

Neighbourhood Working and Ward Priorities



Martin Hughes – Head of Neighbourhoods, ACEX

What we want to achieve

- Neighbourhoods that are **safe and welcoming** with good community spirit
- Residents are **happy, healthy** and loving where they live with
- Residents have the opportunity to use their **strengths, knowledge and skills** to achieve what is important to them



Ward-based Model

- 25 wards since May 2021
- 59 Elected Members
- Mix of 2 & 3 Member wards
- Sit within 3 Localities (North, Central & South)
- Range of services and partners aligned, e.g. Neighbourhoods, Housing, Streetscene & SY Police



Role of Councillors



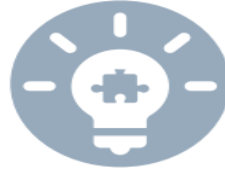
Orchestrator:
bringing people together, mediating and helping to broker relationships



Steward of place:
ensuring local resources are targeted appropriately in line with their ward priorities and plan, including the investment of their devolved ward budgets



Advocate:
acting on behalf of all residents



Entrepreneur:
problem solving by working with the community and partners to find solutions to local issues



Buffer:
exploring solutions to reduce the impact of unforeseen issues, such as the Covid-19 Pandemic and the Cost of Living Crisis, particularly for those who are most vulnerable



Catalyst:
empowering residents and community organisations to achieve their ambitions



Sensemaker:
explaining local issues, the role of services and any decisions that have been taken which impact on the neighbourhood



Adapted from 'The 21st Century Councillor', University of Birmingham

The Neighbourhoods Team

- Head of Neighbourhoods
- 3fte Senior Neighbourhood Co-ordinators (North, Central & South)
- 12.5fte Neighbourhood Co-ordinators (named officer for each of 25 wards)
- 3fte Neighbourhood Support Officers (North, Central & South)
- Parish Council Liaison Officer
- Town Centre Community Co-ordinator
- Senior Communications Officer

[Neighbourhoods - Neighbourhoods Team Contacts \(sharepoint.com\)](#)

Place-based approach

Elected Members, council services, police, parish councils, community groups, residents and other stakeholders working collaboratively within a neighbourhood to -

- tackle locally identified issues (ward priorities/plans)
- bring communities together through a range of enjoyable activities, cultural and social events, which inspire hope and pride in Rotherham

Integrated Working

Corporate Peer Challenge Recommendation - Building on the Neighbourhood working model, develop a clearer and shared understanding of integrated locality working across the public sector

1. Establish a Thriving Neighbourhoods Workstream Board to oversee the continued development.....
2. Implement proposals to:
 - Improve the effectiveness of the structures set up to tackle community safety, crime & ASB was functioning across wards and locality areas.
 - Ensure roll out of Family Hubs is integrated into wider neighbourhood / locality working
 - Provide opportunities to promote Early Intervention & Prevention and tackle Health Inequalities across neighbourhoods / localities.
3. Deliver a strengths-based approach learning and development programme for Officers and Members

Ward Priorities & Plans

- Elected Members set their ward priorities after the May '21 elections
- Informed by ward data, input and **advice from council services and partners** and community intelligence / consultation
- Updated annually – latest version published in June 2023
- Ward Plans detail how the priorities will be tackled – targeted service delivery, projects, activities, etc.
- Inform Council and partners decision making, policies, strategies, service plans and resource allocation
- **New ward priorities to be agreed after May 2024 elections** – published in autumn 2024

Ward Priorities & Plans

Most common themes –

- Community safety and ASB
- Environment, parks and green spaces
- Cleanliness of public realm and streets
- **Physical and mental health & wellbeing**
- Poverty / Cost-of-Living
- Transport, roads and road safety
- Community empowerment and infrastructure

[Ward Plans – Rotherham Metropolitan Borough Council](#)

[Neighbourhoods - Ward Priorities summary .pdf - All Documents \(sharepoint.com\)](#)

[Neighbourhoods - Ward Priorities themes.docx - All Documents \(sharepoint.com\)](#)

Aim 1 - All children get the best start in life and go on to achieve their potential

