment 8 score per pupil has increased by 2.4 to 48.5. This is 0.3 above the national average. The progress 8 score is 0.03, this is above the national average. The percentage of pupils achieving A*-C in English and maths is 61.3%. This is 2.6% above the national average. There are no secondary schools below the DfE floor standard. The percentage of pupils who achieved Ebacc has increased by 2.4% to 19.7%. This is 3.1% below the national average (all schools) and 4.9% below the national average (state-funded schools). 																														
Unemployment rate (as % of economically active population)	9.7%	8.5%	6.4%																															
Residents qualified to NVQ Level 3+	47.3%	55.0%	47.9%	Source: ONS APS (Dec 2015)																														
Residents qualified to NVQ Level 4+	23.1%	31.0%	26.3%	<p>Expect this to rise further once the Higher Level Skills Centre at Rotherham College comes on line.</p> <table border="1"> <thead> <tr> <th></th> <th>11/12</th> <th>12/13</th> <th>13/14</th> <th>14/15</th> <th>15/16</th> </tr> </thead> <tbody> <tr> <td>Rother Valley</td> <td>1,180</td> <td>1,180</td> <td>1,020</td> <td>1,190</td> <td>1,110</td> </tr> <tr> <td>Rotherham</td> <td>1,210</td> <td>1,050</td> <td>1,050</td> <td>1,090</td> <td>1,150</td> </tr> <tr> <td>Wentworth & Dearne</td> <td>1,390</td> <td>1,180</td> <td>1,070</td> <td>1,350</td> <td>1,430</td> </tr> <tr> <td>Totals</td> <td>3780</td> <td>3410</td> <td>3140</td> <td>3630</td> <td>3690</td> </tr> </tbody> </table>		11/12	12/13	13/14	14/15	15/16	Rother Valley	1,180	1,180	1,020	1,190	1,110	Rotherham	1,210	1,050	1,050	1,090	1,150	Wentworth & Dearne	1,390	1,180	1,070	1,350	1,430	Totals	3780	3410	3140	3630	3690
	11/12	12/13	13/14		14/15	15/16																												
Rother Valley	1,180	1,180	1,020	1,190	1,110																													
Rotherham	1,210	1,050	1,050	1,090	1,150																													
Wentworth & Dearne	1,390	1,180	1,070	1,350	1,430																													
Totals	3780	3410	3140	3630	3690																													
Apprenticeship Starts, Intermediate	1205 (2013/14)	1600																																
Apprenticeship Starts, Advanced	684 (2013/14)	900																																

Priority	Actions(s)	Timescale	Progress to date	Lead Officer
<p>Ensuring that young people are prepared for the world of work after leaving statutory education</p>	<p>Improved IAG for young people, including annual careers/LEAF event and SCR Learn to Work</p>	<p>Nov 15</p>	<p>Schools have statutory responsibility for delivering IAG, which varies significantly in both quality and breadth – a picture replicated nationally and recently announced by Ofsted as a key feature for future inspections. LEAF event held on 14/11 @ Magna. Very successful, with 67 organisations advertising over 500 vacancies to 1429 local schoolchildren and jobseekers. The Skills Task Group of the Business Growth Board are developing a proposal to support the better connection of Rotherham schools and businesses.</p>	<p>Schools, colleges and providers</p>
	<p>Continue to embed enterprise and employment skills in the curriculum through Rotherham Ready and the SCR Enterprise Advisor Pilot.</p>	<p>On-going</p>	<p>The Rotherham element of the SCR Enterprise Advisor Pilot is very active with Advisors meeting on a monthly basis. Key achievements:</p> <ul style="list-style-type: none"> • 14 Secondary Schools, 5 Special Schools, 1 x 6th Form College and F.E Colleges engaged in the Rotherham area. • 22 employers engaged as Business Advisers and matched with schools/colleges. • Monthly Enterprise Adviser Breakfast meetings (minimum 60% attendance to maximum 100% attendance. <p>Recently held a twilight session for 40 teachers and Enterprise Advisers to come together and showcase work that has been done and have the opportunity to discuss how the LMI Brochures ‘Shape Your Future’ will be used in schools with pupils and parents. The meeting was also attended by a representative of the Careers and Enterprise Company who was really impressed with the quality of the relationships (EA’s & Schools) which have been developed, how the programme is progressing in Rotherham, and how the impact of the work between education and business is really evident for all to see. Rotherham is being floated as a model of good practice.</p>	<p>Rotherham Ready and RYE</p>
	<p>Provision of a ‘minimum entitlement’ statement that all young people in Rotherham can expect in relation to career development.</p>	<p>Mar 2016</p>	<p>School Effectiveness are working with the SCR team to understand the careers landscape in the region.</p>	<p>School Effectiveness</p>
	<p>Ensure that businesses understand the importance of the role they play in fostering the employability skills of their potential future workforce, including providing high quality work placements.</p>	<p>On-going</p>	<p>The Rotherham business community have played a very active role in the LEAF 2016 event with 67 businesses exhibiting. The Skills task group of the Business Growth Board are progressing with the development of a project to pilot in four schools to better connect schools and business and provide real life business challenges as learning experiences.</p>	<p>RYE, RMBC, Colleges, B&RCC, Business Community (Rachel Blake)</p>

Apprenticeships	Ensure businesses are aware of the benefits of apprenticeship recruitment	Ongoing	Colleges and other providers are actively promoting apprenticeship vacancies and the RNN group are working on an event in early 2017 to support businesses to improve their knowledge of the apprenticeship levy.	Roth College/DVC and provider network																													
	Better promote apprenticeship opportunities to young people	Ongoing	The Skills task group of the Business Growth Board are progressing with the development of a project to pilot better connecting schools and business and provide real life business challenges as learning experiences. All schools receive a weekly apprenticeship vacancy bulletin and all 14-19 year olds have access to the Youth website, which includes local apprenticeship vacancies.	Schools / Colleges / NAS / Providers																													
	Providers to engage businesses who have the right 'type' of apprenticeship vacancy for those seeking an apprenticeship	Ongoing	No focused work undertaken, however providers are continually looked for the right type of vacancy which will attract high calibre candidates.	Roth College / DVC / Provider Network																													
	Grow annually the number of apprenticeships within the growth sectors and advanced apprenticeships	Sept 15	<p>All apprenticeship providers are focused on growing numbers.</p> <table border="1"> <thead> <tr> <th></th> <th>11/12</th> <th>12/13</th> <th>13/14</th> <th>14/15</th> <th>15/16</th> </tr> </thead> <tbody> <tr> <td>Rother Valley</td> <td>1,180</td> <td>1,180</td> <td>1,020</td> <td>1,190</td> <td>1,110</td> </tr> <tr> <td>Rotherham</td> <td>1,210</td> <td>1,050</td> <td>1,050</td> <td>1,090</td> <td>1,150</td> </tr> <tr> <td>Wentworth & Dearne</td> <td>1,390</td> <td>1,180</td> <td>1,070</td> <td>1,350</td> <td>1,430</td> </tr> <tr> <td>Totals</td> <td>3780</td> <td>3410</td> <td>3140</td> <td>3630</td> <td>3690</td> </tr> </tbody> </table>		11/12	12/13	13/14	14/15	15/16	Rother Valley	1,180	1,180	1,020	1,190	1,110	Rotherham	1,210	1,050	1,050	1,090	1,150	Wentworth & Dearne	1,390	1,180	1,070	1,350	1,430	Totals	3780	3410	3140	3630	3690
	11/12	12/13	13/14	14/15	15/16																												
Rother Valley	1,180	1,180	1,020	1,190	1,110																												
Rotherham	1,210	1,050	1,050	1,090	1,150																												
Wentworth & Dearne	1,390	1,180	1,070	1,350	1,430																												
Totals	3780	3410	3140	3630	3690																												
Jobseekers	Improve IAG and support for the under/unemployed - Deliver Ambition SCR 18-24 (Rotherham) and progress proposals for Ambition 24+ to provide key worker support to target groups	Dec 15	<p>RMBC are delivering Ambition Rotherham in partnership with the Source. : Achievements to-date (30/11/16)</p> <ul style="list-style-type: none"> Starts 169 (target 259 by July 2017) Job Starts 58 (target 177 by July 2017) Sustained jobs – i.e. min 6-months - 28 (target 60 by July 2017) <p>Work on an Ambition 24+ model has been progressed via a number of Sheffield City Region work and health projects, which subject to funding will commence delivery in 2017.</p>	RMBC / SCR LEP / DWP / The Source																													
	Increase the availability and take up of good quality work experience opportunities and placements	Ongoing	DWP are continually seeking new work experience opportunities. Interserve working as part of the community work placement programme regularly place people into work experience and are having some success in progression to work.	DWP, Interserve, RMBC (Ambition)																													
	Support enterprising people by offering pre-self-employment support	Ongoing	Pre-self-employment support is offered via RiDO, Rotherham Youth Enterprise and Jobcentre Plus.	RYE, B&RCC, DWP, Colleges																													
	Promote volunteering as a route into employment and/or training	Ongoing	Voluntary Action Rotherham continue to grow work of the volunteer centre. In 2016 VAR received over 1800 enquiries from individuals wanting to find out more about volunteering – Community Volunteer Ambassadors also promote volunteering to the general public as well as the work of the Volunteer centre.	VAR, RMBC																													