13 wards reference Children, Young People & Families

Kilnhurst & Swinton East Ward - Every child making the best start in life

- Activities for children in deprived areas
- Improving children's play areas
- School travel safety initiatives
- Engaging schools in local democracy



Aim 2 - All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

9 wards reference Mental Health



Hoober ward – Improve wellbeing by bringing people together whilst addressing loneliness, isolation and mental health

- Promote local activities
- Support existing community groups and encourage new groups
- Work with community groups to set up a community networking partnership
- Continue to support bringing people together to prevent loneliness and isolation
- Promoting help and support available to residents particularly in relation to the cost-of-living crisis

Aim 3 - All Rotherham people live well for longer

3 wards reference supporting Older People

Maltby East Ward - Support residents health and wellbeing

- Promoting healthy lifestyle
- Support existing and new community groups thrive and develop
- Supporting initiatives that improve older people's quality of life
- Tackling loneliness and isolation in line with 5 ways of wellbeing



Aim 4 - All Rotherham people live in healthy, safe and resilient communities

All 25 wards include priorities that impact on the wider determinants of health



Anston & Woodsetts Ward - Cleaner streets, lanes and open spaces and protect the environment

- Work with council services to encourage tougher enforcement on fly-tipping and littering.
- Support and develop community initiatives to reduce litter, dog fouling and fly-tipping.
- Ensure our green spaces are properly maintained and looked after.
- Ensure that the voice of the community is heard in any proposed planning developments

Strengths-Based Working

Being 'strengths-based' means focusing on **what people and communities have** and how they can **work together**. This involves drawing on people's **skills, knowledge and experience** to improve things locally **instead** of looking at what a **community needs or lacks**.



Strengths-based working

Recognises and builds on the skills, resources, knowledge, experience and heritage within our communities and empowers residents to find creative solutions to the local issues that matter most to them.

Rotherham Council will:

- Place communities at the heart of everything we do
- Always ask and listen to ensure we are addressing the things that matter to residents
- Be innovative in how we involve residents so that it maximises their skills and knowledge
- Problem solve collaboratively with communities
- 'Work with' communities and not 'doing to' them
- Identify and support the motivation to act within communities
- Nurture relationships within neighbourhoods
- Build the capacity and resilience of the community and local community organisations

Learning and development offer

Level 1 – General Awareness

- Understand the meaning of asset-based approaches
- Have the knowledge to know how to contribute towards asset-based approaches
- Be aware of what Rotherham's definition and key commitments are



Level 2 - Enhanced

- Understand what working in an asset-based approach way means for you
- Identify the protective factors that support health and well being
- Have the confidence to engage local communities in activities that are meaningful and empowering



Level 3 – Practitioner

- Identify assets within local communities and bring them together
- Empower communities to act and do things for themselves
- Acknowledge and build on what people value the most within their local communities
- Lead on and support community centred events



Level 4 – Place partners

- Demonstrate knowledge and understanding of the relevant theories and strategies
- Apply knowledge, skills and understanding across community and professional contexts
- Empower the workforce, changing the relationships between users and providers



Communication & Engagement

Monthly ward e-bulletins - [Rotherham Metropolitan Borough Council - Sign up to receive News from your Neighbourhood email bulletins \(govdelivery.com\)](#)

Social media and website - [Your neighbourhood – Rotherham Metropolitan Borough Council](#)

Traditional media – newsletters, flyers and press releases

Consultation and Engagement - providing opportunities for residents and community organisations to have their say

Opportunities for the Health & Wellbeing Board

- Ward priorities/plans are helping to deliver the four Aims and Strategic Priorities – **embed into service delivery**
- Board membership / organisations informing future ward priorities – **provide data, local intelligence, inequalities, etc.**
- Place-based working - **Strengthen partnership working within neighbourhoods**; focus on early intervention & prevention
- Strengths-based working – helping communities to help themselves; **joint training and development**

Find Out More

- Visit Website - [Your neighbourhood – Rotherham Metropolitan Borough Council](#)
- Sign up to ward e-bulletins - [Rotherham Metropolitan Borough Council - Sign up to receive News from your Neighbourhood email bulletins \(govdelivery.com\)](#)
- Contact -
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