<p>Improving the skills of people in work</p>	<p>Improve communications with businesses, including:</p> <ul style="list-style-type: none"> - Business briefings delivered in partnership - Connect individuals entering work with the appropriate brokers to provide in-work skills support <p>Improve digital skills for people in work</p> <p>Deliver a 'Skills Bank' that meets the needs of Rotherham businesses</p>	<p>Dec 2015</p> <p>Dec 2015</p> <p>Dec 2015</p>	<p>RiDO deliver a regular business briefing which has included promotional activity for the Skills Bank. SCR hosted a skills summit in May 2016 which was well attended but had a large number of training providers rather than businesses. Skills Bank have presented to the Business Growth Board with various members taking up training as well as promoting via their own networks.</p> <p>Skills Bank are involved with a number of digital skills deals.</p> <p>The SCR Skills Bank was launched in May 2016. To 30th October 2016 across SCR £1,308,135 has been spent on training of which £565,665 has been invested by employers. 463 employers are registered on the website. 85 skills bank applications have been approved and 22 are in appraisal. 1,393 learners have approved skills deals and a further 223 learners in the appraisal stage. For Rotherham 11 companies have approved skills deals, 97 estimated learners, total skills bank contribution £53,490, employer contribution £12,890. 47 companies are in the pipeline with 1250 estimated learners and a skills bank contribution of £582,776.</p>	<p>DWP & SFA funded providers / SMEs/RiDO</p> <p>SFA funded providers</p> <p>SCR LEP/RMBC (Rachel Blake)</p>
<p>Skills at level 4 and above</p>	<p>Grow the level of HE provision delivered by Rotherham and Dearne Valley Colleges</p> <p>Maximise the benefit to Rotherham residents and businesses of the National College for Advanced Manufacturing</p>	<p>Sept 2017</p> <p>Sept 2017</p>	<p>HE delivery at the colleges is growing. RNN report 2015/16 to 2016/17 a 23% enrolment growth. The RNN Group have submitted an full business case to access SCR Skills Capital funding for the Rotherham Centre for Higher Level Skills. This is currently in appraisal with a decision expected in January 2017.</p>	<p>Rotherham College / DVC / TRC / RMBC</p> <p>AMRC TC (Rachel Blake)</p>
<p>Supporting good health and wellbeing in work</p>	<p>Work with business to implement the Workplace Wellbeing Charter</p>	<p>Launch, July 2015</p>	<p>We have 12 organisations that have been accredited for the workplace charter. These include large national organisations as well as small local voluntary organisations, schools and health care providers.</p> <p>We are currently working with around 30 organisations and are in the process of arranging initial meetings with further businesses. We have delivered training to a number of employers around sickness absence, healthy hearts and behaviour changes.</p> <p>RMBC are working towards achieving the charter.</p>	<p>Health Partners/RiDO (Colin Ellis)</p>

Inclusion, well-being and employment

Theme Targets	2015	2025	2016	2016 Comments
Unemployment rate	9.7%	8.5%	6.4%	Large drop during year. Partially dependent on the national/ international economy and potential Brexit impact coming years
% of working age population in 20% most deprived areas claiming out of work benefits	23.4%	19.0%		Data is no longer available at this geography – will seek to replace with a different indicator relating to local deprivation if possible.
Residents qualified to NVQ2+	65.7%	73.0%	67.6%	Source: ONS APS (Dec 2015)

Priority	Actions(s)	Timescale	Progress to date	Lead Officer
Addressing Digital and functional skill levels and financial inclusion	Provide digital engagement activity within communities, linked to saving money as a hook to engage in job search	Mar 2016	81 (to July 2016)	Community Learning, DWP
	Continue to develop the assisted digital service offer from libraries and CSCs, ensuring that people who need the most help to access online service receive it	On-going	65 (to July 2016)	Neighbourhoods, Community Learning, Library and Customer Services
	Establish digital community mentors/buddies to provide peer support and help upskill others.	May 2016	25 (to July 2016)	Community Learning
	Deliver ICT development programmes to the low skilled	Ongoing	.	Colleges
	Increase the take up and use of credit union accounts and financial support	Dec 2015		Laser Credit Union
Employability and progression	Increase engagement of individuals, to provide support to accessing	June 2016	RMBC have been working closely with the SCR team on the development of a series of new 'work and health' projects to support people with	DWP, RMBC, SCR LEP

	<p>employment, Develop awareness raising and outreach activity to support the increase of functional skills levels</p> <p>Learn lessons from the Ready Hubs to help support other communities.</p>	Dec 2015	<p>health conditions return to work. The project will move to delivery in 2017.</p> <p>Voluntary Action Rotherham is a partner in the BBO programme with specific input through the Specialist provider route for Volunteering – 2 elements = Individual Supported Volunteering programme and a general workshop outlining the benefits of volunteering for those furthest from the labour market.</p>	<p>Community Learning, Providers Roth Ready Private sector – in work development</p>
Maths and English	<p>Improve the functional Maths and English of the priority groups and those requiring pre-entry level support</p>	Mar 2016		<p>Colleges and SFA Providers</p>

2.3. Employment land and business premises

Theme Targets	2015	2025	2016	2016 Comments
Hectares of land opened up and serviced for development	-	+ 100 hectares		Majority of larger sites are included in the Local Plan, which is still going through the approval process. These are therefore likely to start being developed over the next 2-3 years. Look at how BGB and RMBC can help to facilitate this
M ² of industrial/commercial floor space	3.03m	3.5m	3.07m	Slight rise during year. Larger rises likely to follow as major employment sites come on line following adoption of the Local Plan.

Priority	Actions(s)	Timescale	Progress to Date	Lead Officer
Identify priority sectors for each Growth Zone	Undertake econometric review of growth zones	Feb 2016	Initial area based work has been on the town centre (Masterplan) and on AMID , both of which are moving into delivery phase during the coming year.	Simeon Leach RMBC EDT & Planning
Assess current employment land availability in the borough	Complete an update of the Employment Land Review jointly with Sheffield	Nov 2015	The Sheffield and Rotherham Joint Employment Land Review was completed in 2015. Has been used as evidence in the Local Plan work and also for consideration of planning applications, where relevant.	Ryan Shepherd RMBC Planning
Set up a Property Fund to provide loans and grants to bring forward employment sites within the borough	Set out framework for delivery of a fund Identify potential funding sources Launch Fund	Oct 2015 Dec 2015 April 2016	Looking into possibility of a Rotherham Property Fund” building on the purchase that was previously made at R-Evolution at the AMP. Funding is available through the SCR JESSICA Fund, with meetings held to identify potential projects that Rotherham could bring forward.	Simeon Leach RMBC Private sector SCR
Develop strategic packages of sites to maximise growth	Work with landowners, public and private sector partners to develop site packages / phased regeneration plans for the growth zones	Plan lifetime	Number of major sites will come out of the Local Plan. SPD and Masterplan have identified a selection of major development sites within the town centre	RMBC EDS - BRIT, EDT, Planning, Transport, Neighbourhood

				Housing & Asset Management
Prioritise development packages	Review deliverability of development packages and prioritise delivery	Phased activity over the plan lifetime	Packages are being developed for TC through the Masterplan. Work continuing on AMID Work	Simeon Leach RMBC EDT & Planning
Invest in understanding the impact of HS2 at Meadowhall	Work to identify the development and investment opportunities arising from an HS2 Station at Meadowhall. .	Once decision made on station location	Route of HS2 has now been revised with no Meadowhall station and a “traditional” spur into Sheffield Midland. Need to work out what likely impact will be for Rotherham; this will also fit with work into a possible new mainline station adjacent to Parkgate.	RMBC EDT / SCR/Sheffield CC/ HS2 Ltd
Secure the Future of the AMP	Continue to work with AMP partners to ensure that the necessary investments are made to keep the AMP at the forefront of AMM sector	Plan Lifetime	Development of the AMID is continuing with partners. RMBC seeking to purchase the AMP Technology Centre using SCR funding. If successful then this will take place by 31/3/17. Long term aim is for the TC to become an AMID asset	Simeon Leach RMBC /RIDO Harworth Estates HCA SCR
Superfast South Yorkshire	Work with BT to increase coverage on superfast broadband across the borough. Supported by grants to businesses to boost their broadband services	2015-17	The programme is ahead of schedule and on-budget. Current status: <ul style="list-style-type: none"> • 174 new street cabinets installed (out of almost a 1,000 planned structures) • 3,490 Rotherham premises now with access to fibre broadband • Areas already with access to fibre broadband: Canklow, Dinnington, Kiveton (Kiveton Park, Todwick & Harthill), Rotherham Central • Areas coming soon include; more Kiveton and Central, North Anston, Wickersley, Rawmarsh 	Richard Copley RMBC/SY LAs/ BT / SYFS

2.4. Housing

Theme Targets	2015	2025	2016	2016 Comments
Number of residential properties	114,791	126,000	Not yet available	The annual number of new dwellings built is still falling short of the 900 per year required. This is expected to improve as the Council develops its own land and with the new housing development land in 2017 when the Local Plan Sites and Policies Document is adopted
Affordable homes (25%)	25,875	28,625	Not yet available	The environment for providing new affordable homes remains challenging but continues with the acquisition and construction of new council houses and partnership with registered providers.

Priority	Actions(s)	Timescale	Progress to date	Lead Officer
Map out need across lifetimes of Growth Plan	Publish Strategic Housing Market Assessment	October 2015	Published in 2015, identifying an annual need for 900 dwellings per year, 25% of which should be affordable.	Jane Davies / Nick Ward RMBC Planning & Housing
Bring forward increased number of completing	Accelerate delivery on major sites (Waverley and Bassingthorpe Farm)	Ongoing for Waverley	Development at Waverley continues at around 150 units per year. Consultants have been appointed to produce a Masterplan at Bassingthorpe Farm. After which a developer partner will be procured	Jane Davies / Nick Ward Housing/Planning Asset Management private sector
Identify residential development sites	Identify Council and other public sector land / assets for residential development and produce site plans	Ongoing	<p>Identification of sites is ongoing. A key site at Swinton town centre has been identified and three options for residential development have been examined. Several town centre sites have been identified for residential development with efforts being initially focussed on three "go early sites" (see below).</p> <p>Wates construction have been procured to develop seven council owned sites across the borough for a mixture of private sale, council and specialist housing.</p>	Jane Davies / Nick Ward Housing/Planning /Corporate Property

Increase town centre residential offer	Town centre – identify key sites, create prospectus to accelerate development	Ongoing	Key sites have been identified for housing development in the Town Centre Development Plan Document and a £32m funding allocation has recently been announced to support housing in the Town Centre, under the Starter Homes Programme. Discussions or ongoing with the Homes and Communities Agency over support and delivery models.	Jane Davies / Nick Ward Housing/ Planning/Asset Management
Identify funding for residential	Utilise national growth tools at the local level, e.g. Housing Zone, build to rent, custom build, national affordable housing programme	Ongoing	A bid has been submitted Shared Ownership and Affordable Housing (relating to 227 units with a total scheme cost of £27m) although no response has been received yet	Jane Davies / Nick Ward Housing/ Planning/Asset Management

2.5. Town Centre

Theme Targets	2015	2025	2016	2016 Comments
Town centre residential units	250	2,000		2016/17 figure being collated
Town centre residents	500	4,000		2016/17 figure being collated
Vacancy rates (<i>primary shopping frontage</i>)	13.7%	11.0%	15.5%	(23 units vacant in Sep 2016 survey)
Shopper satisfaction (<i>3 yearly</i>)	64%	TBC		Relates to shopping offer only. Comparison to 2012 awaited.

Priority	Actions(s)	Timescale	Progress to date	Lead Officer
Produce Masterplan(s) for town centre	Spec put out to Market Consultant appointed Masterplan provided	Sept 2015 Nov 2015 Jan 2016	A Supplementary Planning Document (SPD) has been produced by Arup and now formally adopted by the Council. Contract for production of a town centre masterplan has just been awarded to White, Young, Green. The work will take approximately 7 months, with the final document ready in April/May 2017. Plan will focus on what the market will want from the key sites and how best to fund and deliver this. Will also cover parking and connectivity, into, and within, the town centre.	Simeon Leach / Mike Shires RMBC/Economy Board

Deliver a cinema	Select developer Cinema opens	Mid -2016 2018	The Economic Growth Plan has identified the need for an improved leisure offer in the town centre, with the SPD highlighting Forge Island as a prime site. Soft marketing testing of both operators and developers has been undertaken and RiDO are currently working with Lambert Smith Hampton to run this work in parallel with the production of the masterplan. It is expected that Forge Island will be the hub of any such development, with purchase of site due in January 2017.	Simeon Leach / Tim O'Connell RMBC, private sector
Deliver a hotel	Agree site(s) Contact operators/developers	Nov 2015 Feb 2016	As with the Cinema, the need for a town centre hotel has been identified, but, exactly how this will be delivered needs to come out of the masterplan work. Discussions have been held with developers/operators and their appears a definite appetite for delivery of a hotel in the Forge Island / Guest & Chrimes area	Simeon Leach RMBC, private sector
Markets complex	Agree development option Secure funding Works completed	Dec 2015 Mar 2016 2018	Work undertaken on available options, but now on hold while the town centre masterplan is being produced. There is an allocation of funding (up to £8m) in the Council's Capital Programme for the Markets. Need to look into how Doncaster's SCRIP bid for their markets and what we can learn from it.	Tim O'Connell/ Simeon Leach RMBC
Continuation of vitality grants	Secure new funding Identify target businesses	Mar 2016 Ongoing	Review of spend to date, impact and lessons learnt underway. Recommendation to re-divert any remaining funds to strengthen the incentives for national operators and/ or to promote the opportunities on key development sites will be made.	Bernadette Rushton RMBC, The Source, Retail businesses and start-ups
THI 2	Submit bid for further works to High Street and Westgate Chambers	August 2015	The bid for HLF funding was unsuccessful, but other options to build on the success of the works will be looked at within the TC masterplan Rotherham won High Street of the Year award, in the town category, for 2015	Mike Shires RMBC
Creation of a BID for the town centre	Feasibility of delivering a BID	Mar 2016	TCSG looked into feasibility, but fact that majority of town centre businesses were below the threshold for paying business rates meant it would be hard to deliver that model in Rotherham.	Simeon Leach RMBC, Chamber, Retailers, Landlords

			Looking into the possibility of using a bond holder scheme (as seen successfully in Wakefield/ Hull) to increase private sector involvement and raise funds. This will link into the Thinking Place, place marketing work.	
--	--	--	--	--

2.6. Transport

Theme Targets	2015	2025	2016	2016 Comments
Increase mode share of active travel	Baseline	20% above baseline	N/A	Data is still being collected but provisionally, it is thought that proportion of travellers using active travel modes continues to grow and that Rotherham is out-performing other Local Authorities
Increase % of journeys made by public transport (bus)	Baseline	10% above baseline	N/A	Rotherham Cordon Data not yet received for 2016 (Data collection takes place in Autumn). SYPTTE to provide when available.
Increase % of journey's made by public transport (train/tram)*	Baseline	60% increase on baseline	N/A	The Tram-Train project is still delayed, due to circumstances outside the control of RMBC and the PTE. The first trams are expected to operate in the summer of 2018. A potential new mainline station is being assessed and the results of the investigations are due before Christmas 2016
*Includes projection for tram-train, but no heavy rail improvements				

Priority	Actions(s)	Timescale	Progress to date	Lead Officer
Tram – train pilot	Money secured from DfT	Opens early 2017 for initial 2 year pilot	<p>Still progressing and vehicles have been purchased, however issues with Network Rail mean it is now unlikely to commence before mid-2018.</p> <p>Lobbying and feasibility work taking place for an additional stop to be provided at Magna.</p> <p>Possibility of links between Tram-Train and new mainline station on former B&Q site at Parkgate, a bid for funding for which is likely to be made through the SCR</p>	DfT
Waverley Link Road	Agree route with SCC	On-going	RMBC has been investigating an alternative alignment with Sheffield City Council and study work has shown increased benefits. However, as the capital cost is appreciably higher, considerations are being made as to whether bids for additional funds will be made via the SCR as the DfT will not provide further funding. This item cannot be progressed whilst there remains uncertainty as to the route of HS2.	Adrian Withill Richard Baker RMBC
Widening of the Parkway	Included as part of SCRIF bid	Completion 2016	Consultants have been appointed to prepare the major scheme business case.	Adrian Withill Richard Baker RMBC
Improvements to existing road network	Infrastructure works to cope with increased traffic from economic and housing growth	Ongoing	<p>RMBC currently considering future effects of Bassingthorpe Farm development on road network.</p> <p>RMBC has submitted business case to SCR for 2016/17 funding to make improvements around A618 Growth Corridor. This would improve access for Vector 31 and potential Gulliver’s developments. Decision pending.</p> <p>Rotherham’s ongoing LTP Programme and STEP funded projects. This has now been realigned to meet the requirements of the SCR’s strategic goals for transport.</p> <p>As the location of any new mainline station has been identified at Forge Way, it will not be possible to proceed with design work on the Parkgate Link Road which was previously blighted by the possibility of a “conflicting” new station</p>	Adrian Withill Richard Baker RMBC
Active travel	Increase active travel opportunities through infrastructure improvements	Ongoing	RMBC to start analysis of A631 Rotherham to Maltby route	RMBC - Public Health &

	<p>and promotional projects such as “Sky led bike rides.”</p>		<p>(funded by SYPTE) to consider potential improvements to road network for benefit of public transport users. Continue to investigate measures on the A633 with the PTE to improve bus journey time reliability and will be revisiting congestion on the A630 through Dalton to identify measures that improve journey time reliability on this corridor.</p> <p>Proposals have been put forward to the SCR under the Sustainable Transport Exemplar Programme (STEP). Due to a restructuring of how bids are assessed, it is unlikely that there will be a full spend in the current financial year, but there is a significant programme in Rotherham for 2017/18.</p> <p>RMBC has been successful in being awarded DfT funds for the “Bike It” project whereby schools are visited to encourage cycling to school. This builds on significant success in the past.</p> <p>RMBC has bid, through the SCR for DfT’s money for sustainable travel via the Local Sustainable Access Fund for implementation in 2017-2020. A decision is awaited.</p>	<p>Transport</p>
--	---	--	--	------------------